

## CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

### MEMORANDUM

**Date:** April 21, 2011  
**To:** Harbor Commission  
**From:** John N. Bridley, Waterfront Director  
**Subject:** **Business Services Report**

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#### **Conway Deep Sea Tasting Room**

Conway Vineyards Inc. received the building permit for its tenant improvement for the wine tasting room at 217 Stearns Wharf on March 28. The contractor is in the process of installing a food preparation area, new natural gas service, upgraded electrical service, and lighting. The most noticeable improvements are the new large windows throughout the space and a folding door onto the deck which will maximize the spectacular ocean views from the tasting room. Manager Brandi Rosander expects the construction to be complete and the tasting room open by June.

#### **Chuck's Waterfront Grill Patio Project**

The Chuck's patio improvement was completed in February. The project included installation of glass windscreens, a sail-like awning structure with lighting, two fire pits and radiant heating embedded within the patio surface. With new furniture and landscaping in place, Chuck's is now serving lunch and dinner on the patio every day.

#### **Stearns Wharf Free Movie Night**

As the Commission may recall, the Stearns Wharf Business Association sponsored a series of four free movie nights in 2010. The public responded enthusiastically to Stearns Wharf free movie night, with hundreds attending screenings of *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).

At its April 7, 2011 meeting, the Wharf Association decided to run another series of free movie nights on Stearns Wharf. The Association once again contracted with CommCinema to provide a 20 foot wide screen, projector, sound system and two projectionists to set up and show the movies on the seaward finger of the Wharf by the bait & tackle shop.

The movies will be shown on Friday nights including June 17 & 24, August 26 and September 2, 9, and 16. The Wharf Association will pay CommCinema and the Waterfront Department will provide portable restrooms and licenses for the movies. Movies under consideration by the Association include *Raiders of the Lost Ark*, *Grease*,

*Shark Tale, Toy Story, Shrek, The Never Ending Story* and other family-oriented films and animated features.

### **Stearns Wharf Request for Proposals**

The Request for Proposals (RFP) for the Stearns Wharf coastal cruising concession was re-released on March 31 and sent to 35 parties including local charter operators, yacht brokers, and all of the individuals that responded to the previous advertising campaign. Advertising will continue throughout April in the following boating publications: *The Log, Latitude 38* and *Boats & Harbor Marine Marketplace*. The RFP is posted on the City website on the Waterfront Department page under Business Opportunities.

Proposals will be accepted at the Waterfront Department office until 3:00 pm Thursday May 5. The Selection Committee is scheduled to review the proposals on Monday, May 9, and staff intends to present a recommendation to the Harbor Commission at the May 19 meeting.

Prepared by: Scott Riedman, Waterfront Business Manager