



BOARD OF PORT COMMISSIONERS

JUNE 16, 2021

SUPPLEMENTAL PACKET

Jessica Rauch

To: John Conway
Subject: RE: Notice of June 16, 2021 Port Commission Meeting

From: John Conway <johnconwaywine@gmail.com>
Sent: Tuesday, June 15, 2021 1:55 PM
To: Jessica Rauch <jrauch@venturaharbor.com>
Cc: john conway <john@conwayfamilywines.com>; Gillian Conway <gillian@conwayfamilywines.com>; Tom Conway <tom@conwayfamilywines.com>; Todd Mitchell <tmitchell@venturaharbor.com>
Subject: Re: Notice of June 16, 2021 Port Commission Meeting

To the Board of Port Commissioners,

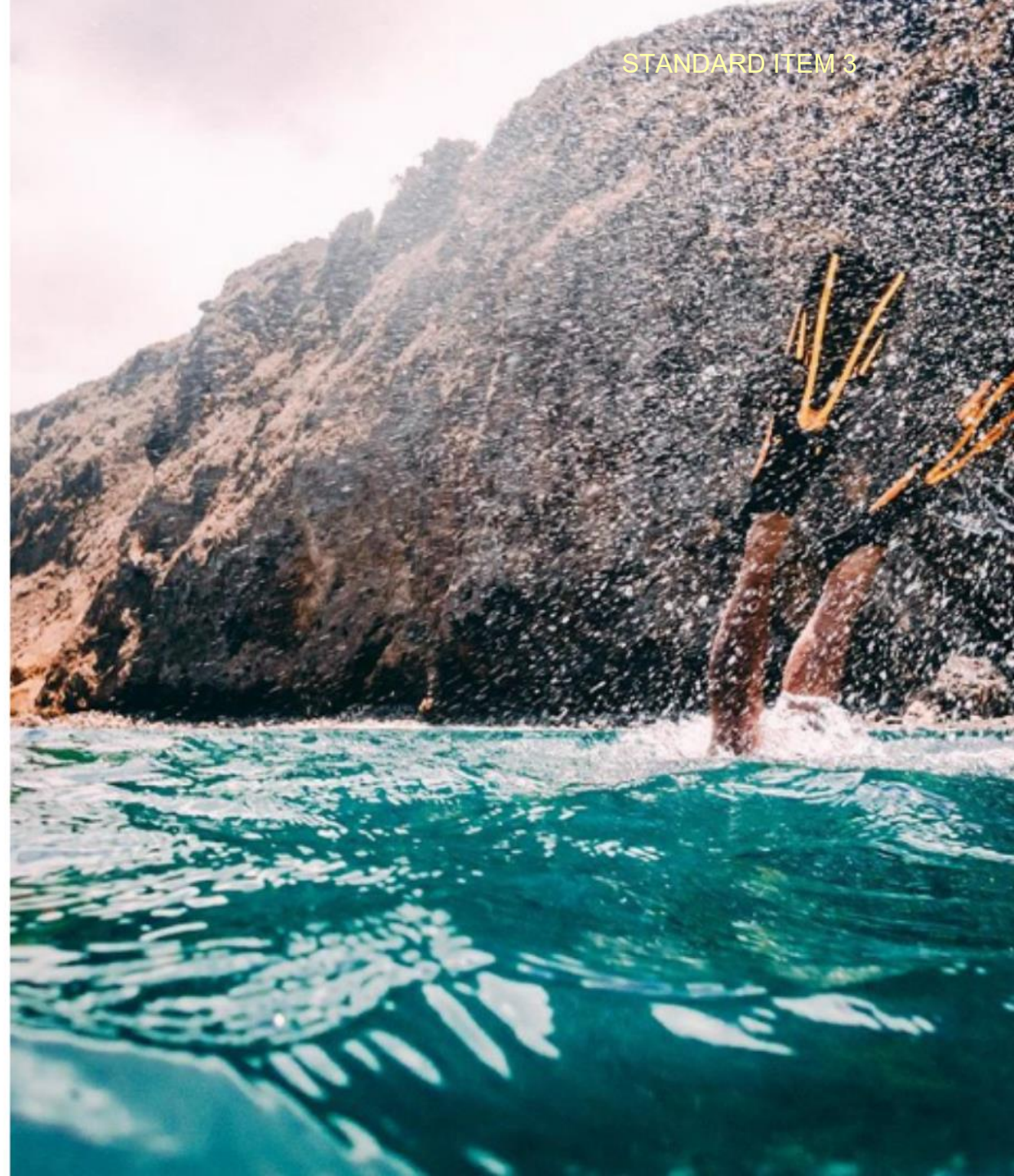
Conway Family Wines is thrilled to be joining the Ventura Harbor Village to open our family's Deep Sea Wine Tasting Room and provide a unique wine tasting destination experience for visitors and locals alike. We look forward to working closely with the harbor community and are excited at the prospect of many successful years as tenants. Thank you for your consideration, we can't wait to begin! Cheers, John, Tom, and Gillian Conway

Recovery & VISITOR
ATTRACTION PLAN INPUT

VENTURA HARBOR VILLAGE MARKETING

Let's Dive In!

STANDARD ITEM 3



The road to get here...



