

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: September 19, 2013
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

Marina Management Update

The Waterfront Department is looking forward to the installation of a new marina management software program to better serve the citizens of Santa Barbara, city staff and especially our Harbor and Waterfront patrons.

The marina management function of the Waterfront Department provides all the administrative oversight involved with the operation of the City of Santa Barbara's 1,139-slip Harbor. Two cash registers and the current software support point-of-sale transactions at the Harbor Patrol counter that include slip transfers, slip rent payments, marina key card purchases, tenant rent payments, as well as visitor slip availability and other marina-related services.

The current marina management software program has been in use at the Waterfront offices since 1997. Consequently, the program is outdated and there are no longer support services for the software. The Waterfront Department conducted a competitive Request for Proposal process in cooperation with the Information Services Division and selected Professional Software, Inc. (PSI) as the most qualified company to provide new marina management software. The software is designed specifically for marinas. Staff conducted site visits to various California marinas to review and assess PSI's marina management software and found the program to be appropriate for the Waterfront Department's needs.

The new marina management software from PSI will provide a more efficient and accurate means of data management, accounting and billing services for slip holders, visiting boaters as well as Waterfront Department staff. The installation is being conducted this week and slip permittees and Harbor and Wharf should look for the newly designed and formatted bills this November.

Leasing Activity

The following 9 agreements were negotiated or amended and executed this past fiscal year:

SB City College	Five year supplemental parking agreement
Sushi Go-Go	Lease assignment
Clean Seas 1-F-Finger	Five year lease (plus five year option)

Brophy Brother's (w/On The Alley)	Three year lease (plus four, five-year options)
Montessori School	Five year use agreement
Santa Barbara Shellfish	Lease amendment
Harbor Marine Works	Five year lease agreement
Maryanski-Turner	Two year lease (plus two-year option)
NOAA Office Space	Five year lease

Free Family Movie Night

Stearns Wharf Business Association and the City of Santa Barbara have again teamed up to bring the community Free Friday Night Movies on Stearns Wharf. All movies begin at dusk and the public is encouraged to come down early, grab a bite to eat, and find a comfortable spot to view movies in the best venue around.

This year's event began August 16 and will run for six consecutive weeks with the final Free Movie Night of the season taking place tomorrow evening with the showing of *Finding Nemo*. Previous movies shown included: *ParaNorman*, *Despicable Me*, *Oz the Great and Powerful*, *Abbott and Costello Meet Frankenstein* and *Jack the Giant Slayer*. Crowds in the 300 range have been enjoying what is surely one of the most beautiful movie venues around.

Automatic Payment Service For Slip Fees

The City's Automatic Payment Service has been available to slip permittees for over a decade and is an excellent option for people who travel frequently or simply want the safety and convenience of having their payment automatically debited from their checking account.

Approximately 424 slip permittees (37% of slip accounts) currently participate in the program. Program participants receive monthly statements as usual, near the first of the month. On the fifteenth of the month, their checking account is debited for charges shown on the statement. There is no charge from the City's Billing Office to participate. However, some banks may charge a fee for electronic fund transfers. Interested parties are encouraged to check with their bank regarding any possible fees.

Application forms for Automatic Payment Service are available online at: <http://www.santabarbaraca.gov/gov/depts/waterfront/rates/berthing.asp> and at the Harbor Patrol Office.

The Automatic Payment Service offers most slip permittees a convenient way to pay monthly slip fees.