



COMMUNITY DEVELOPMENT DEPARTMENT

STATE STREET ADVISORY COMMITTEE

March 21, 2022



I. Roll Call: Committee Members

- Dave Davis, Chair (at large)
- Ken Saxon, Vice Chair (at large)
- Dianne Black (at large)
- Hillary Blackerby (at large)
- Roger Durling (at large)
- Nadra Ehrman (at large)
- Robin Elander (business)
- Peter Lewis (business)
- Kristen Miller (business)

- Susanne Tejada (at large)
- Michael Becker (alternate)
- Marge Cafarelli (alternate)
- Roxana Bonderson (Planning Commission)
- Ed Lenvik (HLC)
- Alejandra Gutierrez (City Council)
- Meagan Harmon (City Council)
- Mike Jordan (City Council)





PRELIMINARY MATTERS

Item II





A. Opening Remarks and Announcements





Updated Resources

SantaBarbaraCA.gov/SSAC

Resources

- General Plan 1964.pdf
 - File Size: 87.9 MB Last Modified: 1/26/2022 4:16:54 PM
- Pedestrian Streets Sheila Lodge.pdf
 - File Size: 1.58 MB Last Modified: 2/2/2022 2:16:12 PM
- Resource List 03-17-22.pdf
 - File Size: 292.8 KB Last Modified: 3/17/2022 1:55:43 PM
- Kosmont Downtown SB Market Summary 2022.01.pdf
 File Size: 5.33 MB Last Modified: 2/15/2022 1:54:00 PM
- RFP No 4064 State Street Master Plan Addenda Questions.pdf
 File Size: 642.5 KB Last Modified: 2/23/2022 2:26:47 PM
- Emerging Trends in Real Estate 2022.pdf





B. Agenda Review

- A. RFP/RFQ Status for State Street Master Plan
- B. Presentation and Discussion about the Future of Tourism and the Tourist Economy in Downtown Santa Barbara
- C. Presentation and Discussion about Cleaning, Maintenance, and Operational Functions of the State Street Plaza





C. Approval of the 2/28/22 SSAC Minutes



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- Meagan Harmon (City Council)
- Mike Jordan (City Council)





D. General Public Comment





How To Make An Oral Public Comment

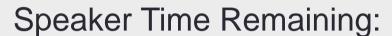
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Item II.D General Public Comment

You Have 2:00 Minutes to Speak





2:00

1:30

1:00

0:30

0:00





RFP/RFQ STATUS

Item III.A
State Street Master Plan RFP/RFQ



RFP/Q Process for Consultant Selection





RFP/RFQ Status

November 2021: SSAC reviewed draft RFP/Q

January 6, 2022: RFP/Q available

January 28, 2022: RFP/Q pre-submittal meeting

March 24, 2022: RFP/RFQ closes

- ~ April May 2022: Interviews and selection
- ~ May June 2022: Contract authorization
- ~ June July 2022: Project kickoff





Public Comment





How To Make An Oral Public Comment

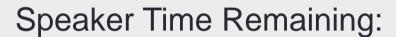
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Item III.A RFP/RFQ Status

You Have 2:00 Minutes to Speak





2:00

1:30

1:00

0:30

0:00





TOURISM IN SANTA BARBARA

Item III.B

Presentation and Discussion on the Future of Tourism and the Tourist Economy in Downtown Santa Barbara





