

# City Manager's Weekly Update

February 15, 2019

## ECONOMIC DEVELOPMENT

### STOREFRONT BEAUTIFICATION GRANTS, SUBMISSION WINDOW MARCH 1 - 31

The application period for a new round of grants for local business and property owners to help spruce up their storefronts and improve the appearance of the city's retail districts opens March 1.

In preparation of the opening of the application period Economic Development Coordinator Ali Cameron has been conducting outreach to targeted businesses with the help of Community Liaison Peter Bichier to connect with Spanish speaking businesses and those businesses that might not be aware of this program through our traditional marketing efforts. On Thursday, February 14<sup>th</sup>, Ali and Peter were able to meet with about 17 businesses to share information about the program and plan to hit the streets again to do more door to door marketing to broaden the reach of this program.

Information about the application period was also featured in the Sentinel's Business Digest on Friday, February 15<sup>th</sup> and a press release is posted on the City's website.

The Façade Improvement Grant Program provides eligible business and property owners with a full \$10,000 grant, plus a matching grant of up to \$5,000, for exterior painting, new awnings, signs, lighting, landscaping and refurbishing architectural features. The

Commercial Signage Program provides eligible business and property owners with a 50% reimbursement grant up to \$5,000 to enhance their storefronts with the addition or improvement of commercial signage.



Santa Cruz business and property owners located in commercial districts are eligible to apply to either program. Non-profits are also eligible if located within commercial corridors. Spanish translation is available for all grant applications and information.

The spring application window is open **March 1, 2019 and will close March 31, 2019**. Another round of applications will be accepted in the fall.

Interested applicants are encouraged to attend the city's pre-application orientation which will take place at 8:30 a.m. February 25 in the City of Santa Cruz Economic Development Office, 337 Locust Street. Please RSVP to Ali Cameron, [acameron@cityofsantacruz.com](mailto:acameron@cityofsantacruz.com) or call (831) 420-5158.

For more information, including application and guidelines, visit [www.choosesantacruz.com/grants](http://www.choosesantacruz.com/grants).

## OCEAN MURAL STARTING SOON ALONG MISSION STREET!

A grand-scale mural will soon begin along Mission Street through a collaboration of the City of Santa Cruz, Santa Cruz City Schools, Clean Ocean's International, the Tim Brauch Foundation and the [Fresh Walls Collective](#)--led by local artists [Taylor Reinhold](#) and [Scotty Greathouse](#).

Bay View Elementary Wall



600 foot wall on Bay and Mission st. Santa Cruz



Section of the new mural concept

Initially conceived by Jim “Homer” Holm, founder of [Clean Oceans International](#), and Taylor Reinhold—the City was contacted last year for permission to do a mural along that wall. Through a process of discovery, the City realized that the School District owned the wall. Bay View Elementary staff and the Superintendent’s Office were brought into the conversation and the Santa Cruz City School Board unanimously approved the project in February, 2018.

“The ‘Healthy Marine Environment’ mural celebrates Santa Cruz’s intimate connection with our precious ocean,” says Capt. Jim “Homer” Holm. “With a new mural, this wall along Mission Street could help to generate new dialogue and awareness around the health of our oceans, and Taylor’s crew has demonstrated their ability to grab the public’s attention through beautiful artwork.”

With approximately \$50,000 in hand, the mural will be started in April-May but the artists still need to raise another \$35,000 to complete the mural. The City of Santa Cruz has contributed \$20,000 through the City Arts [Mural Matching Grant](#) program. The School District is contributing approximately \$20,000 through in-kind funds already set aside for maintenance of the wall. The Newman Foundation has committed \$10,000 and the artists have raised several thousand through small fundraising efforts---BUT hoping that the Community will get behind this project and donate at their GO FUND ME PAGE here: [www.GoFundMe.com/CleanOceansMural](http://www.GoFundMe.com/CleanOceansMural)

City staff has assisted the artists in getting permits from CalTrans to close one southbound lane of Mission Street for a night (10pm-5am) so that the artists can trace their mural design.

