

**Sail Training International
Tall Ships' Races in the Baltic Sea
Port Selection for 2013**

Bid of the Riga City Council

**Riga,
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INTRODUCTION

Riga, the capital of the Republic of Latvia, officially established in 1201, is a port city with over 800 years long history. Riga is the main industrial, business, financial and cultural center in the Baltics, the biggest city of the Baltic States, and the second largest city in the Baltic Sea region after Stockholm. At the beginning of 2008, there were 718 000 inhabitants in Riga.

The 15 km long Freeport of Riga is located at the both banks of the Daugava River, where the total length of docks is 13 818 meters. There are 31 stevedore companies and 40 ship agents' companies operating at the Freeport of Riga. In 2007, 3872 ships were served and 25,9 mln. tons of cargo were reloaded at the Freeport of Riga. In 2005, Freeport of Riga Authority was issued an ISO 14001:2004 quality certificate.

The Riga yachts *Sparta* and *Iskra* had participated for over 20 years in The Cutty Sark Tall Ships' Races in the eighties of the 20th century, at those times taking start under the USSR flag. Hence, Riga was well informed about the sail training races, and the moment the opportunity appeared, expressed its desire to host such regattas in Riga.

The independence of the Republic of Latvia had been restored in August of 1991. The Riga City Council had already made a decision in November of 1991 to request that International Sail Training Association would include Riga into the route of The Cutty Sark Tall Ships' Races 1996. Riga did not win that bid, though. The next time Riga submitted its candidacy for the bid to have rights to host The Cutty Sark Tall Ships' Races 2000. And again, Riga was not included into the route of regatta of 2000. Finally, at the ISTA conference in November of 1999 Riga had won the rights to host in Riga the last regatta of 2003, which was held under the name The Cutty Sark Tall Ships' Races.

In order to participate in races organized by ISTA, and later - by STI, and to popularize the organization of The Cutty Sark Tall Ships' Races in Riga, a group of Latvian sailing enthusiasts began to bring into action the *Spaniel project*. In the period from 1998 until 2008, the yacht *Spaniel* participated in each races organized by ISTA and STI, having won together 14 price-winning places, including 7 first places in its class. The yacht *Sparta* also continued to participate in races on a regular basis, having won together 5 price-winning places in its class. The yachts *Anita* and *Venta* had participated in races many times, as well. The yachtsmen of *Spaniel* and *Sparta*, together with several Latvian yachtclubs and ship agents' companies established the Sail Training Association Latvia (further in the text – STA Latvia), which became active participants in preparation and hosting of The Cutty Sark Tall Ships' Races in Riga.

The Cutty Sark Tall Ships' Races in Riga took place from August 10 to 13, 2003. 80 sailing vessels and yachts from 18 countries arrived to Riga, including 15 Class A ships. In four days ships were visited by about 500 000 inhabitants of Riga and the guests of the city. The Sail Training International acknowledged Riga to be the best port of the races of 2003, giving the city the special traveling award.

The Cutty Sark Tall Ships' Races promoted the development of yacht tourism in Riga. If there were only 174 yachts visiting the Andrejosta yachtsclub in 2002, then in 2003 there were 243, in 2004 – 301 yachts, and in 2005 – 322 yachts. The successful hosting of regatta was the reason why Riga was acknowledged to be one of the international NORD/LB Baltic Sprint Cup 2005 regatta port, during which Riga was visited by about 40 yachts.

Regatta got very positive reviews by both, inhabitants of Riga and by the Riga City Council, why in 2003 Riga again submitted its candidacy for the bid to have rights to host The Tall Ships' Races 2007 in Riga. The city was well aware that other cities were willing to host the regatta, as well, and it was not too upset when it did not win the rights to host the event. Having evaluated the upcoming opportunity to host in Riga the regatta of 2009, the Riga City Council took into consideration that part of The Tall Ships' Races fleet would participate in the Tall Ships Atlantic Challenge, and the total number of regatta ships, especially the Class A ships, could be lower in regatta of 2009. Therefore the preference should be given to the cities, which would not be able to host the whole large STI fleet, however, would be able to host regatta with a smaller number of participants, such as Ventspils or Klaipeda. The Riga City Council and the STA Latvia are using their experience providing support to Klaipeda to host The Tall Ships' Races 2009.