Presenters

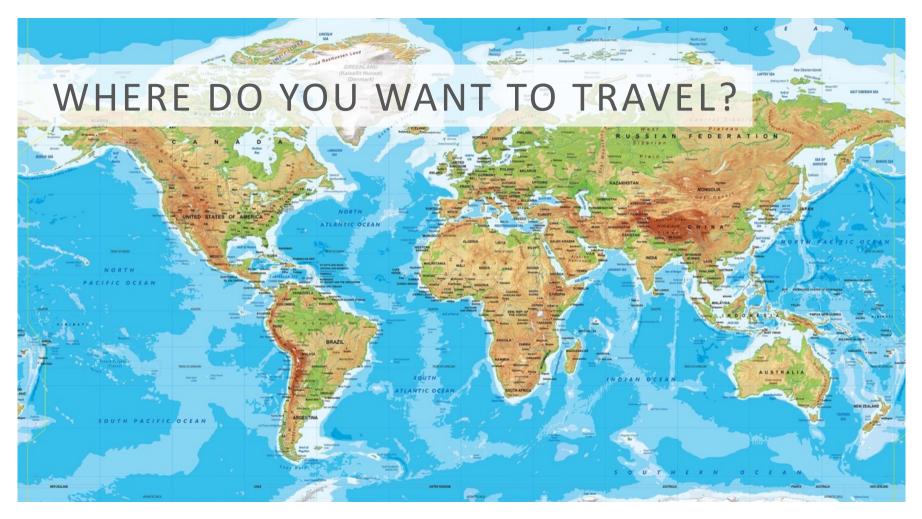
- Kathy Janega-Dykes
 - Visit Santa Barbara

- Chris Cline
 - Hotel Santa Barbara

- Mitchell Sjerven
 - Bouchon Restaurant

*Introduced by Robin Elander, SSAC member







VISIT SANTA BARBARA'S MISSION

"We inspire OVERNIGHT TRAVEL to the Santa Barbara South Coast in order to enhance the community's economy and quality of life."

STRATEGIC IMPERATIVES

Strategy One: Position and amplify the Santa Barbara brand to target

markets

Strategy Two: Grow overnight demand for the destination

Strategy Three: Champion positive visitor experiences

Strategy Four: Strengthen the organization's effectiveness





IMPACT OF TOURISM

30,000 DAILY VISITORS

7.2 MILLION ANNUAL VISITORS

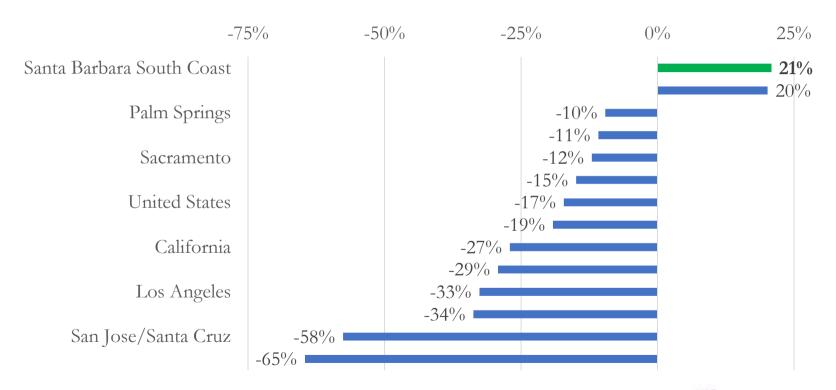
\$1.9 BILLION

13,000 VISITOR SPENDING TOURISM-SUPPORTED JOBS

\$56 MILLION

\$1,031 TAX REVENUES TAX BENEFIT PER HOUSEHOLD

2021 VS. 2019 REVENUE PER ROOM







GREAT NEWS THIS MONTH

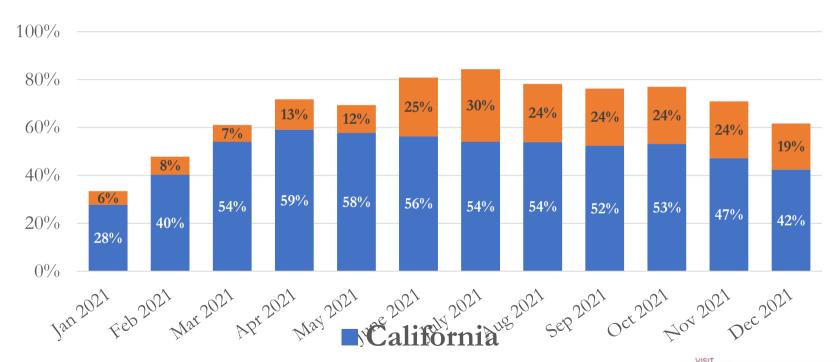
RECORD SETTING HOTEL DEMAND

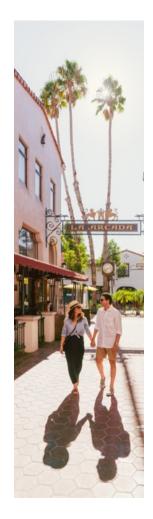
- +5% more rooms sold than the previous record (2019)
- -6% less rooms available in the TBID than 2019
- Occupancy close to 2015 record

