

City Manager's Weekly Update

December 8, 2017

ECONOMIC DEVELOPMENT

Economic Development Office Update:

CHOOSE SANTA CRUZ POPUP MARKET – HOLIDAY EDITION: DECEMBER 1ST

On Friday, December 1, the Economic Development Department, in partnership with [Design by Cosmic](#), hosted the third [Choose Santa Cruz](#) Popup Market. Over 750 people came through the doors of the Cosmic studio throughout the four hour event.

The event featured nine City of Santa Cruz businesses, ranging from artists, to crafters, to jewelry makers, and nut and cookie companies. This was the perfect event to pick up a special gift for friends, family, or even yourself as we kick off the holiday shopping season.

The participating vendors included [Flora & Fauna](#), [This Tiny Ocean](#), [Lili Arnold](#), [Nut Kreations](#), [Pacific Cookie Company](#), [Yarn Shop Santa Cruz](#), [Upcycled Skate Art](#), [Santa Cruz Mountains Winegrowers Association](#), [Arts Council Santa Cruz County](#), and our own [Choose Santa Cruz](#) swag was also available for purchase.



In addition to the abundant shopping choices, the event was incredibly family friendly thanks to Pacific Cookie Company's free cookie decorating activity and our partnership with Arts Council Santa Cruz County who led two different crafts throughout the night – a holiday card printing craft and ornament making craft. This was definitely our best Choose Santa Cruz PopUp Market yet and we were so excited to see the tremendous attendance from our

community. We have already heard from participating businesses that they have had customers come visit their stores after seeing them at the event. We see that increased exposure as the best outcome our event can bring!

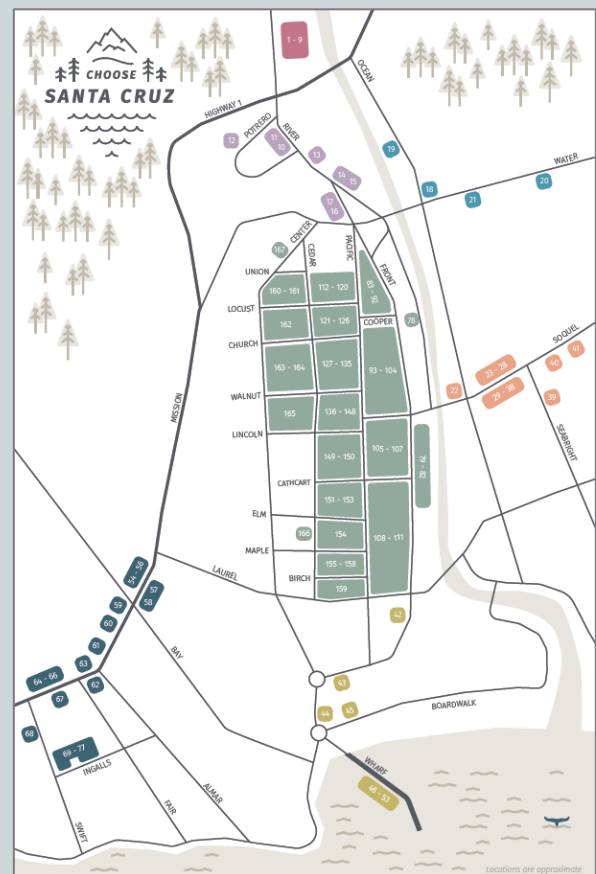
GET A 2017 HOLIDAY SHOPPING GUIDE AT YOUR FAVORITE LOCAL RETAILER



The Economic Development Office worked with [Design with Hive](#) for the second year to produce the 2017 City of Santa Cruz Holiday Shopping Guide. The Guides include over 160 local businesses and provides a comprehensive map and business listings grouped by products sold at each store.

We sent a survey to local businesses asking if they were participating in Black Friday or Small Business Saturday so we could include a notation next to their business listing to alert shoppers looking for these deals. Thanks to the beautiful printing and folding done by Sentinel Printers, we were able to distribute the Guides the week of Thanksgiving to be sure to get them in shoppers hands before the Black Friday and Small Business Saturday shopping began.

We have made another delivery round to ensure businesses are stocked up as we continue through the holiday shopping season and received positive feedback from so many businesses who said their customers loved the guides and they looked forward to being able to hand out more. We have distributed almost all of the 2,000 guides we had printed.



Asset Management Update:

STAGNARO BROS. SIGNS NEW LONG-TERM LEASE ON THE SANTA CRUZ WHARF

The owners of one of the most venerable and iconic restaurants on the Santa Cruz Wharf have reached an agreement with the City of Santa Cruz on a new lease which will see the restaurant and fish market continuing to serve up delicious seafood on the Wharf for the next several decades. Second generation Stagnaro brother Giovanni opened a small seafood market and cocktail lounge on the Wharf in 1937. Younger brother Ernesto came on board after World War Two, and by 1947 the Stagnaro brothers had added a full restaurant, retail fish market, and wholesale operation.



John Tara, President of Stagnaro Bros., and Bonnie Lipscomb, Economic Development Director, celebrate the signing of a new Stagnaro Bros. lease on the Santa Cruz Wharf.