In 2013, there will be 10 years since the first Tall Ships' Races had visited Riga. The facilitators of it – the Riga City Council, Freeport of Riga Authority and the Sail Training Association Latvia, - believe that being eager to organize this sailing feast again and having the experience, they will be able to do it again: to host The Tall Ships' Races 2013 in Riga, maybe with a bit different approach, but definitely at the same high standard level.

2. Berthing Area and Ship Services

2.1. Ship berthing

Considering the acknowledgement of STI that the regatta of 2003 was organized in Riga at a high level, in this tender we would like to refer to our experience, while supplementing it, indicating the same and different points in how Riga had organized the event of 2003 and how we plan to organize it in 2013. Considering that 10 years have passed since the previous event, we do not plan any particular changes in the order of events and in the sports and cultural programs. The main changes are anticipated in regards to the ship berthing area and the location of the race offices and will depend upon the available funding.

In order to accept The Cutty Sark Tall Ships' Races 2003 fleet, the Riga Passenger Terminal (further in the text – Terminal) had expanded the length of its docks, constructing new, 240 m long, berthing docks along the Daugava River stretching from Passenger Port of Riga towards Vanshu (Cable) Bridge. The total length of the new and already existing docks was 830 m, which allowed to berth there 14 Class A sailing vessels and the race fleet convoy, a German Navy vessel. Among those, 7 sailing vessels were berthed by one board, and 8 vessels – by two boards.

To accept Class B and C ships, the floating docks were constructed at Andrejosta Terminal, which berthed 66 sailing vessels and yachts. The most part of Class B and C I ships were berthed by two boards, and yachts – by three boards.

The benefit of it was that, as a whole, the fleet berthing area was extremely compact, the ships were not berthed at several docks, the visitors did not have to cover long distance to see the vessels. The participants and facilitators of the regatta had the opportunity to promptly access offices from respective ships and vice versa, since all the race offices were at 2 to 10 minutes walking distance from any ship. However, the participants – each of the Class A vessels, - expressed the desire for their vessels to be observed separately, from the dock side, as well as from the Daugava River side and from the opposite bank of the river, therefore, to be berthed only by one board. In turn, the berthing area for the Class B and C vessel participants was too narrow – the one 45 long ponton had 12 yachts berthed at both of its sides. It created discomfort while maintaining the yachts and providing food supplies. The crews of the yachts berthed at the pontons were certainly disappointed that crews of two other yachts had to climb over their respective decks. Two of the Class B sailing vessels had to be berthed at the pontons planned for yachts, and the non-stop operating diesel engines of those ships created inconvenience for the yachts berthed nearby. For the sake of security, the visitors were not allowed to move along the pontons placed and fastened in parallel with the Andrejosta quay, why visitors were able to view the Class B and C ships only from the shore front – from a distance.

While planning the disposition of The Tall Ships' Races 2013 fleet ships in Riga, it will be taken into consideration that the berthing area should be expanded to the extent possible, since:

- 1) Class A sailing vessels must be stationed by one board, when possible;
- 2) Class B, C and D sailing vessels must be stationed by not more than two boards;
- 3) the visitors should be given the better opportunity to view the ships, from the shore front, as well as from the Daugava River;
- 4) there should be anticipated the possibility to accept more ships than in 2003.

While there were 80 ships in Riga in 2003, in The Tall Ships' Races 2007 there participated altogether 111 ships, of which more than 90 ships were in Stockholm.

To implement such a berthing area concept, the Terminal docks alone would not do.