VISITORS PAYING A PREMIUM FOR THE REGION

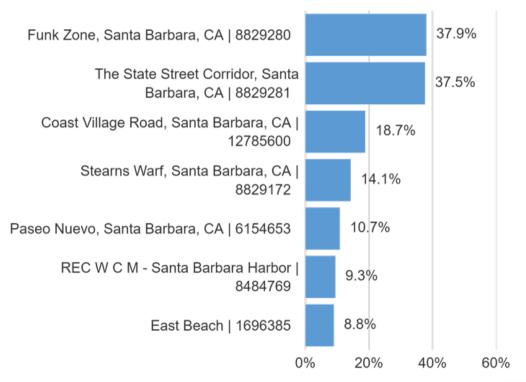
- +35% higher rates than previous peak
- Luxury class hotels lead in rate growth, but all classes are setting records
- +47% higher revenue per available room than previous record (2017)

CALIFORNIA & OUT-OF-STATE HOTEL OCCUPANCY





TOP ATTRACTIONS FOR HOTEL VISITORS







FAQ

WHAT VISITORS LOVE ABOUT SANTA BARBARA (2017)

- 1. The Beach
- 2. Good Weather
- 3. Scenic Beauty
- 4. Ambiance & Atmosphere
- 5. Restaurants & Food Scene

- 6. Ease of Getting Around/Walkability
- 7. Santa Barbara Zoo
- 8. The Architecture
- 9. Downtown
- 10. The Laid-Back, Relaxed Vibe

WHERE HOTEL VISITORS ARE FROM (PAST 12 MONTHS)

