



Share This Email



## City Manager's Weekly Update

**April 18, 2025**

*This is a follow-up email with corrections for an upcoming event. Please note that Earth Day Santa Cruz will take place on Saturday, April 19.*



### Join the Earth Day Santa Cruz Celebration on April 19!

April 19 | 11:30 AM - 4 PM | Cooper Street, Pacific Avenue and Abbott Square

Earth Day Santa Cruz is a FREE family-friendly community celebration that promotes environmental stewardship, healthy living, and sustainability. Join us for live music by SambaDá, FREE face painting, FREE photo booth, and an interactive kids Passport Program.

Enjoy food options in Abbott Square and other downtown eateries, and an environmentally focused fashion show featuring local kids from the Fashion Teens program. See you there!

[Learn More](#)

## Help Shape the Future of Santa Cruz's Coastline!

Join the City of Santa Cruz for an interactive Open House on Wednesday, May 1, from 5:30 – 7:30 p.m. at the London Nelson Community Center!

Discover how nature-based solutions—like restoring dunes and enhancing natural landscapes—can help protect our beloved coastline, preserve ecosystems, and build a more resilient Santa Cruz.

#### What to Expect:

- Exciting updates from our ongoing Nature-Based Solutions Feasibility Study.
- Concepts for vegetated dunes on Main Beach.
- Ideas to strengthen and protect West Cliff Drive.
- Hands-on exhibits and visuals to bring these ideas to life.
- A chance to share your thoughts and shape our coastal future!

Whether you're a longtime resident, a beach lover, or just curious about climate action, your input is essential to help us design a coast that's strong, sustainable, and reflective of our community's values. Let's work together to ensure Santa Cruz's coast thrives for generations to come!



The project is funded by the [California Coastal Conservancy](#) and will be completed by Summer 2025. [Learn more about nature based solutions.](#)

**Register for  
Free!**

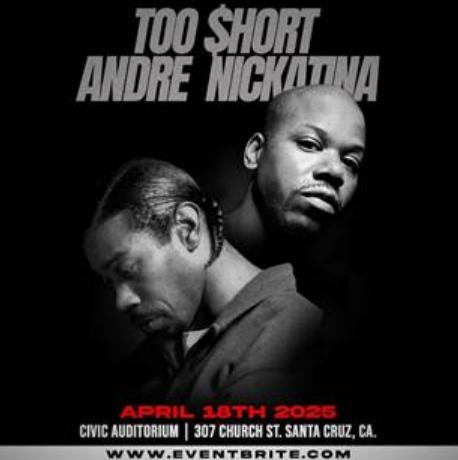


## Federal Urban Forestry Grant Terminated — Your Support Needed!

On April 2, the City of Santa Cruz received disappointing news: the U.S. Department of Agriculture (USDA) rescinded a \$1 million federal grant previously awarded to the Parks and Recreation Department for urban forestry efforts. The project — "Expanding Tree Canopy, Improving Tree Care, and Growing Community Capacity" — was designed to support climate resilience, enhance tree care, and increase canopy coverage. The project focuses on underserved neighborhoods like Beach Flats, Lower Ocean, and parts of Downtown and Midtown.

Despite this setback, Parks and Recreation is partnering with Friends of Parks and Recreation (FOPAR) to launch a local fundraising campaign to keep this important work moving forward. Read more in [Sunday's op-ed by Tony Elliot](#), Director of Parks and Recreation, in the *Santa Cruz Sentinel*.

**Support Urban Forestry in Santa  
Cruz!**



## Hip-Hop Returns to the Civic!

Get ready, Santa Cruz—West Coast hip-hop legend Too \$hort is bringing the energy to the Civic Auditorium this Friday, April 18, joined by Bay Area favorite Andre Nickatina!

Doors open at 8:00 p.m.  
Showtime is at 9:00 p.m.

Tickets available at [eventbrite.com](https://www.eventbrite.com).



## Beloved Tyrell Park Whale Statue to Be Restored

A neighborhood favorite landmark is getting a much-deserved refresh! This week, restoration work begins on the iconic gray whale statue at Tyrell Park near the Museum of Natural History.

The project will include a full revitalization of the sculpture and the addition of a new baby gray whale companion. The sculpture was originally created in 1982 by local boat builder Al Hipkins, in collaboration with Larry Foster. The restoration is fully funded by private donors through the Santa Cruz Museum of Natural History and is expected to be completed by mid-June. For updates and project details, visit [santacruzmuseum.org](https://santacruzmuseum.org).