Since 2003, the „Jaunrīgas attīstības uzņēmums” company (Enterprise for the New Riga Development) started active transformation of the former Riga Commercial Port Andrejsala territory, located behind Terminal, and directed towards Andrejosta sea gate. This company plans to develop the Downtown Riga in direction of the Daugava River, creating multi-functional and high quality city construction territory at the space of the former port, which would supplement the historical center of Riga. The project Riga Port City includes the establishment of the Modern Art Museum in the building of the former power plant in the center of Andrejsala, establishing there also different creative associations, office centers, media offices, design studios, galleries, exhibit halls, educational organizations and forum centers.

There are several docks at Andrejsala used until now to berth commercial ships – at the Daugava side these are docks AS-3 and AS-4 (total length - 330 m, with 7,4 m draft), then AS-5 (length - 144 m, with 7,8 m draft); Andrejosta docks AO-1 and AO-2 (total length - 236 m, with 4,5 m draft). These docks can accommodate for berthing:

- 1) Class A sailing vessels at the Daugava side: 5 sailing vessels by one board or up to 10 sailing vessels by two boards;
- 2) Class B, C and D ships at Andrejosta, in order not to create difficulties for the yacht traffic: At the dock AO-1 at Andrejosta - 3 ships by one board, at the dock AO-2 either 6 ships by one board or up to 12 ships by two boards.

“The Tall Ships’ Races 2013” fleet ship berthing area concept is:

- 1) the Terminal Docks at the Daugava side to be used as a basis for Class A sailing vessel stationing;
- 2) Class B, C and D ships to be berthed at the Terminal yacht docks at Andrejosta – the floating pontoons;
- 3) the Andrejsala docks at the Daugava side to be used for berthing of Class A sailing vessels;
- 4) the Andrejsala docks at the Andrejosta side to be used for berthing of Class B, C and D ships;
- 5) all ships to be at first evenly stationed by one board at the Terminal and Andrejsala docks;
- 6) after that, in case all docks for one board berthing are occupied, ships, as needed, to be evenly stationed along all the docks by the second board.

Similarly to 2003, the particular berthing schemes for 2013 will be coordinated with the Freeport of Riga Harbour Master.

Terminal and the „Jaunrīgas attīstības uzņēmums” company (Enterprise for the New Riga Development) had confirmed to the Riga City Council their support of The Tall Ships’ Races 2013 hosting activities in Riga, and willingness to make their respective territories available to organize the events, and their docks - for berthing of the regatta ships.

2.2. Piloting and tug services for ships

In 2003, free of charge piloting and tug service for the regatta ships were provided by the Freeport of Riga Authority.

Similarly, in 2013, Freeport of Riga Authority will provide free of charge piloting and tug service for the ships. At this time, the Freeport of Riga Authority has tugboats *Santa* un *Stella* of its own, with capacity of 2x1825kW. The Freeport of Riga Authority had confirmed to the Riga City Council their support of submitting a tender for candidacy of Riga to host regatta of 2013, and they consider the Freeport of Riga to be in compliance with all technical requirements for regatta.

2.3. Refuelling services, ship waste water and garbage collection

In 2003, refuelling services were organized in two ways. There is a fuel station for yachts at the territory of J/S/C „Latvijas jahta” (Latvian Yacht) at the Daugava River, within 2 NM from the sea gate, and 7 NM from Andrejosta. The location of the fuel station was respectively marked in the Captains’ Handbook. This fuel station was, as needed, permanently used by yachts and ships with up to 3 m deep draft. The Class A and B sailing vessels made fuel orders – they filled out the order form provided in the Captains’ Handbook and submitted it to the regatta liaison officers. The liaison officers’ centre processed the received orders and organized the fuel delivery directly to the docked ships.

The Fire Fighting Service had very strict security demands while providing refuelling of the Class B ships, why it was done only after midnight, when there were no visitors at the docks. The liaison officers’ centre secured the traffic suspension on piers and around the ships during fuelling time.

