

# CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

## MEMORANDUM

**Date:** April 16, 2009  
**To:** Harbor Commission  
**From:** John N. Bridley, Waterfront Director  
**Subject:** **Business Services Report - General Update**

---

### **Palm Park Parking Lot Revenue**

On January 1, 2009, an honor fee collection system began operating in the Palm Park lot on weekdays. The lot will continue to be staffed on weekends during the off-season and seven days per week during the peak season. Parking fees are currently \$2 for three hours while the lot is on honor fee operation and \$1.50 per hour when the kiosk is staffed, which is consistent with the operation of the Garden Street lot across Cabrillo Boulevard adjacent to the Chamber of Commerce Visitor Center.

At the February meeting, Commissioners requested information on revenue generated since the honor fee system was installed. The table below shows revenue from the Palm Park lot for the three months since the honor fee system has been in place compared to the four prior years.

<b>Palm Park Parking Lot</b>				
Receipts January 1- March 31				
FY 2005	FY 2006	FY 2007	FY 2008	FY 2009
\$ 24,344.00	\$ 28,921.00	\$ 30,653.00	\$ 35,794.00	\$ 37,950.00

### **NBCC Safe Parking Program**

New Beginnings Counseling Center (NBCC) operates an overnight RV parking program, referred to as the Safe Parking Project, as part of its Homeless Outreach program. The City Council passed a resolution in April 2007 permitting NBCC to use three City parking lots in the Safe Parking program, including the Garden Street lot, which is operated by the Waterfront Department.

At the February meeting, the Commissioners requested information on how many people have transitioned out of the program into housing. NBCC staff indicated that 42 people in the program obtained housing in FY 2008, and that for this fiscal year 2009 from July-March approximately 30 people have obtained housing. It should be noted that other parking lots (churches, etc.) are used in the NBCC program in addition to the three City parking lots.

### Slip Transfers

As reported at previous Commission meetings, slip transfer fee revenue has dropped off sharply this year. The number of slip transfers that have taken place this fiscal year is about 58% down from the same period (July-March) last year, and slip transfer fee revenue is off approximately 50%. Seven slip transfers have occurred since January 1, 2009. Staff will continue to monitor this revenue line item closely.

Number of Slip Transfers				
July 1- March 31				
	<u>FY2006</u>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>
Number of Slip Transfers	79	69	64	27
Slip Transfer Revenue	\$476,800.0	\$443,900.0	\$451,775.0	\$228,750.0
	0	0	0	0

### Restaurant Gross Sales 2008/2009

In contrast to slip transactions, restaurant sales in the Harbor and on Stearns Wharf have not dropped off sharply. Most Waterfront restaurants achieved higher gross sales in 2008 than 2007. In fact, several restaurants had their best year ever, including Chuck's Waterfront Grill, Santa Barbara Shellfish Company, and Shoreline Beach Café. The Department receives 10%-11% of gross sales as rent from these businesses, so it is important that they continue to do well. The figures in the table below are for *calendar year* 2007 and 2008.

Waterfront Department				
Restaurant Gross Sales 2007 /2008				
calendar year				
	Jan- Dec	Jan- Dec	increas	increas
	2007	2008	e	e
			\$	%
Breakwater Restaurant	1,236,182	1,318,873	82,691	6.69%
Brophys	4,946,485	4,982,935	36,450	0.74%
Sushi Go Go	240,558	238,881	-1,677	-0.70%
Minnow Café	299,405	314,836	15,431	5.15%
Shoreline Beach Café	1,632,514	1,865,362	232,848	14.26%
Chuck's Waterfront Grill	2,904,778	3,006,485	101,707	3.50%
Char West	348,210	407,620	59,410	17.06%
Harbor Restaurant	6,352,997	6,140,539	212,458	-3.34%
Moby Dick Restaurant	3,800,561	3,618,460	182,101	-4.79%
SB Shellfish Co	<u>1,789,448</u>	<u>2,045,466</u>	<u>256,018</u>	<u>14.31%</u>

	23,551,138	23,939,457	388,319	1.65%
--	------------	------------	---------	-------

Prepared by: Scott Riedman, Waterfront Business Manager