If you feel inspired by this project please donate here: [www.GoFundMe.com/CleanOceansMural](http://www.GoFundMe.com/CleanOceansMural)

For further information contact City Arts Program Manager Beth Tobey at [BTobey@CityofSantaCruz.com](mailto:BTobey@CityofSantaCruz.com) or Taylor Reinhold at [taytaymfc@gmail.com](mailto:taytaymfc@gmail.com)

Check out just a few of Fresh Walls Collective’s past mural projects below:



Mural by Taylor Reinhold and Scotty Greathouse at Plantronics in Santa Cruz.



## PARKS AND RECREATION



Parks and Recreation got a whole new look! We have updated our [Web Trac registration page](#) with NEW quick links and a more user-friendly design. It's now easier for customers to find their favorite activity, sign up for a sports league or reserve a facility. The update was planned for February to allow plenty of time for our users to familiarize themselves with the new navigation prior to summer registration which opens Saturday, April 13<sup>th</sup>. Our popular Junior Guard and Summer Camps are now viewable online. Santa Cruz families can begin planning for summer fun today!



The Civic is "dark" this week with no events giving the staff a breather after a marathon weekend of "4 events in a row"! Staff is using the quiet time to catch up on projects which

include adding e LED lighting to brighten the hallways and beginning to freshen up the front entrance with LED lighting and paint.

### **Louden Nelson Community Center**

LNCC is proud to provide support to our community in a variety of ways! This week the Downtown Senior Center offered a brand new Cyber Security class, which offered tips and guidelines on how to navigate the internet safely and knowledgeably on a variety of devices.



Host to Project Scout every Thursday morning, between 9:30am – 11:30am, through April 11th. Project Scout provides tax assistance to low-income, disabled, and senior individuals, free of charge.

Also beginning this week, a new 6 week Grief Support Program led by Hospice of Santa Cruz, beginning Friday, February 15, 1:00 – 3:00pm.

## PLANNING AND COMMUNITY DEVELOPMENT

### **2019 UCSC Housing Fair Report**

On the afternoon of February 06, 2019, Santa Cruz City Code Compliance (Code) and Inspectors from the Residential Rental Inspection Services (RRIS) attended the annual UC-Santa Cruz Housing Fair. The fair brings together public and private housing-related agencies into one event on campus to provide resources for those students searching for off-campus housing. This year, campus organizers of the event documented over 500 attendees.

Code and RRIS Inspectors interacted with about 100 students during the event. We were able to distribute RRIS housing safety check-lists, explain how the City enforces the Housing and Building codes; gave them tips on the minimum housing safety standards, explained the City's Relocation Ordinance and referred students to non-profits that handle tenant-landlord issues/disputes.

With a generous donation from the City Fire Department, Prevention Office, we gave away several smoke alarms to students who completed our housing –safety survey.

Apart from the contact with students, we shared information with other agencies present, including property management companies and the UCSC Housing Office.

## LIBRARY

**Know Your Rights As An Immigrant Workshop:** How to Interact with ICE and the Effect of Receiving Government Assistance

***Conozca sus derechos como inmigrante:*** *Como interactuar con ICE y los Efectos de Recibir Asistencia del Gobierno*

Come and...

- Learn about the rights you have, regardless of your immigrant status.
- Learn what to do when you see or interact with ICE.
- Learn about the proposed "Public Charge" policy that will affect people who are considered primarily dependent on government assistance.
- Have an opportunity to ask a question about immigration to a DOJ Accredited Representative.

Presentation will be in English and Spanish. Presented by [Catholic Charities of Santa Clara County](#). Free and open to the public.

**Wednesday, February 27 • *miércoles, Febrero 27***  
**6:00pm - 7:00pm**

**Live Oak Branch Library • *Biblioteca de Live Oak***  
**2380 Portola Drive, Santa Cruz**

Ven y...

- *Aprenda sobre los derechos que tiene, independientemente de su estatus migratorio*
- *Aprende qué hacer cuando vea o interactúe con ICE.*
- *Aprende sobre la propuesta de política de "carga pública" que afectaría a personas consideradas dependientes de asistencia de gobierno.*
- *Ten la oportunidad de hacer una pregunta sobre inmigración a un representante acreditado del Departamento de Justicia.*

Presentación sera en inglés y español. Presentado por [Caridades Católicas del Condado de Santa Clara](#). Gratis y abierto al público

