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City Manager's Weekly Update

January 24, 2025

Downtown Santa Cruz Welcomes Tech Company Paystand to Rittenhouse Building



On Monday, January 14, downtown Santa Cruz welcomed Paystand with a ribbon-cutting event for their new Headquarters. Originally founded in Scotts Valley, Paystand developed business-to-business payment software that enables faster, cheaper, and more secure business transactions.

Paystand's opening in the Rittenhouse Building follows a legacy of Downtown tech offices — Paystand now occupies the second floor, the previous home of Looker, which was purchased by Google. Paystand will share this space with Google Cloud, which maintains a footprint in Santa Cruz after their acquisition of Looker in 2018.

Paystand will not only contribute to Santa Cruz by continuing to grow our ecosystem of technology and innovation, but the company's 100 new downtown employees will also support the activation of downtown and other local businesses.

[Learn More About Paystand](#)

Santa Cruz Pride Holds Event on Elevating LGBTQ+ Inclusion

Business Services staff from the Economic Development & Housing Department had the opportunity to attend and table at a January 16 event hosted by Santa Cruz Pride. The free event, "Elevating LGBTQ+ Inclusion: Increasing Revenue, Retention, & Respect," focused on the business advantages

of fostering LGBTQ+ inclusive workplaces. Attendees gained insights from industry leaders on the tangible benefits of LGBTQ+ inclusion, learned strategies for building an inclusive culture to drive employee engagement and brand loyalty, and heard from a panel of local business leaders who have successfully implemented inclusive practices.

The City of Santa Cruz and the EDH department were sponsors of this event, which included speakers from the Diversity Center, City Council Member Sonja Brunner, and local business Santa Cruz Bookshop.



WHARF WEDNESDAYS

6:00 PM
TO
8:30 PM

**MUSIC, FUN
& PRIZES!**

* ENJOY 2 HOURS OF FREE PARKING ON THE WHARF

LIVE MUSIC

JAN 22	JAMES DURBIN AND THE LOST BOYS
JAN 29	DJ MONK EARL OF AFROBEATS NITE SANTA CRUZ
FEB 5	THE ALEX LUCERO BAND
FEB 12	JIVE MACHINE
FEB 19	TRESTLES
FEB 26	TRIANNA FERUZA AND FRIENDS

PRESENTED BY

EVENTS SANTA CRUZ PARKS & RECREATION SANTA CRUZ

FOR SCHEDULE OF EVENTS: [EVENTS.SANTACRUZ.COM](https://events.santacruz.com)

Wharf Recovery & Events

Last week, the Santa Cruz City Council approved \$155,000 from the Economic Development Trust Fund to support wharf business recovery efforts. The funds will provide rent relief for wharf businesses, technical assistance, and other recovery efforts.

Live Music at Wharf Wednesdays

Enjoy live music and a weekly raffle every Wednesday from 6:00 – 8:00 PM on the Wharf, January 22–February 26. You can win one of 18 \$100 gift cards to Wharf businesses and restaurants every week! To enter, spend \$20 at any Wharf business or restaurant during January or February and show your receipt at the Wharf Wednesday events.

Parking will be free on the Wharf for two hours during the Wharf Wednesday events.

Public Works Extends Office Hours

City of Santa Cruz Public Works recently extended its office hours and are available from 7:00 AM – 12:00 PM and 1:00 PM – 3:30 PM, Monday through Friday. Staff are available to answer questions during this time over the phone at 831-420-5160 or in person at 809 Center Street, Room 201, Santa Cruz. [Visit our website](#) to learn more about Public Works services, resources and projects.



**Learn More about Public
Works**

Get Flexi, Stay Safe, or Take a Class That's For the Birds

Registration for winter and spring activities through Santa Cruz Parks and Recreation is now open. New This Season: free community classes in birdwatching, pilates sculpt, and bike safety!

Choose Santa Cruz Parks and Recreation

We're the heartbeat of our community, offering quality programs that inspire, educate, and connect people of all ages. Classes fill quickly, so early registration is encouraged. Secure your spot by visiting cityofsantacruz.com/register.

Stay Connected!

- Follow us on [Facebook](#) and [Instagram](#)
- [Sign up for our monthly newsletter](#)



**Register
Now!**



Love Clam Chowder? Join us for the 44th Annual Santa Cruz Clam Chowder Cook-Off!

The Annual Santa Cruz Clam Chowder Cook-Off takes place February 22 – 23 at the Santa Cruz Beach Boardwalk. Purchase your tasting kit in advance, then join us to taste your heart out and cast your vote for the best chowder! [Purchase your merch and tasting kits online now!](#)

Chefs — enter your team by Monday, February 7, for a chance to win the title of best chowder in the country's largest and longest-running clam chowder competition. [Enter online today!](#)

**Buy Chowder Cook-Off Tickets & Merch
Now**

Draft Environmental Impact Report for Downtown Expansion Now Available

The Draft Subsequent Environmental Impact Report (EIR) for the Downtown Plan Expansion — South of Laurel Area

— is available for your review and comments 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.



Review the Draft EIR:

- 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 the Planning Department at (831) 420-5092.

**Review the
EIR**

There is still time to provide feedback! Draft 5-Year Roadmap for West Cliff

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.

**Visit our
Website**



Gas Powered Leaf Blowers Ordinance Begins July 1

Gas-powered leaf blowers are a significant source of carbon emissions that contribute to global warming and negatively impact public health. City Council adopted an ordinance that will prohibit the use of gas-powered leaf blowers citywide with limited exceptions — the ordinance will go into effect on July 1, 2025. This regulation will help the City meet local and state goals of reducing carbon emissions to 40% of 1990 levels by 2030.

Incentives for electric landscaping equipment are constantly changing. Residents and businesses in Monterey, Santa Cruz, and San Benito Counties are potentially eligible for rebates and incentive programs to help switch from gas-powered

landscaping tools to new, zero-emissions equipment.

[Learn More](#)



Join the City's New Sustainability and Resiliency Committee!

The City of Santa Cruz is recruiting residents with expertise in climate advocacy, transportation, water, trees, waste, buildings, energy, or resiliency for three at-large members (including one youth age 24 or younger) to serve on the new Sustainability and Resiliency Committee.

This is a pilot committee that serves as an advisory body to the Santa Cruz City Council on climate and resiliency issues, helping to guide the operationalization and implementation of activities to reach climate and resiliency goals. The application deadline is Monday, February 24.

[Apply Today](#)

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