In 2013, it is planned to organize the ship refuelling the same way. If at that time the yacht marines of Andrejosta and Andrejsala bay will still have the fuel stations for yachts, all yachts will be able to use these stations.

In 2003, the ship waste water from Class A sailing vessels was collected by collection tank-ships. The orders for this service were submitted by ships to the liaison officers. The liaison officers’ centre processed the received orders and placed an order for the ship waste water collection.

In 2003, garbage containers were placed along all the docks.

2.4. Toilet, shower and laundry opportunities for Class B, C and D ships

In 2003, for the needs of crews of the Class B, C and D ships there were container type shower and toilet cabins placed at the Terminal territory, which were within 2-3 minutes walking distance from the respective ship docks. Following the suggestion of the experienced regatta participants, the layout and maintenance of the cabins was organized by Terminal in such way, that these cabins were always clean and dry. The hot water supply was never interrupted.

In 2013, it is also planned to use the container type shower and toilet cabins. They will be laid out at the Terminal territory in the same way as in 2003, as well as at Andrejsala, not far away from the docks, in order the crews would not experience any inconvenience using them while crossing Andrejosta.

In 2003, the crew laundry was a paid service. The Captains’ Handbook contained the service price list, the crew delivered its laundry to the laundry vehicle standing on the Terminal territory, received it within a few hours, and paid for it.

In 2013, it is planned to organize the laundry service the same way.

2.5. Fresh water supplies to all ships

In 2003, water for the Class A sailing vessels was available through hydrants at the docks at the Daugava River side. There were water supply hoses at the floating pontons with electrical power sockets for Class B, C and D ships.

Water supply for all ships will be provided in the same way at the Terminal, as well as Andrejosta docks.

3. Premises for Race offices and activities

In 2003, all Race offices and media centers were located at the Terminal building within 2 – 10 minutes walking distance from any ship. However, the office premises could be larger, and their location at the Terminal office created substantial difficulties for the work of the Terminal's own office.

The STA Latvia introduced the Enterprise for the New Riga Development with the basic STI requirements to secure the infrastructure of the regatta, including the required office space, and they work together to provide the Race office location plan. Enterprise for the New Riga Development suggests that all the Race offices and the media center is located at one place in Andrejsala, for example at the Enkura Building (Anchor Building) at 4a Andrejostas Street.

The Anchor Building is located approximately in a 200 m distance from the Andrejsala docks. The building is easily accessible by foot, by bike, by car, and by any other means of transportation, which can be parked in front of the entrance to the building. The suggested Anchor Building premises are in good condition – the Latvian Shipping Company offices, archive and warehouses were located there until August of 2008. Some premises since the fall of 2006 were simultaneously used for the needs of various exhibits, conferences, photo studios, as well as for other cultural and entertainment purposes. The Anchor Building has the capacity to adjust its premises for the regatta use at a space over 1500 m². The configuration of its floors, the size and diversity of its premises ensure the establishment of the Race offices and media centers there to be the best solution. It is planned to discuss and agree upon the establishment of the Race offices at the particular premises and the required office space during the STI inspection visit.

In accepting this proposal, the Riga City Council also takes into consideration that the Enterprise for the New Riga Development provides the premises for use of the Riga City Council free of charge.

4. Liaison officers' centre

In 2003, the Riga Liaison officers' (further in the text – LO) centre was organized, instructed and managed by the STA Latvia. The STA Latvia Chairman was also a Chief LO, who had 4 Deputies in charge of the Class A, B, C and D ship groups, all of them – yachtsmen with 3-4 years experience as participants of Tall Ships' Races.

There were 110 LO, mainly, students. The information about opportunity to apply to work at LO was disseminated at colleges through the Latvian Student Association. Members of the STA Latvia held several instruction sessions where informed the candidates about regatta, the work of ship agents, the LO duties. In selecting the candidates, a great attention was devoted to proficiency of languages. After the instruction course, the Chief LO and his Deputies tested the candidates on their knowledge of English. As a result, 24% of LO participated themselves in the Tall Ships' Races, 46 from 80 ships were served in the native languages of their crews. Each Class A ship had two LO, yachts –one LO.

