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City Manager's Weekly Update

December 13, 2024

Join Us Tomorrow as We Celebrate the 3rd Annual Winter on the Wharf!

Experience the holiday magic at Winter on the Wharf, a beloved annual event that transforms the Santa Cruz Wharf Commons into a sparkling winter wonderland! Join Santa Cruz Parks and Recreation, Santa Cruz Police, and Santa Cruz Fire for an afternoon of festive celebration featuring activities for all ages, holiday cheer, and opportunities to give back to the community.

When: Saturday, December 14, 2024

Time: 2 – 5 PM

Where: Santa Cruz Wharf Commons — 55 Municipal Wharf

Highlights include:

- Santa's arrival on a fire engine and photos with Santa
- 🧊 Meeting Anna and Elsa from *Frozen*
- Festive music, crafts, face painting, and more
- Snow pit with ocean views
- Seasonal sales at Wharf shops and restaurants

Support our community by bringing a new, unwrapped toy for Toys for Tots or non-perishable food for the Second Harvest Food Drive.

Admission is free. Parking is limited, so plan ahead! Visit www.SantaCruzWharf.com for more details.



Pictured: Economic Development Director Bonnie Lipscomb, Executive Director Downtown Association Jorian Wilkins, Mayor Fred Keeley, Parks and Recreation Director Tony Elliot, Public Works Operations Manager Filipina Warren, Parks Staff Erika Watson, Councilmember Sonja Brunner, Economic Development Manager Rebecca Unitt, Field Supervisor Lori McCammon, Superintendent of Parks Mike Godsy, Police Chief Bernie Escalante

City Transforms Downtown in Partnership with Downtown Association and Local Businesses

Downtown Santa Cruz is now even more lovely, with a refreshed and revitalized look along Pacific Avenue. The recently completed Downtown Beautification Project transformed the Pacific Garden Mall with fresh paint on light posts, trees, benches, signage, and polished planter fences.

This transformative project, a collaboration led by the City of Santa Cruz and supported by the Downtown Association, local businesses, and RRM Design Group, was celebrated before the holiday break during a ribbon-cutting ceremony at Pacific Avenue and Cooper Street. Community members gathered with the project partners to highlight the city's dedication to creating vibrant, welcoming public spaces.

Project Highlights:

- Repainting over 1,200 site furnishings, including lamp posts, bicycle racks, and planter fences.
- Installation of 25 new benches for increased seating options.
- Polished brass finishes on refurbished raised bed railings for an added touch of elegance.
- Tree replacements and pruning to enhance the downtown corridor.
- Improved landscaping, curb markings, and seating areas for greater safety and accessibility.

This project was made possible by support from City leaders; dedicated work completed by Parks and Recreation and Public Works staff; the Downtown Association's support; and the efforts of local businesses.

Celebrate the Holidays with the Santa Cruz Symphony!

A promotional poster for the Santa Cruz Symphony Holiday Concert. The background is dark with a bokeh effect of light spots. At the top, the text "SANTA CRUZ SYMPHONY PRESENTS" is written in a small, white, sans-serif font. Below this, the title "Holiday Concert" is written in a large, elegant, orange cursive font. Under the title, a paragraph in white text reads: "A Symphony celebration of the festive season with Christmas, Hanukkah, and Kwanzaa favorites by Tchaikovsky, Anderson, Rimsky-Korsakov, and more!". To the right of this text is a large, glowing orange Christmas ornament with a silver cap and a black wavy line design. The words "SANTA CRUZ SYMPHONY" are printed in black on the lower part of the ornament. Below the paragraph, the concert dates and times are listed in a bold, white, sans-serif font: "Saturday, December 14 at 7:30 PM" and "Sunday, December 15 at 1:00 PM". Below these, the venue "Santa Cruz Civic Auditorium (both shows)" is listed in the same font. At the bottom, a dark horizontal band contains the text "SPECIAL LOW TICKET PRICE FOR YOUNG PEOPLE AGES 3-17!" in white, followed by "TICKETS: call Civic Box Office at 831-420-5260 or visit santacruztickets.com" in white.

