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January 10, 2025

As the New Year begins, we want to take a moment to reflect on the incredible work of our team and share our excitement for the year ahead. While 2025 has only just begun, it has already been a busy time for us. Our full team has been hard at work responding to recent storms, addressing damage to the Santa Cruz Wharf, and ensuring our community is safe and supported.

These efforts highlight the dedication and resilience that define our work. Whether it's managing crisis responses, maintaining essential services, or planning for long-term improvements, we are committed to continuing this work with a high level of care and collaboration.

We are honored to serve this community and remain deeply committed to helping Santa Cruz recover and thrive in the face of these challenges.

Here's to a year of resilience, collaboration, and continued care for one another.

Sincerely,
Your City of Santa Cruz Team



Santa Cruz Municipal Wharf Update

On December 23, 2024, a portion of the Santa Cruz Municipal Wharf—specifically the south end where the demolished Dolphin Restaurant, sea lion viewing portals, and Restroom #3 were located—collapsed into the ocean. The collapse was a result of a historic swell event which impacted the area of the Wharf that was under construction. The City follows a strict construction season schedule

(September–March) to comply with regulatory requirements. From March–September, construction is paused due to permitting requirements established to protect nesting bird habitats.

The damaged section of the Wharf had been closed to the public since early 2024 due to storm damage sustained in late 2023 and early 2024. The City and its contractors had made strong progress on the Wharf recovery construction until the Dec. 23 event.

We thank the community for their patience and ask for continued caution:

- **Debris Reports:** Please email photos and locations of debris to reportdebris@santacruzca.gov.
- **Safety Reminder:** Stay clear of debris, as it may pose safety risks.

The Wharf has since reopened, and recovery efforts continue. We appreciate your support of the many wonderful businesses on the Wharf and will continue to provide updates as work continues.



Elevating LGBTQ+ Inclusion: Increasing Respect, Retention & Revenue

In today's competitive business landscape, inclusivity is more than just a buzzword—it's a business imperative. Join Santa Cruz Pride for an exclusive event that will explore how fostering LGBTQ+ inclusion can elevate your organization's success by increasing revenue, boosting retention, and cultivating a culture of respect. Don't miss this opportunity to learn how inclusion can transform your workplace for the better!

When: January 16, 9–11 a.m.
Where: Hotel Paradox

Sharon Papo and Dusty Colyer-Worth will co-lead the event. Papo brings expertise in workplace inclusion and LGBTQ+ eLearning. Colyer-Worth is an equity and tourism expert who also serves as Outreach manager for the Diversity Center. Together, they'll cover the power of the pink dollar and the tangible steps you can take to foster LGBTQ+ inclusive workplaces that drive profits and loyalty.



[Register Now](#)

Downtown Plan Expansion Draft EIR Now Available

The Draft Subsequent Environmental Impact Report (EIR) for the Downtown Plan Expansion — South of Laurel Area — is available for review now! This project aims to expand the Downtown Plan, increase housing options, boost economic vitality, and enhance connectivity and public spaces.



Key Highlights:

- Adds multi-family and affordable housing.
- Supports businesses and includes plans for a permanent Warriors arena.
- Introduces new public spaces and improved bike/pedestrian routes.

Public Review Period:

Review the Draft EIR through February 21, 2025:

- Online: cityofsantacruz.com/ceqa
- In Person: Planning Department (809 Center St.) or Downtown Library (224 Church St.).

Submit comments by February 21, 2025, at 5 p.m. to SNeuse@santacruzca.gov or call (831) 420-5092.

**Review the Draft
EIR**



2024 Economic Development and Housing Milestones By the Numbers

While the City of Santa Cruz operates on a July to June fiscal year, it can be helpful at the start of the New Year to reflect on its accomplishments in the previous year. The Economic Development and Housing Department (EDHD) is a rapidly growing team of just under 20 people pushing the limits of what is possible. In 2024, the team advanced the economic vitality of the City of Santa Cruz, achieving a number of milestone wins. These examples scratch the surface of the team's day-to-day work.

- **\$13,663,869.40:** Total housing, community development, and infrastructure grants awarded by EDHD.
- **\$110,700,000:** Total funding (tax credit + bond) approved for the library and affordable housing project.
- **93:** New business licensed.

- **\$52,847.09:** Total storefront beautification funds issued.
- **1000+:** Affordable housing units monitored.
- **28,000+:** People provided resources through Second Harvest Food Bank.
- **3 and 15+:** Short films produced (3) and festival screenings nationwide (15+) supported by the CARD program.
- **600:** Children and families who will participate in 12 productions and performing arts education planned by All About Theatre for 2024.
- **144:** Feet of new temporary art by CARD artist Rica Smith de la Luz that wraps the construction site at lower Pacific.

[Learn More about EDHD's 2024 Milestones](#)

Meet your City Council



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KEELEY**



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Help Us Improve the City of



Santa Cruz Website

Take our short navigation survey to tell us what you would like to see on the new website. The survey takes about 5 minutes to complete and will help us provide a better digital experience for all Santa Cruz community members.

In the coming months, there will be more ways to get involved with the development of the new City website so stay tuned and thank you for your time!

[Take the Survey](#)

2024 Popular Annual Financial Report Now Available

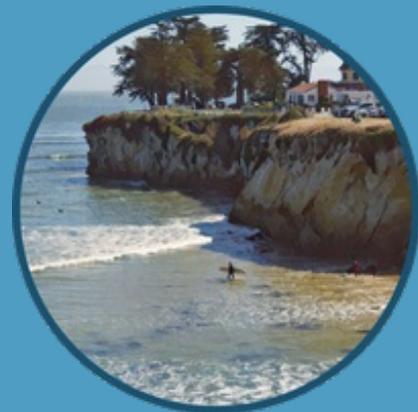
In 2023, the Finance Department proudly began producing a Popular Annual Financial Report (PARF) as an effort to make formal financial reports understandable and accessible to the public. The report is key to the City's commitment to fiscal sustainability and transparency. The Government Finance Officers Association encourages jurisdictions to create a report for those who need or want a less detailed overview of the government's financial health. Known as a "popular annual financial report," this version makes the details available in the annual comprehensive financial report much more accessible, communicating financial data for broad audiences who may be unfamiliar with accounting and financial reporting.

[View the Report](#)

Draft 5-Year Roadmap for West Cliff Available Now!

The City of Santa Cruz is pleased to announce the release of the [draft 5-year Roadmap for West Cliff](#), an actionable plan that outlines key priorities and projects for West Cliff. The Roadmap is open for public review and feedback until January 26, 2025, giving the community an opportunity to help shape the final version that will be presented to the City Council in early 2025.

This draft Roadmap builds on the [50-year Community Vision for West Cliff](#), completed earlier this year. While the Vision serves as a long-term framework for West Cliff's future, the 5-year Roadmap provides a clear path for near-term resilience efforts and project implementation.



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