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USS IOWA

Long Term Viability Analysis

San Pedro, CA vs. Vallejo, CA

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Revision 1.0

Introduction:

The battleship USS IOWA (BB-61) was decommissioned for the final time in 1990. Since then, it has been in mothball status, awaiting an organization to become her caretaker. Two such organizations have applied to the US Navy for the job: The Historic Ships Memorial at Pacific Square (HSMPS) located in Vallejo, California, and the Pacific Battleship Center, located in San Pedro, California. This report offers a side-by-side comparison of the two sites in hopes to determine the most viable plan to preserve and operate USS IOWA (BB-61) as a memorial and museum.

Before comparing the differences between the two locations, it’s important to take a look at what they have in common:

The HSMPS proposes to locate the USS IOWA at Mare Island in the city of Vallejo, California. Mare Island served as a US Naval Shipyard from 1854 to 1996.

The Pacific Battleship Center proposes to locate the USS IOWA in the Los Angeles neighborhood of San Pedro, California, which is located on the west side of the Port of Los Angeles. San Pedro was the home of the Pacific Fleet from 1919 to 1940.

Today, eight battleships are available to visit in the United States: Four on the east coast, two on the Gulf coast, and two are in Hawaii.

Name	Hull	Location	Class
USS MASSACHUSETTS	BB-59	Fall River, Massachusetts	South Dakota
USS NEW JERSEY	BB-62	Camden, New Jersey	Iowa
USS WISCONSIN	BB-64	Norfolk, Virginia	Iowa
USS NORTH CAROLINA	BB-55	Wilmington, North Carolina	North Carolina
USS ALABAMA	BB-60	Mobile, Alabama	South Dakota
USS TEXAS	BB-35	La Porte, Texas	New York
USS ARIZONA (Memorial)	BB-39	Perl Harbor, Hawaii	Pennsylvania
USS MISSOURI	BB-63	Pearl Harbor, Hawaii	Iowa

Congress has stipulated that the USS IOWA must reside in state of California. As the last available battleship in the world, that means that from a marketing perspective, both organizations will benefit from possessing the only battleship on the entire West Coast.

But this is where the commonality between both locations diverges. The following table compares them side-by-side.

	Los Angeles (San Pedro)	Vallejo (Mare Island)	NOTES
Start-up costs	\$10 million	\$18 million	<p>Both organizations will incur costs to bring the ship out of mothballs, but there is an important geographical distinction between the sites. Only one can handle the USS IOWA's 36 foot draft.</p> <p>Transporting the USS IOWA from Susuin Bay to Mare Island requires millions of dollars worth of dredging. As a deepwater port, Los Angeles can easily handle the IOWA's draft.</p> <p>This is an important distinction from a fundraising perspective because every dollar donated to the Pacific Battleship Center is invested into the ship as opposed to moving silt.</p>
Berth Site	Berth 87	None	<p>The City of Vallejo will not commit a Mare Island Berth until the HSMPS proposes a viable economic plan.</p> <p>On November 18, 2010, The Los Angeles Board of Harbor Commissioners voted 5-0 in support of a resolution naming Berth 87 as the future home of the USS IOWA should the Navy award her to the Pacific Battleship Center.</p>
Municipal Support	Multiple levels		<p>All three San Pedro's Neighborhood Councils and the Port Citizen's Advisory Council (PCAC) have voted unanimously in favor of the USS IOWA coming to San Pedro.</p> <p>In addition to the local neighborhoods, support has come from the Honorable Mayor, Antonio Villaraigosa and The Los Angeles City Council who voted 13-0 in support of a resolution to bring the USS IOWA to the Port of Los Angeles.</p>

	Los Angeles (San Pedro)	Vallejo (Mare Island)	NOTES
Municipal Investment	\$1.2 billion		<p>In May 2008, the City of Vallejo filed a petition under the provisions of Chapter 9 of the U.S. Bankruptcy Code. As part of the process to begin to emerge from bankruptcy, the city filed a five-year Plan of Adjustment with bankruptcy court on January 18, 2011.¹</p> <p>On September 29, 2009, The Port of Los Angeles approved \$1.2 billion to redevelop San Pedro's waterfront. Such improvements will include 27 acres of new parks along an eight-mile promenade and an extension of the Waterfront Red Car Line.</p> <p>Although a battleship at Berth 87 will benefit from this redevelopment, local business owners see it another way, describing the USS IOWA as the "Wow Factor" that will pull the entire redevelopment plan together.</p>
Foot Traffic	850,000 annual cruise ship visitors ²		<p>Being right next to the Los Angeles Cruise Ship Terminal brings visibility and foot traffic to the site.</p> <p>The newly formed San Pedro Convention and Visitors Bureau is developing "Cruise Ambassador" informational kiosks for use inside the cruise ship terminals, with plans to offer a free weekend shuttle to take passengers and crews into downtown and Ports O' Call, including offering special discounts and promotions in downtown restaurants and shops.</p>
Available Access to Visitor Market	38.141 million ³	22.122 million ⁴	San Pedro's access to qualified visitors is 1.72 times that of Mare Island's.