## Hospitality Roundtable Highlights Industry Recovery and Opportunities

The Economic Development Business Services Team recently hosted a hospitality roundtable with representatives from The Dream Inn, Hotel Paradox, Santa Cruz Warriors, Bayside Hotel Group, and the upcoming La Bahia and Cruz Hotel. The group gathered to share updates, hear about upcoming City projects, and discuss opportunities for collaboration.



While challenges such as workforce shortages and rising costs remain, stakeholders noted positive signs of recovery, including a return of corporate and group travel. Ideas discussed included employee shuttles, workforce housing, improved beach and wharf branding, and better transportation connections to downtown.

Participants acknowledged the visible impact of the City's homelessness response efforts and expressed optimism for a strong summer season and continued growth in Santa Cruz as a destination for both business and leisure travel.

# Santa Cruz Police Department Celebrates Community Safety Efforts

To celebrate the incredible work of the Santa Cruz Police Department, Chief Escalante recently served a BBQ lunch to the department, recognizing their efforts to keep our community safe. Police leadership recognizes that being in law enforcement is demanding, and chose to celebrate police efforts to ensure the staff know that their dedication, professionalism, and teamwork to keep Santa Cruz safe does not go unnoticed!

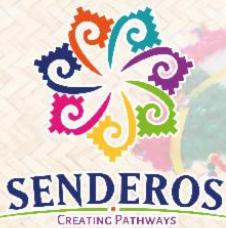


## Celebrate Guelaguetza with Senderos!

There are several FREE events the week of Guelaguetza to come celebrate together! City Arts is excited to be supporting this annual week of community – please join us!

- April 23 - Convite/procession and Fiesta
  - 5-6PM - Sidewalk procession from Branciforte Small Schools down Water St. to Pacific Avenue ending at Cooper Street, downtown Santa Cruz
  - 6-8PM - Cooper Street Fiesta with dancing, music, folkloric dance instruction-in collaboration with SC Dance Week. (no food for sale)
- April 24 - Music & Mole - 6-8PM, Branciforte Smalls Schools Field (off Benito Avenue). Purchase a delicious mole dinner prepared by Oaxacan cocineras/chefs while listening to traditional banda music by visiting Oaxacan musicians.





SENDEROS  
CREATING PATHWAYS

# GUELAGUETZA

## SANTA CRUZ

### 20 ANIVERSARIO



SUNDAY  
DOMINGO **27**  
APRIL/ABRIL  
10 am – 4 pm

**\$10.00**  
ADMISSION  
ENTRADA  
UNDER 5 YRS. FREE  
MENORES DE 5 AÑOS  
SIN COSTO

**BRANCIFORTE**  
**SMALL SCHOOLS**  
840 N Branciforte Ave.  
Santa Cruz CA 95062



## OAXACAN CULTURAL EVENT

FOOD, DANCE, MUSIC, CRAFTS      COMIDA, BAILE, MÚSICA Y ARTESANIAS

Comunidades Indígenas & Centeotl Danza y Baile

DESDE EL ESTADO DE OAXACA:

Banda de Música, Danzantes de Zaachila,  
Instituto de Investigación y Difusión de la Danza Mexicana

BRING YOUR BLANKETS, LAWN CHAIRS & ENJOY      TRAIGA SU PETATE, SILLA Y DISFRUTE

This event is accessible. Please call in advance for reasonable accommodation requests.

Este evento es accesible: Si necesita servicio de algún acomodo especial por favor llame con anticipación. (831) 854-7740

Pets are not allowed / No se permite la entrada de mascotas al festival

**(831) 854-7740**      **info@scsenderos.org**      **scsenderos.org**



The Humanities  
Institute  
UC SANTA CRUZ

Katz-Lapides  
Family Fund

Community  
Development  
Partnership

California  
Community  
Bank

Lookout  
Software

Kaiser  
Permanente

National  
Endowment  
for the  
Arts

Santa Cruz  
Education  
Foundation

Mexico  
Consulate  
General



## New Front Street Development Proposed

On March 6th, the Planning Department received an application for development of an eight-story mixed-



use development at 201 Front Street.

The project includes ground floor commercial space and 245 residential units. Subterranean parking is also proposed, with a total of 265 off-street parking spaces. The site is currently occupied by Ace Hardware.