Meals for LO were provided at the expense of cafeterias operating at the Terminal territory. Each cafeteria had to provide the LO Service a particular number of free-of charge coupons, where each coupon had a particular monetary value. Each LO was given 3 different coupons, providing the opportunity to have lunch for a particular amount for 3 days at three different cafeterias. After the event more than ten LO became yachtmen themselves and participated in the future Tall Ships' Races.

It is planned to organize the Liaison officers' centre same way in 2013, as well.

5. Sports activities and cultural program

In 2003, the cultural program for the event was organized and managed by the employed by the Riga City Council „Rīgas birojs” company, created in 2001 to organize the Hanseatic Days in Riga. After the Hanseatic Days, this company started the regatta preparation work – the cultural program projects, search for sponsors, advertising campaign, coordination of services of departments and structures involved into the preparation of the event.

In 2013, the Riga City Council, depending upon the available funding, will support a company to organize and manage the event, the first duty of which, in case Riga would win the rights to host The Tall Ships' Races 2013 fleet, will be to get acquainted with all the pertinent documentation of the „Rīgas birojs” company.

5.1. Ship reception

In 2003, the ship reception was organized as follows: Captains' Handbook contained the order for the ships to inform about their ETA, in order for Freeport of Riga Harbour Master to be able to provide pilots and tugs for the Class A ships, and the LO Service to be able to inform the customs and border-guards about the arrival of the respective ship. Unfortunately, some yachts did not follow this provision, simply proceeding to their berthing place marked in the Captains' Handbook. One of the LO was sent to the Vessel Traffic Service Centre located within 4,3 NM from Terminal, standing there on duty. Having noticed the approaching ship, this LO called the LO centre informing about the approach of the particular ship. The LO centre had one hour at its disposal to inform customs, board-guard, and the LO in charge. The LO in charge of each ship arrived to the ship immediately upon its berthing together with customs officers and board-guards.

In December of 2007 Latvia joined the Shengen Agreement, opening its land and sea borders, and in March of 2008 the board-guard control at airports was eliminated. The customs and board-guard posts at the Terminal territory are eliminated, as well. Therefore, it will be easier to proceed with customs and border-guard requirements in 2013. The LO in charge of ships arriving from the countries covered by the Shengen Agreement will deliver the Crew List to the customs and border-guard posts located at the territory of the Port of Riga. The LO Service will inform the customs and border-guard services about the ships arriving from the countries not included in the Shengen Agreement at least one hour before the berthing of these ships. A particular inspection procedure of these ships will be discussed and coordinated between the LO Service, the customs and the border-guard.

The Freeport of Riga Authority had built a stage at the territory of Terminal at the entrance of Andrejosta, where a brass band was playing during the whole day of arrival of ships. Upon passing of each ship by this place, the name of the ship and its country were called, and the Hymn of the respective State was played, thus greeting the ship and turning the attention of the visitors to it.

Whether the official ceremony of the ship reception will be organized the same way in 2013, will depend upon the funding provided for the organization of this event.

5.2. Ships for visitors

Class A ships would be open for visitors every day at the Terminal and Andrejsala docks, from 10:00 until 21:00. Captains will make their independent decisions about particular visiting time of each ship.

Following the requirements of the ISPS code, all Terminal docks are during the day separated from the shore by a wire hence, and docks may be accessed only by the crews of the stationed ships and their passengers. During the event of 2013 visitors will have free access to the ship docks from the Daugava side.

In 2003, during the first day of the event visitors were allowed to view the Class B, C and D ships berthed at the Andrejosta docks, where visitors moved along the pontoons placed parallelly to the shore. A big crowd of people on the pontoons endangered the safety of people and created difficulties for the crews to access and leave ships, why in the following days visitors could view these ships only from the shore front.