On December 14 and 15, Santa Cruz Symphony will hold a Holiday Concert presentation for the whole family, with special pricing for kids. The show even includes a lively sing-along for added fun! There's nothing quite like live orchestral music to bring the magical spirit of the season to life. As the nights draw in and winter approaches, give yourself and your family the gift of festive music enjoyed together with your community.

Holidays Favorites You'll Enjoy

- Leroy Anderson's *A Christmas Festival*
- Nikolai Rimsky-Korsakov's *Polonaise from Christmas Eve*
- Peter Jaffe's *Symph-Hanukkah*
- Vaughan Williams' *Fantasia on Greensleeves*
- Daniel Bartholomew-Poyser's *Hlonolofatsa (Bless in the Name of the Father)*
- Pyotr Ilyich Tchaikovsky's *Nutcracker Suite*
- Leroy Anderson's *Sleigh Ride*

Buy Your Tickets Today!

Exciting Updates at Sgt. Derby Park!

Last week, our Neighborhood Parks team unveiled a brand-new playground at Sgt. Derby Park, complete with fresh wood chips for a safe and inviting play area. Check out the vibrant new structure in the photo!

But that's not all—there's more in store for Sgt. Derby Park. Site amenities will be added in the coming months, and we're planning a ribbon-cutting celebration for Spring 2025 to highlight all the new features.

Meanwhile, the skateboarding community is making great progress in fundraising efforts to expand the Derby Skate Park and bring exciting new features to life.

Parks & Rec is also collaborating with UCSC to explore building dedicated pickleball courts at Natural Bridges. If that project moves forward, we'll convert the Derby courts back to dedicated tennis to meet the growing demand.



SANTA CRUZ CITY FIREFIGHTERS, #L1716

TOY DRIVE



This event is an effort to collect and distribute toys to local organizations that support families and children in our community who are in need this holiday season.

Toy collection barrels are located at the following locations:

Police Department Admin Lobby at 155 Center St.

SC Fire Admin lobby at 230 Walnut Ave.

Fire Station #1 at 711 Center

Fire Station #2 at 1103 Soquel Ave

Fire Station #3 at #335 Younglove.

Lifeguard Headquarters at 21 Municipal Wharf

**Accepting Donations Through
19 DECEMBER 2024**

Magnolia Street Concrete Pavement Repairs Complete

Thanks to Public Works and the help of a local contractor, repairs were recently completed on the Magnolia Street Concrete Pavement Project. Only one block long, Magnolia Street is a busy roadway that connects Water Street to Melrose Avenue and nearby Branciforte Middle School.



Magnolia Street Before Repairs

Damage to the street caused by tree roots caused sections of broken concrete to shift and tilt under the weight of vehicles and pedestrian traffic, resulting in a serious hazard. The contractor, Watsonville Grading and Excavation, removed the hazard, replaced 930 square feet of concrete pavement, and installed 60 linear feet of new monolithic curb and gutter.



Magnola Street After Repairs



Spread Hope by Parking Downtown this Holiday Season

Between December 18 and 25, all Downtown Santa Cruz parking meter and ParkMobile proceeds will be donated to local nonprofit **Hope Services**. For 25 years, Hope Services' Litter Abatement Crew has kept downtown Santa Cruz streets clean. The team provides training and support services to adults with developmental disabilities and mental health needs.

Please note that regular payment is still required to park at all city meters and ParkMobile stations between December 18–25.



Apply for a Friends of Parks and Recreation Scholarship

Applications are open for the Winter-Spring 2025 Friends of Parks and Recreation (FOPAR) Scholarships. Scholarships are awarded based on a variety of factors, including number of applicants, program costs and available funding

The deadline for completed applications is January 6, 2025, by 11:59 PM.

Apply Today!

Update on the Weekly Update!

As we approach the holiday season, the schedule for the City Manager's Weekly Update will shift as follows:

- **Last Update of 2024:** December 19th
- **Updates Resume:** Week of January 6th, 2025

Thank you for staying connected throughout the year. Wishing everyone a joyful holiday season and a great start to the New Year!

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