

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: September 16, 2010
To: Harbor Commission
From: John N. Bridley, Waterfront Director
Subject: **Business Services Report**

Stearns Wharf Free Movie Night

At the March 4, 2010, meeting of the Stearns Wharf Business Association, Frank Drew of Stearns Wharf Bait & Tackle brought up the idea of having free outdoor movies on Stearns Wharf. The concept was to attract local families to the Wharf at non-peak times both to generate business on the evening of the movie, but also to re-introduce local families to the Wharf with the thought that they might return and patronize Wharf businesses at another time.

Staff made inquiries with Paramount Studios, Malibu Pier, Santa Monica Pier, Santa Barbara Zoo and other venues that have held outdoor movies. Ultimately, the Wharf Association decided to pay CommCinema to show three to four movies. CommCinema provides a 20 foot wide screen, projector, sound system and projectionists to show the movies.

The Wharf Association nominated Frank Drew and Amanda Hendrickson, Director of the Ty Warner Sea Center, to work out the details such as selecting dates and movies. Staff facilitated contracts, the Department paid for movie licenses and staff provided graphic design for promotional efforts.

The dates selected were four consecutive Thursdays beginning August 26 to coincide with the ending of the Concerts in the Park series held in Chase Palm Park by the Parks and Recreation Department. Movies selected were the Disney animation *Cloudy with a Chance of Meatballs* (Aug 26), *Ferris Bueller's Day Off* (Sept 2), *Back to the Future* (Sept 9), and *American Graffiti* (Sept 16).

The public responded enthusiastically to Stearns Wharf free movie night, with an estimated attendance of 150-200 for *Cloudy with a Chance of Meatballs*, 400-500 for *Ferris Bueller's Day Off*, and 200-300 for *Back to the Future*. The Wharf Association contributed \$5,000 for the movie projection and the Department contributed approximately \$2,450 for licensing and portable restroom rentals.

Stearns Wharf Coastal Cruise / Whale Watching Concession

The Department is seeking parties interested in operating a coastal cruising business from the Stearns Wharf Passenger Loading Ramp, which may include gray whale

watching, sunset cruises, dinner cruises and other activities. Staff began advertising the Stearns Wharf coastal cruise / whale watching concession on September 3, with ads in boating publications such as *The Log*, *Latitude 38*, and *Boats & Harbor Marine Marketplace*. Captain Don's will be allowed to submit a business proposal and will continue to operate until a new business, if any, is selected. Staff will issue the Request for Proposal (RFP) once the Stearns Wharf wine tasting concession is awarded and a reasonable number of parties have expressed interest in the concession.

Marine Center Building / Office Space for Lease

Nick Ise, doing business as Marina Network, vacated his office on the second floor of the Marine Center building at 125 Harbor Way, #21, in June 2010. The former tenant used the 167 square foot office to do web design and also offered fax services and internet access to visiting boaters. The primary reason for renting the office was to establish wireless internet service for the Harbor area, which was never fully completed.

Staff has initiated advertising for the space and will issue a Request for Proposal once a reasonable number of parties have expressed interest in the office location.

Prepared by: Scott Riedman, Waterfront Business Manager