¹ <http://www.ci.vallejo.ca.us/uploads/75/01252011%20-%20City%20of%20Vallejo%20Assessment%20.pdf>

² San Pedro Convention and Visitors Bureau

³ Market size calculated by adding residents (13,820,000) to tourists (24,321,000) pg. 40 U.S.S. Iowa Economic Feasibility Study published by AECOM November 2010

⁴ Market size calculated by adding residents (6,722,661) to tourists (15,400,000) for The USS HORNET WWII Aircraft Carrier which is located in Alameda California. pg. 46 U.S.S. Iowa Economic Feasibility Study published by AECOM November 2010

	Los Angeles (San Pedro)	Vallejo (Mare Island)	NOTES
Accessibility	LAX (19.5 miles) 26 mins no traffic 35 mins with traffic ⁵	SFO (42 miles) 54 mins no traffic 1:30 in traffic ⁶ OAK (36.5 miles) 45 mins no traffic 1-hour in traffic ⁷	Both cities are served by major International Airports, however San Pedro is almost two-times closer than Vallejo is to its <u>two</u> nearest airports. Although the HSMPS website claims that Mare Island is a "...25-minute drive from San Francisco and with hourly ferry connections to nearby San Francisco..." Google Maps suggests that the quickest a visitor can get there is 45 minutes--from Oakland, which is on the same side of the Bay as Vallejo. Worst-case, San Pedro is 35 minutes from the seventh largest passenger airport in the world. ⁸
Area Interest in WWII Naval Vessels	USS Midway (San Diego) 811,000 ⁹	USS Hornet (Alameda) 85,000 ¹⁰	There are two WWII-era aircraft carriers in California: the USS HORNET located in Alameda, and the USS MIDWAY located in San Diego. The USS HORNET, which is geographically twice as close to San Francisco as it is Mare Island, has only drawn a 5-year average of 85,000 people per year. Although San Diego is 117 miles (2-hours) south of San Pedro, the fact that the USS MIDWAY draws almost 10-times the visitors of the HORNET is a positive indicator of Southern California's interest in these types of vessels. Northern California's lack of support may be connected to the sentiment of San Francisco Board of Supervisors who, in March 2006, voted 8-to-3 against hosting the USS IOWA, citing opposition to the Iraq War and US military policies regarding homosexuality.

⁵ Google Maps

⁶ Google Maps

⁷ Google Maps

⁸ http://en.wikipedia.org/wiki/World%27s_busiest_airports_by_passenger_traffic#2010_year-to-date_statistics

⁹ pg. 46 U.S.S. Iowa Economic Feasibility Study published by AECOM November 2010

¹⁰ pg. 46 U.S.S. Iowa Economic Feasibility Study published by AECOM November 2010

	Los Angeles (San Pedro)	Vallejo (Mare Island)	NOTES
Movie/TV Set	312 television and movie titles ¹¹	20 television and movie titles ¹²	<p>San Pedro's close proximity to Hollywood makes it a popular location for filming television shows and feature films. The addition of the USS IOWA would add yet another reason to film in the area, as indicated by the Pacific Battleship Center's support by <i>Film LA, Inc.</i>, the film office of the City of Los Angeles.</p> <p>A close connection with Hollywood not only brings set rental revenues, but it also adds a worldwide level of marketing visibility.</p>

¹¹<http://www.imdb.com/search/title?endings=on&&locations=San%20Pedro,%20Los%20Angeles,%20California,%20USA&&heading=18;with+locations+including;San%20Pedro,%20Los%20Angeles,%20California,%20USA>

¹²<http://www.imdb.com/search/title?endings=on&&locations=Vallejo,%20California,%20USA&&heading=18;with+locations+including;Vallejo,%20California,%20USA>