80% CALIFORNIA

Los Angeles

SB, Santa Maria, SLO

San Francisco,

Oakland

San Diego

Palm Springs

19% OTHER STATES

Texas

Arizona

Nevada

Colorado

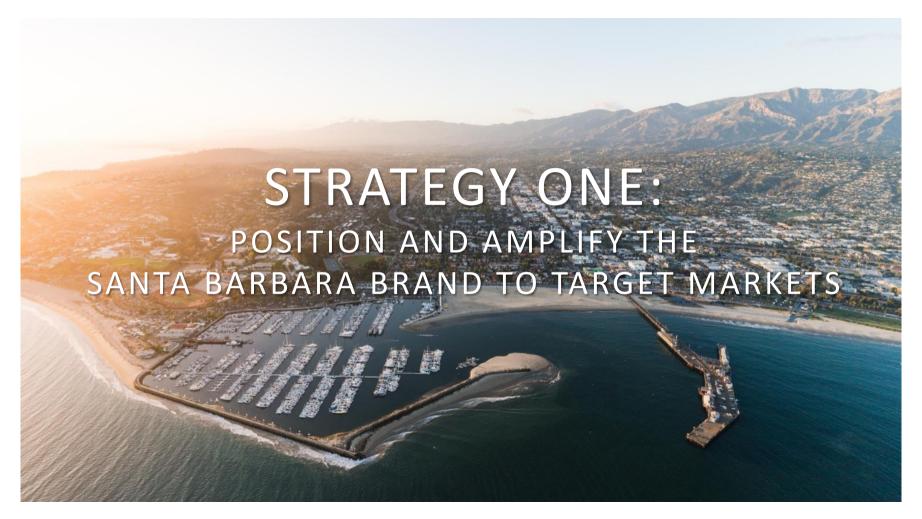


GUEST SPEAKERS

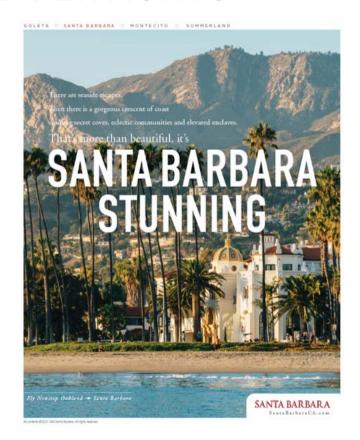
MITCHELL SJERVEN, BOUCHON SANTA BARBARA
CHRIS CLINE, HOTEL SANTA BARBARA

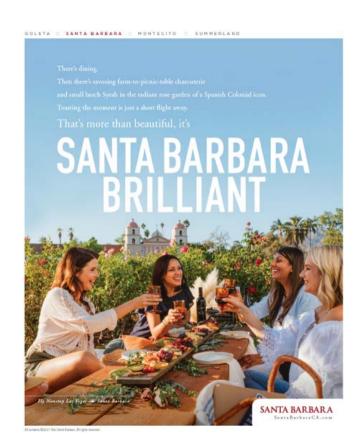
- Have you seen tourism change as a result of the pedestrian promenade?
- What benefits or drawbacks has the promenade caused for your customers?





ADVERTISING





SANTA BARBARA STORYTELLING





visitsantabarbara Santa Barbara is feeling extra European these days, thanks to the introduction of the State Street Promenade. The conditions couldn't be more ideal for taking a stroll! Explore, browse, shop, sip, and dine while enjoying the architectural beauty, sights, and sounds of State Street without car traffic. #SeeSB



visitsantabarbara We see bright blue skies and endless

visitsantabarbara @ross_metal_art Hi there! This is State

sunshine in your future. #SeeSB ... more

OOA

View all 37 comments

2,091 likes

Street.

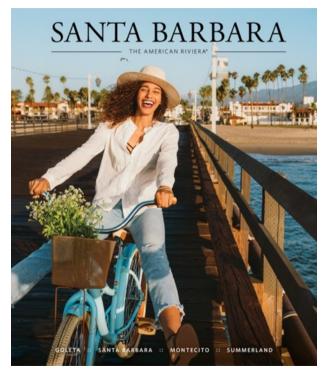




DECEMBER 2, 2021

Add a comment...

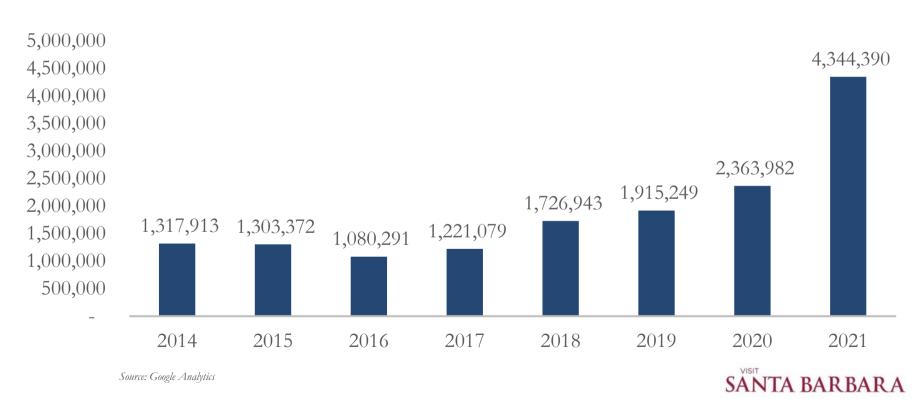
SANTA BARBARA STORYTELLING







VSB WEBSITE SESSIONS



PRESS COVERAGE GENERATED BY VISIT SANTA BARBARA



An Essential Guide to Visiting Santa Barbara

What to do, see, and eat on your next visit to the American Riviera

Nov 5, 2021







Los Angeles Times

One of Santa Barbara's oldest streets is suddenly so popular it's scary



Santa Barbara turned eight blocks of State Street into a car-free promenade in late May. Face coverings were optional outdoors there then, and many did without them. (Christopher Reynolds / Los Angeles Times)