In 2013, during the event visitors will also be allowed to view these ships only from the shore front. The docks are separated from the shore by a wire fence, which has a small gate for visitors with security guard on duty to check that the entrance is available only upon presenting a Crew badge or for visitors accompanied by members of the crew.

Visitors will be able to view Class B, C and D ships berthed at Andrejsala from the docks.

During the regatta of 2003, the STA Latvia submitted its recommendations to the Chancery of the President of the State about the recommended ships to be viewed by the honorary patron of the regatta - the President of the State of Latvia Vaira Vike-Freiberga. As a result, M-me President visited sailing vessels *Lord Nelson* and *Cuauhtemoc*.

In case the President of the State of Latvia will agree to be an honorary patron of the regatta of 2013, the STA Latvia will use its experience in helping organize the President's visit to a several Class A ships.

5.3. Opening ceremony

In 2003, a stage was built at the Terminal territory for the opening and awards ceremonies and concerts. The Mayor of Riga, Gundars Bojars, and the STI Chairman, Nigel Rowe, addressed the audience during the opening ceremony.

The opening ceremony of the 2013 is planned to be organized the same way. The stage for the opening and awards ceremonies may be placed at the Terminal territory, as well as at the territory of the Enterprise for the New Riga Development. A particular stage location will be chosen by the facilitators of the event depending upon how many ships will be berthed at the Terminal and Andrejsala docks, and how the flow of visitors and ship traffic between the docks will be organized.

5.4. Captains' Dinner

In 2003, in accordance with existing at the time contract with STI, Riga hosted the Mayor's reception for captains at the House of Blackheads and Captains' Dinner for 300 people at the Small Guild. The House of Blackheads, built in the 14th century, was before the World War II the center of Riga social life. Destroyed during the war, it was fully renovated in 2000, and is used since for official ceremonies, concerts and exhibits. The Small Guild, built in the 19th century as a meeting place for craftsmen corporations, is used for official festivities and concerts.

Considering that the Riga City Council is using both of these historic buildings for official receptions and events, it is planned to use the premises of one of these buildings for the Captains' Dinner.

5.5. Sports and sight-seeing program for the crews

In 2003, the sports programs for the crews were organized by the Sports Department of the Riga City Council. The sports games took place at the Skonto Stadium located within a 1,5 km distance from Terminal. There were shuttle buses for the crews to bring them to the Stadium and back. The crews had the opportunity to participate in the following games: volleyball, streetball, darts' competition, crossbow, relay.

In 2013, it is planned to organize the crew games the same way. There is a possibility that the sports competition will be organized at the Andrejsala territory, depending upon the development of the area.

In 2003, there were several sight-seeing trips organized for the crews: by foot or by bus around Riga, a bus trip to the 'Vidzeme Switzerland' – Sigulda, located within 60 km from Riga. The Riga Motor Museum – the largest museum of the ancient motor vehicles in the Baltic States – allowed the crews to attend it free of charge. The Riga Motor Museum proposed to the Riga City Council that the museum is included into the list of the supporters of the event of 2013 allowing the admittance of the crews free of charge.

In 2013, it is planned to organize the crew trips depending upon the financial funding of the event. It will be either a two-day bus trip around Riga, including a visit to the Riga Motor Museum, or a one-day bus trip around Riga with a stop at the Riga Motor Museum, and the next day – a bus trip to Sigulda. Each ship's crew will be issued a limited amount of trip invitations.

5.6. Crew parade and awards ceremony

In 2003, the Crew parade started and closed at the Terminal territory in front of the stage. The parade route went along the Old City to its destination point – Doma Square. Unlike many other cities hosting the regattas, the Riga Crew parade route was marked in the Crew Handbook, to provide the opportunity for each crew member to join the parade in case he/she would miss the beginning of it for any reason. The crew sports games awards ceremony took place at the stage at the Terminal territory, as well.

In 2013, it is planned to organize the Crew parade and awards ceremony the same way.