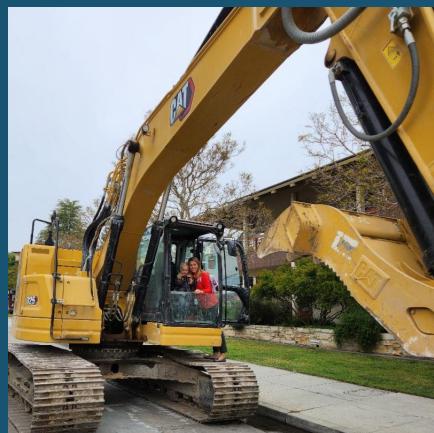
A community meeting is required during this phase, and the feedback provided may contribute to alterations in the project design. Ryan Bane is the project planner.

## Youth Needed to Serve on New Sustainability & Resiliency Committee Apply Now!

The City is recruiting one at-large youth resident member (age 24 or younger) to serve on the new Sustainability and Resiliency Committee. Applicants should have an interest or expertise in climate advocacy, transportation, water, trees, waste, buildings, energy, or resiliency. This is a pilot committee that will serve as an advisory body to the Santa Cruz City Council on climate and resiliency, helping to guide operational decisions and implementation of initiatives to reach climate and resiliency goals. The committee will meet quarterly for 18 months, and stipends are available.

[Apply by April 28.](#)

Apply  
Now!



## Save the Date for Touch-A-Truck on May 21!

**NEW LOCATION! Depot Park - 119 Center Street**

Join Public Works on Wednesday, May 21, from 1-2 p.m. in Depot Park for an action-packed, family-friendly event to get an up-close look at the City's impressive fleet of vehicles and equipment. Learn about the tools and machinery that keep our City running smoothly and watch staff compete in the third annual Equipment Road-eo! Enjoy skills competition, educational booths, demonstrations, activities, and more!

## Planned Murray Street Bridge Harbor Access Path Closures

In order to facilitate PG&E-related work, sections of the harbor access path will be closed to bike and pedestrian traffic on the following dates between 8 a.m. and 5 p.m. The harbor access paths are located under the east and west sides of the bridge and connect the north and south sides of the harbor. Only one access path will be closed at a time for construction-related activities.

- The **WEST** harbor access path will be closed from Monday, April 14, to Saturday, April 19.
- The **EAST** harbor access path will be closed from Monday, April 21, to Saturday, April 26.



[Learn More](#)

## Win A **FREE** Battery-Powered Electric Leaf Blower!

The Resilient Santa Cruz platform offers suggestions and resources for residents to be energy efficient, save water, shift your ride, eat green, prepare for emergencies, and connect with neighbors. All actions, big and small, help a resilient and climate-smart community!

The City's Climate Action Program will raffle off battery-powered electric leaf blowers to some users who register with the Resilient Santa Cruz platform before Earth Day (April 19!).



[Register Today!](#)



**The Santa Cruz Police, Fire Department, and District Attorney's Office Presents**

## **2025 Teen Public Safety Academy**

**FOR TEENS 14-18**



### **Day 2 & 3:**

- CPR/AED/First Aid
- Marine Rescue
- Fire Extinguishers
- Hose Handling
- Ropes/Knots
- Ladder and Rescue
- Forcible Entry

### **Day 1 & 5:**

- Department Tour
- 911 Dispatch Center
- Gang/Narcotics Presentation
- Taser and K9 Demonstration
- Arrest Control Tactics
- Handcuffing, Baton, Restraints
- High Risk Vehicle Stops

### **Day 4:**

- Crime Scene Processing
- Evidence Collection
- Fingerprinting
- Crime Scene Photography
- Court House
- Mock Trial
- Meet a Judge

### **Santa Cruz Police Department**

**155 Center Street, Santa Cruz**

**June 23-June 27, 2025 (8-4PM)**

**\$40 Program Fee**

**(Limited Scholarships Available)**

**Program Taught in English**

**FILL OUT YOUR INTEREST FORM TODAY-SPOTS FILL UP FAST!!!**

**(Choose 1 of 3 ways)**

- Scan the QR code
- Go to <https://forms.office.com/g/1eq5mjRXfD>
- Pick up a hard copy at the Santa Cruz District Attorney's Office:  
701 Ocean Street Room 200 Santa Cruz

**REGISTRATION:  
NOW- May 15th**



For more information on registration, please contact Katelyn Esche at  
[katelyn.esche@santacruzcountyca.gov](mailto:katelyn.esche@santacruzcountyca.gov) or 831-454-2623

**View a PDF Version of This  
Email**



831-420-5010

City of Santa Cruz | 809 Center Street | Santa Cruz, CA 95060 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!