BY CHRISTOPHER REYNOLDS | STAFF WRITER







STATE STREET VISITOR CENTER

- Opened August 2019
- Highly trafficked location
- Elevated hospitality experience
- "Buy Local" retail component
- Promotional opportunities for local businesses







VISIT SANTA BARBARA SUPPORTS AIR SERVICE GROWTH

NONSTOP FLIGHTS ADDED WITH TBID SUPPORT

• Chicago



 Denver, Las Vegas, Oakland and Sacramento



• San Diego



90% GIVE US POSITIVE FEEDBACK, BUT...



Jan Nicholas

No reason to go there...all the great shopping is gone!



Like Reply Send Message 50





armando.sb I like that it's closed for pedestrians, but it's also dangerous for pedestrians because bikes go way to fast and don't really care about the pedestrians or the people enjoying their meals outdoors.



Kari Wilson-Gilbert

How is State St.? The last two times I have gone, it was so sad. Many restaurants and businesses had vacated. There was no longer the SB vibe and State street didn't feel safe later in the evening as we returned to our hotel. I hope the city is making an effort to revitalize SB. It was always a coastal jewel.

Like Reply 8w



13w 1 like Reply



OUR OUTLOOK

OPPORTUNITIES

- Santa Barbara is en vogue: outdoors, relaxing and aspirational
- Group travel, businesses travel and international travel are just starting to rebound
- Events, festivals and personal celebrations

THREATS

- Increased destination competition
- Inflation in travel costs, including gasoline
- +47% higher revenue per available room than previous record (2017)



VSB SUGGESTIONS

VISITOR INDUSTRY PRIORITIES

- Visitors and residents share expectations for safety, cleanliness and vibrancy.
- Our most valuable guests are nighttime guests, requiring services that are appealing in cooler, darker hours of the evening and night and during winter.
- Travelers tend to come from urban markets. Offerings in downtown Santa Barbara needs to contrast what they already have closer to home.







Public Comment





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Item III.B

Tourism Discussion

You Have 2:00 Minutes to Speak

Speaker Time Remaining:

No Time Remaining

2:00

1:30

1:00

0:30

0:00





CLEANING, MAINTENANCE, AND OPERATIONS ON STATE STREET PLAZA

Item III.C

Presentation and Discussion on the Cleaning, Maintenance, and Operational Functions for the State Street Plaza