5.7. Crew Party

In 2003, the Crew Party was held at 'Sapņu fabrika' (The Factory of Dreams) – a contemporary cultural center and concert hall, the renovated building of the glass factory built in 1911, located within a 3,5 km distance from Terminal. The cadets were provided with shuttle buses to reach the Crew Party from Terminal and get back.

In 2013, there is an opportunity to use several premises for the Crew Party. The choice of a particular place will be additionally coordinated with STI.

5.8. Afterguard Party

In 2003, the Afterguard Party was held at the Museum of Applied Art in the Old City.

The way the Afterguard Party will be organized in 2013, if at all, will depend upon the financial funding of the event.

5.9. Closing fireworks

In 2003, there were two fireworks' sessions in Riga dedicated to the event. Since the first day of the event happened to be Sunday, when during the whole day the ships were viewed by the highest number of visitors, the „Rigas birojs” company organized fireworks on Sunday night. Following the suggestion of the STA Latvia, the Freeport of Riga Authority organized the traditional closing fireworks on the last night of the event, after the Captains' Dinner.

The way fireworks will be organized in 2013, if at all, will depend upon the financial funding of the event.

5.10. Parade of Sail

In 2003, the Parade of Sail route was along the Daugava River, starting at Terminal and proceeding to the sea gate, then continuing for 0,5 NM beyond the sea gate, the length of the whole distance being 11 NM. At that spot, at the deck of the icebreaker *Varma* operated by the Freeport of Riga Authority, the honorary patron of the regatta – the President of the State of Latvia, Vaira Vike-Freiberga, reviewed the parade, with participation of Mayor of Riga and the STI leadership.

The STA Latvia prepared and coordinated with the Freeport of Riga Harbour Master the ships' undocking schedule, introduced to the captains during the Captains briefing the day before. During the parade, the regatta fleet was escorted by the Latvian Navy vessel, while the order on the waters was secured by the Riga Municipal Police. The parade was viewed by thousands of spectators, in downtown Riga, and especially at the Eastern pier at the sea gate.

In 2013, it is planned to organize the Parade of Sail the same way.

6. Income for Class A ships

In 2003, the „Rigas birojs” company together with the STA Latvia organized income for the two Class A ships: A party for one of Latvian leading banks was organized at one of them, for the facilitators and supporters of the regatta – at another one.

Using its experience and friendly relationship with Class A sailing vessels, the STA Latvia has undertaken to help the Riga City Council to organize income for Class A ships, informing the largest Latvian banks and companies about these Corporate hospitality parties, in helping to organize the event.

7. Marketing and advertising projects

In 2003, the „Rigas birojs” company entered an agreement with a marketing company, which organized publications and TV and Radio stories about the regatta and the preparation activities to host it in Riga. Considering that it was the first time

Riga had ever hosted such event, and there were lengthy discussions about the docking spaces for the regatta, the main topic of all publications and stories before the event was whether Riga would manage to properly organize the regatta hosting event.

The STA Latvia supported good relationship with the media since 2000 to provide positive publicity about participation of Latvian yachts and young people in the Tall Ships' Races. To keep this media interest going within the years after the Riga regatta event was more difficult than in 2003, however the mentioned positive publications and stories appeared during the following years, as well.

In 2009, the Riga City Council encounters another problem – how to justify the allotment of financial funds to host the regatta under the current complicated economic situation. A proposal to bid for the competition to have rights to host The Tall Ships' Races 2013, a justification for a bid and cost estimates were submitted to the Riga City Council by the STA Latvia. The Financial Committee of the Riga City Council many times reviewed the issue of allotment of the necessary means for the Riga budget of 2009, at the beginning declining the proposal, but later accepting it and awarding the funds. To justify the idea of the regatta hosting in Riga, the STA Latvia organized several publications in the Latvian press and at Internet sites even before the positive decision was made. A discussion at the most popular Latvian Internet site showed that the most part of the commentators positively perceived the idea and even expressed suggestions to start collecting donations in order for Riga to be able to pay the participation fee.

