

Short Term  
Wharf Plan:  
Events Report



# RECOMMENDED ACTION

Receive report regarding events held on the Wharf during 2024, and provide direction regarding plans for 2025.



# BACKGROUND

- May 9, 2024, Council approved a plan for 3 Wharf events
  - Wharf Ribbon Cutting; Wednesday September 25, 2024
  - Brews & Beats; Sunday October 6, 2024
  - 3<sup>rd</sup> event canceled due to Wharf project delay and Fall Events Calendar
- Those events help us learn about events on the Wharf for future feasibility
- Department currently produces 2 similar event series
  - Twilight Concerts & Food Truck Fridays
- City Council will receive a presentation from Fuse Architects on long-term Wharf options next month.



A photograph of a busy outdoor event on a wharf. The scene is filled with people, many wearing hats and sunglasses, suggesting a sunny day. In the foreground, a woman in a black t-shirt and a baseball cap is looking towards the right. Behind her, a woman in a white dress and a wide-brimmed hat is standing near a table. The table has various items on it, including bottles and a can. In the background, there are several blue tents with the text "MATTOLA RECREATION" visible on them. The overall atmosphere is lively and family-friendly.

# DISCUSSION: Highlights

Events received resounding positive feedback to have a family friendly event on the Wharf.



## DISCUSSION: Challenges

- Compared to similar event series, required extra staff time to compensate for venue limitations
- Wharf has a 10,000 lb. vehicle weight limit, which limits number of vendor options
- Food truck vendors hesitant to commit due to the long set up time
- Many of the beer garden non-profits were unable to commit due to the time of day or expected volume
- Restocking during the event required walking supplies from the parking area to the event location

# DISCUSSION: Challenges

- The proximity of an alcohol retailer posed security challenges as consumption crossed event boundaries
- Appropriate shade for sound equipment and stage was necessary but hard to secure
- Electrical outlet limitations impacted other vendors
- Portable stage was left on Wharf between events to reduce staff time
- Wind was expected, but gusts were strong and surprising, required extra measures for safety



# 2025 Events Budget



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- Providing regular event series on Wharf will require staff resources and a dedicated budget
- Spring or Early Summer events would require a budget amendment now and immediate preparations by staff
- Events in later Summer or Fall could be considered with Council budget priorities and incorporated in the FY 2025-26 budget

# DISCUSSION: 2025 Events



## *Concerts*

- The most feasible option is Music only.
- Estimated cost per event \$4,000 to \$7,000
- Evaluation of stage & shade options; portable vs construction

## *Food Trucks*

- Weight constraints of the Wharf limit the number of available local vendors
- Benches had not yet been installed, current space and solutions would need to be assessed
- Food trucks may need monetary incentive to book
- Estimated cost per event \$5,000 to \$7,000



# DISCUSSION: 2025 Events



## *Beer Garden*

- Non-profit Beer Gardens not a reliable solution
- New law as of January 1, 2025, Type 91 Beer Caterers Permit
- Dedicated security estimated per event \$1,000

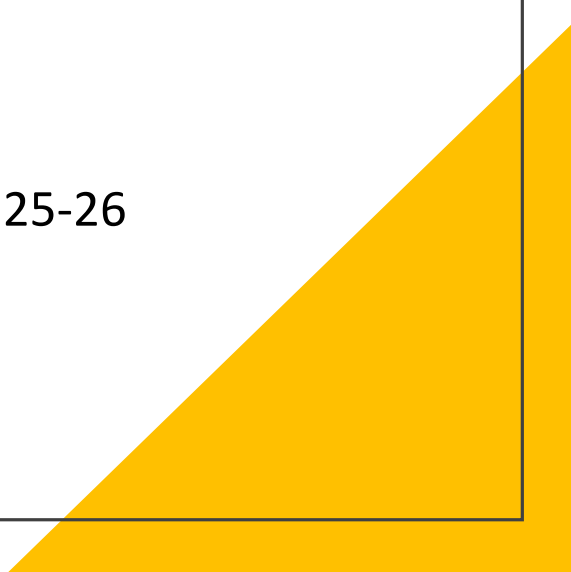
## *Restrooms*

- Cost of porta potties is \$1,200 per month and staff recommends adding for nine months out of the year until Long-Term Wharf Plan

## *Staff Resources*

- Current workload would need additional resources (FTE, contract services, hybrid) to produce a regular event series

# Summary

- Depending on number of planned events and type of event the cost range is \$20,000 to \$60,000 from General Fund
  - Spring/Early Summer event series would require budget amendment now
  - Summer/Fall could be evaluated as part of upcoming FY 25-26 budget process
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# RECOMMENDED ACTION

Provide direction regarding plans for 2025 Wharf events.





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# Questions