Presenters

- Sarah Clark
 - Acting Downtown
 Plaza and Parking
 Manager

- Trey Pinner
 - Chair, Downtown
 Parking Committee

*Introduced by Robin Elander, SSAC member





PUBLIC WORKS DEPARTMENT

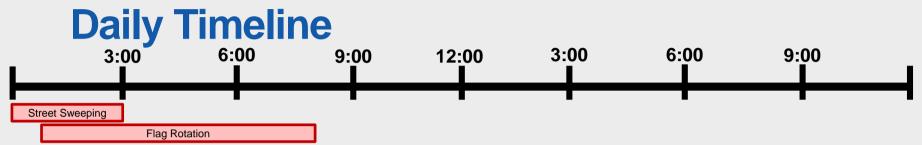
STATE STREET: A DAY IN THE LIFE

State Street Advisory Committee - March 21, 2022











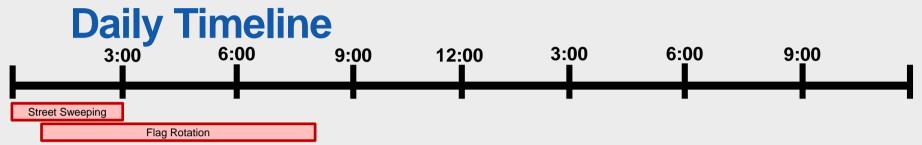
2:00 - 8:00 AM - Flag Rotation

- 1x/week
- Flags coordinated by DSB









Deliveries

Trash & FOG Collection



5:00-10:00 AM - Commercial Deliveries





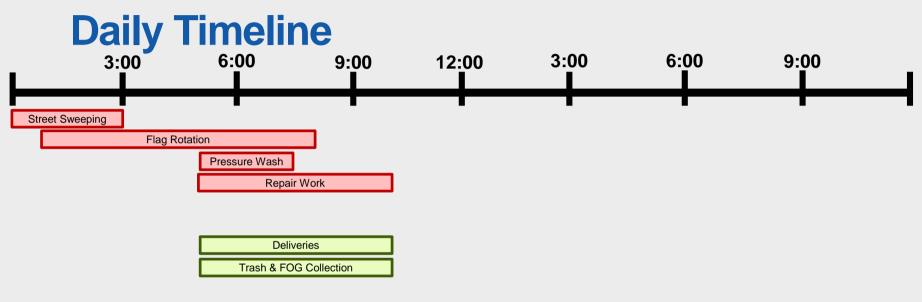




5:00-10:00 AM - Trash & FOG Collection









5:00 AM - Pressure Washing

- Each block is pressure washed once a month
- Contractors wash one block each day for three weeks

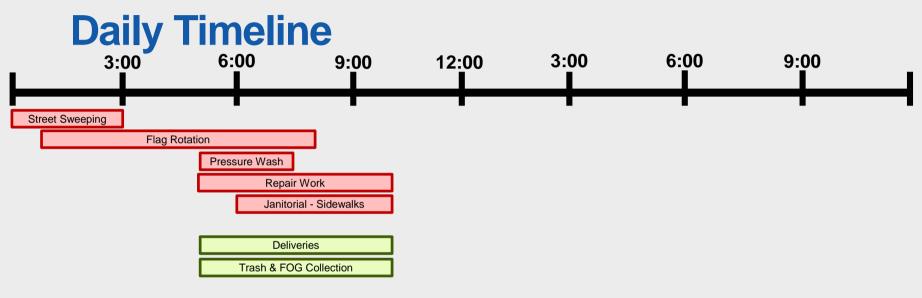




5:00 AM - Contractors Begin Repair Work







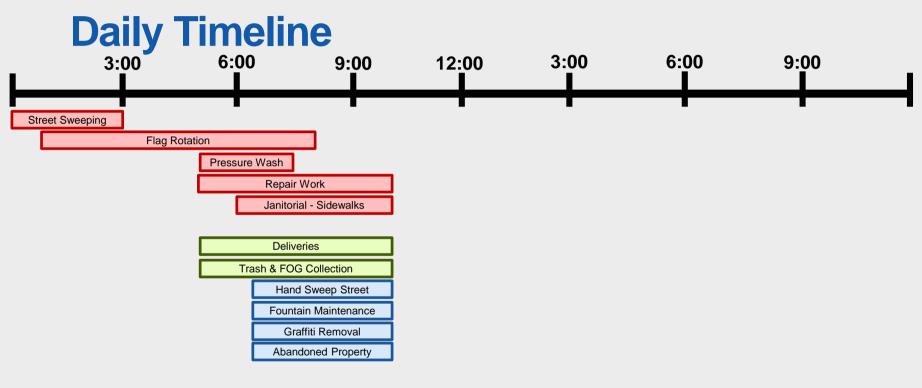


6:00 AM - Janitorial Contractor

- Daily sidewalk cleaning
- Restrooms cleaned 3x/day
- On-call for spot cleaning









DTP Maintenance Staff on Plaza Duty

- 6:30 AM 10:00 AM
- Small sweeper/scrubber
- Hand sweeping curbs and gutters
- Fountain maintenance
- Graffiti removal
- Sign & bollard maintenance
- Abandoned property removal







