

Capitola City Council

Agenda Report



Meeting: August 24, 2023

From: City Manager Department

Subject: Capitola Wharf Enhancement Project Fundraising Partnership

Recommended Action: Adopt a resolution outlining expectations and understanding between the City and the community-led fundraising campaign for the Capitola Wharf Enhancement Project and approve a donor recognition policy for wharf enhancements.

Background: Phase 1 of the Wharf Resiliency and Public Access Improvement Project (Wharf Resiliency Project) was completed in 2021. Phase 2 of the Project, inclusive of storm damage repairs, was approved by the City Council on May 11, 2023, with construction anticipated to begin in late September.

In addition to the Wharf Resiliency Project, volunteer community members have joined together to raise private donations for a new Capitola Wharf Enhancement Project (CWEP). The CWEP project is intended to add new and upgraded amenities to Capitola Wharf to enhance the facility for community use.

In May 2023, the City entered a contract with RRM Design Group to determine and design the scope of CWEP, based on community and City Council feedback. A CWEP community meeting was held on June 7, and on June 8 the City Council approved an Agreement with Wharf-to-Wharf Race nonprofit organization for an official fundraising campaign to benefit CWEP. The City Council approved the project's preliminary conceptual plan on July 27, 2023.

Discussion:

CWEP Project Scope

Staff has coordinated with stakeholders to further refine the components of the project based on City Council input. Some modifications are necessary for the imagery to be used for fundraising purposes, as well as the addition of certain features, while maintaining the overall integrity of the project. The revised imagery for the project will be made available at a later date.

The final CWEP scope (Exhibit A to the Resolution) includes elements that are intended to be part of the CWEP fundraising efforts, as well as items that have the potential to be funded by external parties. It also highlights currently unfunded items.

CWEP Fundraising Components

- Artistic Features: improved entry gate, mosaic art, donor feature, scavenger hunt
- Educational Features: sightseeing binoculars, historical timeline signage
- Visitor Amenities: fish cleaning station, benches, tables with shade structures, enhanced light structures, trash receptacles, water filling station with foot wash

The Wharf Resiliency Project already included some improvements to the entry gate, lighting, and benches, but not to the extent proposed in the CWEP project. Funding from the Wharf Resiliency Project will be coupled with funds raised by CWEP to cover the costs of those wharf enhancements.

Components Funded by Others

- Marine Sanctuary Interpretive Panels
- Surrounding Area Plaque/Signage

Staff is currently pursuing funding for new interpretive signs. Those funding sources generally include money to develop and fabricate interpretive panels, but not funding for the structure on which the panels are mounted. The CWEP project includes funding for some artistic interpretive panel mounts, but not an interpretive kiosk.

Unfunded Components

- Entrance Improvements: Entrance Pavers and Medallion, Wharf Road Entry Pillar and Paver Improvements, Landscaping
- Visitor Amenities: Kiosk for Interpretive panels, Additional Bike Racks
- Additional Structures: Lifeguard Jet Ski Storage, Shower

Fundraising Partnership Resolution

The Wharf-to-Wharf Race nonprofit organization is responsible for managing the funds raised for CWEP consistent with the June 8, 2023 agreement. However, the majority of fundraising efforts are being driven by a dedicated group of community volunteers.

Staff recommends the City Council consider adopting the proposed resolution (Attachment 1). This resolution will establish transparent expectations and mutual understanding between the City and the CWEP Group. The resolution outlines the agreement that the CWEP Group will undertake fundraising efforts, with an estimated target of \$250,000 specifically designated towards the CWEP funded components of the project (designated in Exhibit A to the resolution). In the event that fundraising falls short or exceeds the \$250,000 goal, the resolution stipulates the City will engage in discussions with the CWEP Group to assess project scope and funding options.

Donor Recognition Administrative Policy

The proposed administrative policy (Attachment 3) outlines various available donor recognition opportunities. All donors will be publicly recognized as described below.

Recognition on donor feature:

- Donation of \$1,000 or more

Naming opportunities: Major donors will be recognized on the following features and the donor feature:

- 4 Viewing Stations
- 10 Light fixtures
- 1 Fish Station

Fiscal Impact: None as proposed.

Attachments:

1. Draft resolution
2. CWEP Scope
3. Draft naming policy

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