

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: February 17, 2022
To: Harbor Commission
From: Mike Wiltshire, Waterfront Director
Subject: **Business Services Report**

DAY AT THE DOCKS

The Waterfront Department's newest tenant, Santa Barbara Landing, recently held the first annual "*Day at the Docks*" on Saturday, February 5.

Day at the Docks was Santa Barbara Landing's grand opening event where the public was invited to explore the boats, meet the crew, and explore all the new and improved offerings on site as well as get a glimpse into what the future holds for the iconic location. There were fishing tackle demonstrations, a variety of raffles, and the opportunity to get photographed with a mermaid, among other activities.

As part of Santa Barbara Landing's commitment to the environment, representatives from the Coastal Conservation Association, California Department of Fish and Game, NOAA Sanctuaries, and Channel Keeper were present in an effort to educate the public about the local marine environment.

WHARF WEDNESDAYS

To celebrate Stearns Wharf's 150th birthday, Wharf Merchants and the Waterfront Department have been planning a yearlong celebration of the South Coast's most visited location. Originally built in 1872, the Wharf has always played a major role in the evolution of the local community. In honor of this iconic structure's 150th anniversary, Stearns Wharf merchants will be holding Wharf Wednesdays on the first Wednesday of each month. As part of Wharf Wednesday, merchants will offer anniversary specials, family-friendly activities, and musical entertainment. The commemoration will culminate with a special celebration, complete with fireworks, in October.

Wharf Wednesday takes place the first Wednesday of each month from 4-6 p.m.

ART ON THE WHARF

Waterfront staff have been working with UCSB's College of Creative Studies, Santa Barbara County Office of Arts and Culture, and the Stearns Wharf Merchant Association to bring a temporary art exhibition to Stearns Wharf.

The art exhibit “Light Elephant Art Project”, will consist of two cohesive series of flags that will be flown on the Sea Center’s flag poles (12 in total) and 17 existing lamp posts (34 flags) throughout the Wharf. The flags will include graphic art related to themes of local marine biology and climate change. All the flags will be designed by UCSB students who will develop educational workshops and programs directly related to their research and printed works on Stearns Wharf. The programs and workshops will be designed for children and adult audiences. UCSB Students will also design audio experiences (accessed via QR codes) for the art that will provide an overview of the local marine life between the Wharf and the Channel Islands. This audio tour will provide an additional layer of history and perspective to local marine conservation issues.

The exhibit will be on display from March 6 to March 19, 2022.

Prepared By: Brian Bosse, Waterfront Business Manager