Considering that in 2009:

- the yacht *Spaniel* will celebrate its 30th anniversary;
- the oldest and most famous Latvian yacht *Amata* will celebrate its 100th anniversary;
- The Tall Ships' Races will take place at the Baltic Sea;

and in case Riga will be chosen to become one of the regatta of 2013 ports, the next Tall Ships' Races at the Baltic Sea will go through Riga;

in order to popularize the regatta and Andrejsala as one of the spots where the regatta activities of 2013 will take place, the STA Latvia together with the Enterprise for the New Riga Development has planned to simultaneously organize in June of 2009 at the Anchor Building three exhibits – “Spaniel – 30”, “Amata – 100” and “The Cutty Sark Tall Ships' Races in Riga – photos of the Riga people”. It is planned to close the exhibits by seeing off the *Spaniel* at the regatta starting port in Gdynia.

The STA Latvia together with the Enterprise for the New Riga Development has also quite a few collaboration ideas to promote the Tall Ships visits to Riga in 2010 – 2012, using these visits to popularize the regatta.

8. Provision of Trainees for the Ships

In 2003, during The Cutty Sark Tall Ships' Races cruise-in-company the STA Latvia and the Latvian Association of Ship Owners organized and financed a trip for a group of 20 young people on the sailing vessel *Mir* from Turku to Ventspils.

The STA Latvia reached an agreement with the Latvian Chapter of the International Lion's Club to provide at least 25 cadets for the ships of regatta of 2013, and to obtain funding for it in the amount of 15 000,00 EUR, where both organizations submitted the respective proposal to the Riga City Council.

9. STA Latvia and Participation of Young People in Sailing

The STA Latvia is an association with a small budget, and its main priority is participation of the young Latvian people in the Tall Ships' Races on Latvian yachts; however, the STA Latvia organized a few more trips for the groups of young people on Class A sailing vessels. In 2004, the STA Latvia organized an Easter trip for a group of young people suffering from asthma on a sailing vessel *Mir* along the route Hamburg – Kukshafen – Hamburg. In October of 2007, the STA Latvia organized a sail training trip for a group of young people on a sailing vessel *Pogoria* along the route Ventspils – Riga – Ventspils. In June of 2008, the STA Latvia organized a trip for several young people on a Swedish sailing vessel *Tre Kronor* from Riga to Visby.

The STA will continue these activities, looking for required financing among its sponsors, as well as using the contacts and opportunities of the Latvian Chapter of the International Lion's Club.

10. Riga – the most beneficial place to change crews

Due to its geographical location Riga cannot be either the start, or the finish port for the regatta, why the cruise-in-company part of the regatta may start or be closed in Riga. Ventspils expressed a proposal to include Ventspils as one of the ports of the regatta cruise-in-company parts. Riga is not only attractive for tourists as a capital of Latvia, with its interesting Old City and Art Nouveau architecture. Riga is also a highly beneficial place for change of the ship crews of the regatta.

Compared to 2003, the Riga International Airport has significantly expanded its operations. The airport is located only within 20 minutes ride from the planned berthing area of the regatta fleet. If in 2003 the Riga International Airport served 712000 passengers, then in 2008 it served 3 690 000 passengers. In 2007, the airport council approved the development program of the Riga International Airport, which has a goal of becoming one of the largest airports in Northern Europe serving up to 20 million passengers per year. As of today, more than 60 direct destination point flights are available from Riga, 12 of which were opened in 2008. The most popular points of destination from Riga are London, Berlin, Dublin, Stockholm, and Copenhagen. 14 air carriers are operating at the Riga International Airport including airBaltic, Aeroflot, Finair, KLM, Lufthansa, Norwegian and Ryanair.

This bid was prepared by the Foreign Affairs Office of the Riga City Council in cooperation with the STA Latvia, the Freeport of Riga Authority, the Riga Passenger Terminal and the Enterprise for the New Riga Development.