*Stagnaro Bros. Restaurant
59 Municipal Wharf, Santa Cruz*

Over the ensuing years the

Stagnaro family drew more and more customers to the Wharf, and in 1986 constructed a beautiful new two-story restaurant and fish market evocative of the sleek lines of a fishing vessel.

Today, Stagnaro Bros. serves thousands of customers annually and proudly employs nine family members who strive to continue the traditions of hard work and family values while providing the same quality service and the largest selection of fresh and frozen seafood in the county. City of Santa Cruz Economic Development Department Director Bonnie Lipscomb credits the Stagnaro Bros. family with providing an anchor on the Wharf, one which will hold ground for at least the next twenty years. "Stagnaro Bros. have been an iconic presence on the Wharf for over 80 years. We are excited to have entered into a new lease", Lipscomb said. "The great seafood and family-friendly spirit that Stagnaro Bros. offers makes for a win-win for Santa Cruz and the Wharf!" As the Stagnaro Bros. motto says, "Caught today, cooked today, your home or ours. Buon Appetito."

PARKS AND RECREATION

Delaveaga Drainage Work

Parks staff along with Cal Fire Crews conducted annual maintenance of earthen drainage ditches in Delaveaga Park. A significant amount of work was completed before the Cal Fire Crews were called off to assist in fighting fires in southern California.



Special Events



The Parks and Recreation Department participated in the Downtown Holiday Parade last Saturday, December 2nd. Parks and Recreation staff representing Rangers, Teen and Youth programs, Civic Auditorium, Loudon Nelson Community Center, Sports, Special Events, Administration and of course Junior Guards marched down Pacific Avenue to cheers from the community. Staff was joined by Winter-Spring hula hoop and aerial arts class instructors and their students. Hula hoop and aerial arts are just a few of the new classes beginning in January. The parade was a great opportunity to highlight winter-spring registration beginning on January 4th as well as the winter scholarship application period Dec 15 – Jan 8. Winter-Spring offerings are now viewable [online](#).

Administration

Give the gift of Recreation! Gift cards now available from the Parks and Recreation Department!



Civic

Dad's Club Basketball Tournament: HOOP DREAMS! The Santa Cruz High School Boys Basketball program hosts the 62nd Annual Emmett Thompson Memorial Dad's Club Basketball Tournament at the Santa Cruz Civic Auditorium on December 7th-9th. Hundreds of Basketball fans of all ages will enjoy seeing 8 local high school varsity teams compete over 3 days, with 4 games each round. This historic tournament, now in its 62nd year, kicks off the local boys' high school basketball season. Proceeds benefit the Santa Cruz High School Boys Basketball program. Come out and cheer your favorite team!

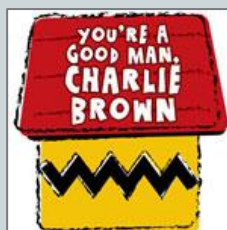


Louden Nelson Community Center

Friday, December 8- 6:30 pm All About Theater hosts opening night of "You're a Good Man, Charlie Brown"

Additional Performances:

Saturday, December 9 at 1:30 pm & 6:30 pm
Sunday, December 10th at 1:30 pm



PUBLIC WORKS

Wastewater Treatment Facility

Two operators volunteered to visit second grade after school programs at Gault and Bay View elementary schools to teach the kids about the water cycle and wastewater treatment. The maintenance department prepped our third centrifuge for an annual inspection from the manufacturer which concluded that our equipment is still in great shape and only needed a wear liner replaced. Contractors completed installation of the second ferric chloride tank, operations then performed a 48-hour leak test to ensure it can hold chemicals safely.



Engineering

Measure H street paving continued with asphalt paving on California and West Cliff Drive, and the raising of utilities on Escalona Drive, Delaware Avenue and Morrissey Boulevard. This construction work is part of the 2017 Overlay Project and Fall 2016 Overlay Project. Both projects are expected to be completed by Dec. 29, in time for the winter holidays. Next week's paving work is outlined in the [press release](#).



Waste Reduction

Our recycling partner (Central Coast Recycling Media Coalition) launched a new media campaign and webpage this week to help prevent food waste during the holiday season and throughout the year. You can find helpful tips at: <http://protectyourcentralcoast.org/tips/end-food-waste/>



Waste Reduction staff attended the Santa Cruz City Green Schools committee meeting this week. Mission Hill Middle School is working to complete their Green Business certification. Mission Hill students are learning about the problems associated with single use plastic and conducting litter clean-up activities on campus.

Resource Recovery Collections

Recourse Recovery has been working hard to get Residential Routes collected as we have 5 side-arm trucks down for repairs and are running 8 routes with only 5 trucks. Nonetheless, we have been successful!

Traffic Engineering/ Community Relations

The long version of this week's Street Smarts traffic safety message below can be viewed here in [English](#) and [Spanish](#).



We posted one new story in our City Beat Santa Cruz Waves column: [HOLIDAY TIPS TO REDUCE WASTE: GIVE MORE, WRAP LESS!](#)