Small Sweeper/Scrubber – 3x/week

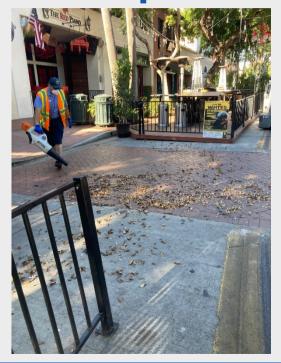








Hand Sweep Curbs & Gutters



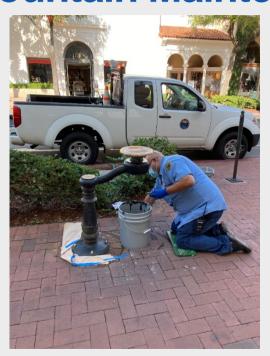






Decorative Fountain Maintenance







Graffiti Removal

Daily, on public

property





Sign & Bollard Maintenance

As needed



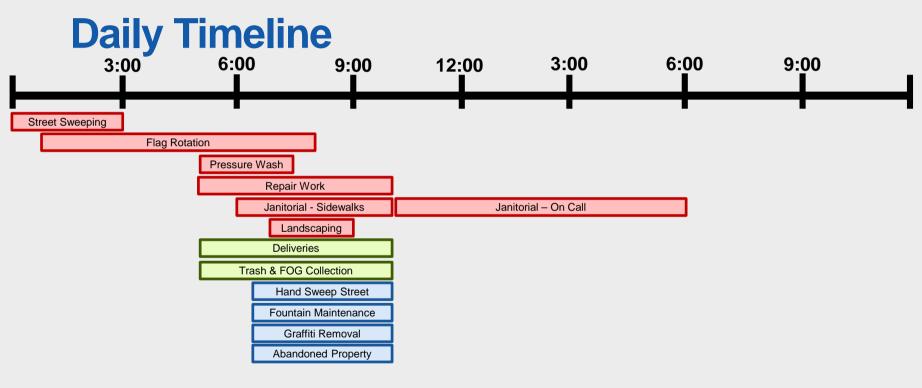


Remove Abandoned Property









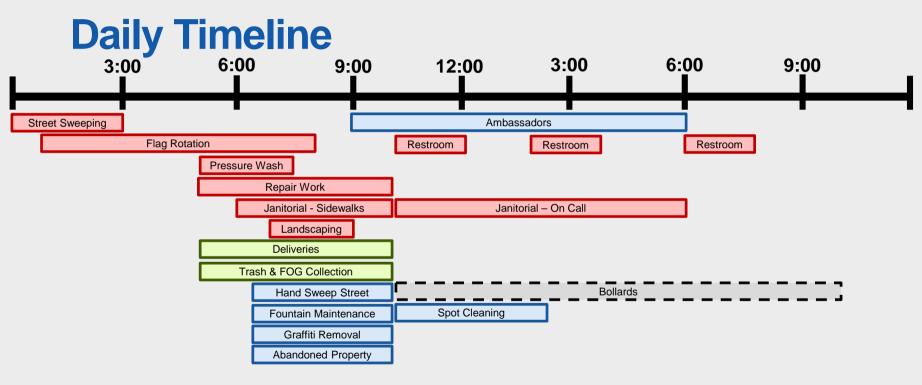


7:00 AM - Landscaping Contractor

2 blocks/day







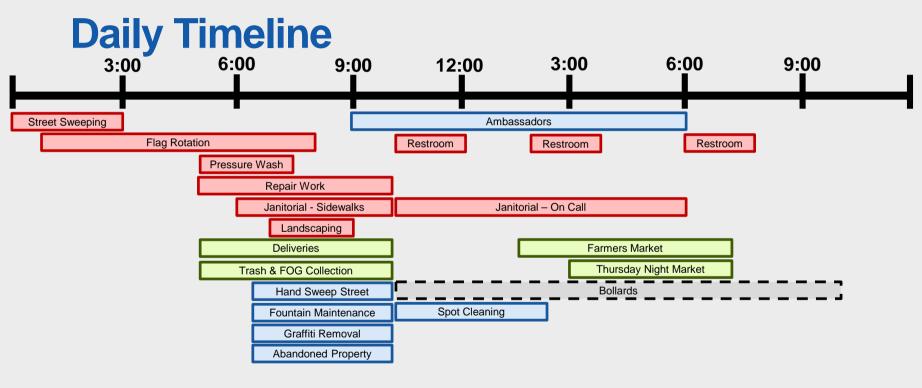




9:00 AM - 6:00 PM - Ambassadors on Duty









1:00 – 7:00 PM Farmers Market – Tuesdays

