



CITY OF SANTA BARBARA
PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: September 28, 2011
TO: Parks and Recreation Commission
FROM: Administration Division, Parks and Recreation Department
SUBJECT: Cabrillo Bathhouse Business Plan

RECOMMENDATION: That the Commission appoint two members of the Commission to participate in a focus group for the Cabrillo Bathhouse Business Plan.

DISCUSSION:

On June 29, 2010, the City Redevelopment Agency Board approved a contract with GreenPlay, Inc. to prepare a Business Plan for a renovated Cabrillo Bathhouse. The Business Plan will be developed concurrently with completion of a mechanical and structural building assessment and renovation feasibility analysis. The objectives of the Cabrillo Bathhouse renovation are to address building deficiencies, increase recreational programming and community uses, and to expand revenue opportunities.

The purpose of the Business Plan is to guide both facility renovation and operating objectives, including areas to be programmed by the Department, and areas that may be designed and operated for private concessions. The business plan will assess existing and potential markets for recreation and other community serving uses, provide recommendations, and establish marketing strategies.

The scope of work includes extensive stakeholder outreach through focus groups and a community forum. Stakeholders include Bathhouse users, visitor/hospitality industry representatives, beach service providers, sports interest groups, special event organizers, appointed and elected officials, City staff, cultural and recreation organizations, and others. The focus group meetings will be held during the day on October 18, 19, and 20, 2011. The community forum will be held in the evening on October 20.

Staff would like the Commission to appoint two members to participate in one of the focus groups that will be scheduled between October 18 and 20. The actual date and time of the meeting is not yet known, however, it will require a two-hour commitment.

SUBMITTED BY: Jill E. Zachary, Assistant Parks and Recreation Director

APPROVED BY: Nancy L. Rapp, Parks & Recreation Director

