

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: June 18, 2015
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

UNSOLICITED BUSINESS PROPOSALS

Waterfront Department businesses tend to be successful and leases have a very low turnover rate. Rarely does an opportunity to lease space in the waterfront come about. However, members of the public frequently approach staff with business ideas. These are referred to as “unsolicited” business proposals. Based on the frequency of inquiries about lease space we take each inquiry and add it to an “Interested Parties” database with contact information included. This interested parties list is then used as a starting point for when a space does become available. The Interested Parties list totaled 36 with the last Request for Proposals process recently completed for the former TransPac Marine space at 117-G Harbor Way. Each of the 36 interested parties was notified and provided with the entire Request for Proposals package.

These unsolicited business proposals occur almost weekly and come in all shapes and sizes. Over the past 18 months the Waterfront Department has fielded a host of telephone proposals from excited entrepreneurs wishing to do business in the Waterfront. Some of the more “spirited” entrepreneurial ideas have included:

- Hovercraft tours
- Sea Plane tours
- SUP yoga tours
- Massage parlor
- Jet pack rentals
- Helicopter tours based off of Stearns Wharf
- Personal submersible watercraft tours and rentals
- Zipline business connecting Stearns Wharf to the Harbor
- Ultralight float plane tours (one passenger & pilot, using launch ramp, taxiing through harbor, and taking off and landing in City waters)

Along with the above examples, Waterfront staff is also approached regularly about more standard business ideas including: SUP rentals and tours, restaurants, coffee houses, and an assortment of retail shop ideas. Staff responds to every inquiry and explains the process for acquiring lease space in the Waterfront. We present those inquiring with facts about doing business in the Waterfront including details about the Harbor Commercial Zone; Harbor Master Plan priorities for leasing space when they do become available; and the fact that lease space in the Waterfront area is rarely available.

When a space does become available, Waterfront staff determine the needs of the Waterfront area in accordance with the leasing priorities of the Harbor Master Plan. Once the need or needs are determined, the Waterfront develops and releases a Request For Proposal (RFP) package. The RFP package outlines the need or needs of the Waterfront, provides basic parameters for doing business with the City including a standard City lease agreement, provides the standard insurance requirements of the City, as well as proposed lease rates and basic information about the available lease space.

Attachment: Example photos from unsolicited business proposals

Prepared By: Brian Bosse, Waterfront Business Manager

Ultralight Float Plane Tours



Personal Submersible Watercraft



Jet Pack Rentals



Attachment