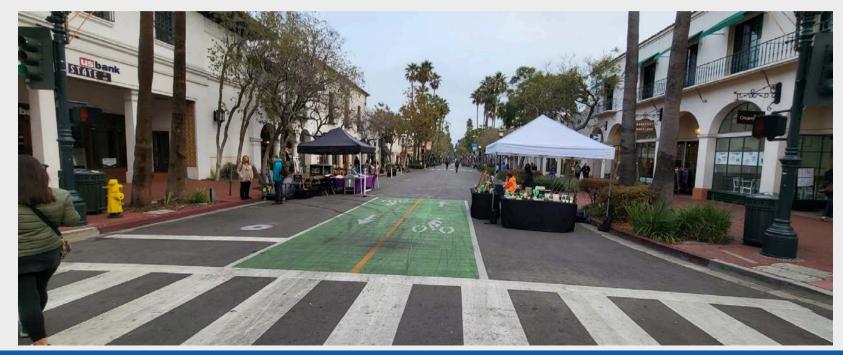




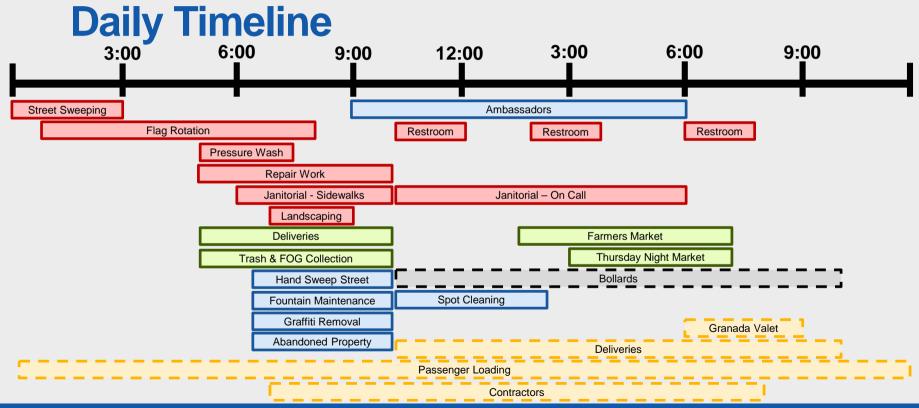




3:00 PM - Night Market - Thursdays

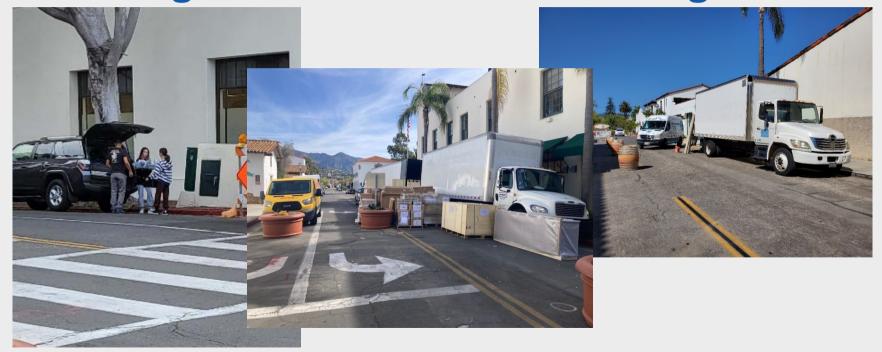








Passenger and Commercial Loading





Outdoor Business Facilities

- Develop and maintain operating guidelines
- Accessibility
- Emergency Access
- Compliance



Business Facility Compliance







Emergency Access









Public Comment





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Item III.C

Cleaning and Maintenance Discussion

You Have 2:00 Minutes to Speak

Speaker Time Remaining:

No Time Remaining

2:00

1:30

1:00

0:30

0:00





Adjournment