DIGITAL VISITOR SURVEY 2021
(2,570 PUBLIC RESPONSES)



VILLAGE TENANT SURVEY 2021
(23 BUSINESS RESPONSES)



TENANT E-NEWSLETTER
SHARED PRELIMINARY DATA & PLAN



CUSTOMER ENGAGEMENT & ATTENDANCE



REVIEW OF 2020 VILLAGE TENANT & VISITOR SURVEY DATA (AS PANDEMIC PAUSED MUCH OF THE PROGRAMMING)



WEBINARS & MEETINGS
ATTENDANCE FOR REOPENING DATA & CONSUMER TRENDS



VILLAGE TENANT INPUT MEET UP 2021



ANALYTICS / MONTHLY METRICS



visit
California

“Communicating consistently and clearly with residents and visitors is the most effective way to manage expectations and preserve the special California experience.”

- Caroline Beteta, Visit California CEO

Good News!

VPD continually marketed the Village & Businesses during the pandemic to gain market share & keep top of mind!

IN FACT, WE INCREASED:

- Localized Ad Opportunities and Business Promotions
- Enewsletters & Eblasts Weekly
- Social Media Ad & Boost Spend
- Video & Influencer Content
- Virtual Entertainment
- Virtually Connect Campaign
- Social Media Contesting
- Blog Posts & Seasonal Campaigns
- Adapted Social Distanced Holiday Opportunities & Visitor Experiences



Past Year's Key Messaging:

DINING TAKEOUT

TAKEOUT TUESDAYS

VIRTUALLY CONNECT

GIFT CARD CHALLENGE

THANK YOU FIRST RESPONDERS

SEASIDE SAFELY

SEASIDE TAKEOUT ZONE

WE'RE OPEN - CONNECT SEASIDE

IN GRATITUDE

**STAY CALM & COZY AT HOME
WITH HARBOR SHOPS ONLINE**

LIVE MUSIC STREAMING SERIES

SEA WHO'S OPEN AT VENTURA HARBOR

VISIT VENTURA HARBOR

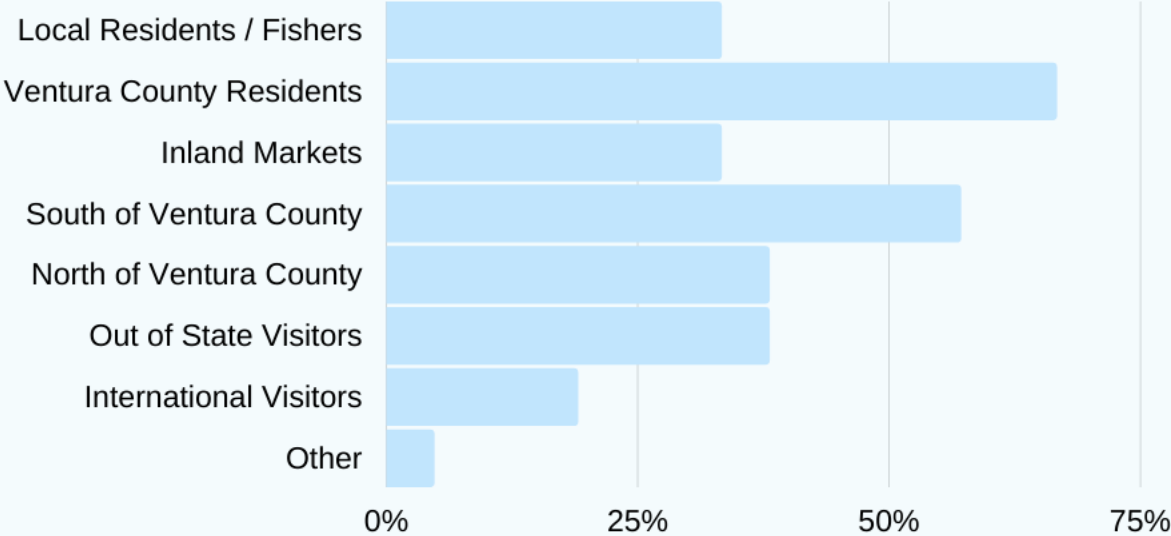
An aerial photograph of Ventura Harbor, California, showing a vast number of sailboats and yachts moored in the water. The harbor is filled with boats of various sizes, and the water reflects the bright sunlight. In the background, the coastline is visible with some buildings and palm trees. The sky is clear and blue.



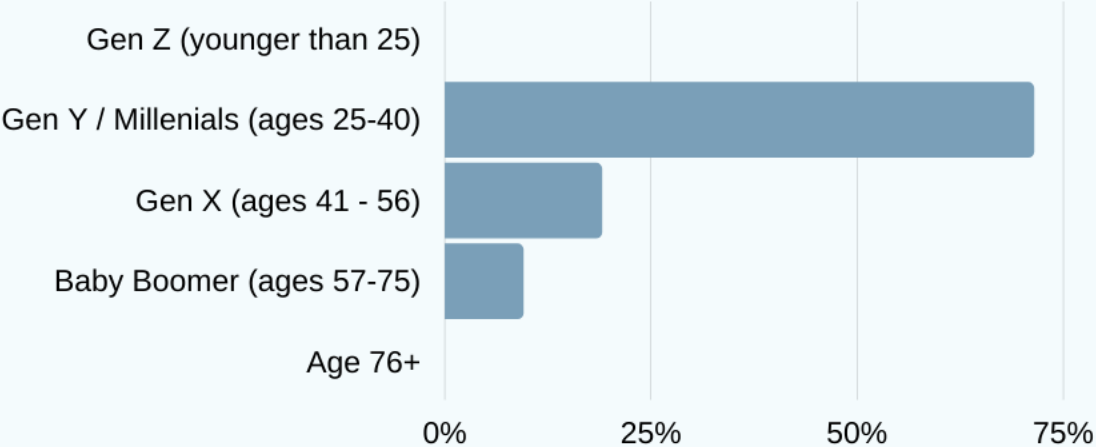
Tenant Survey Results

NOTE: 23 VILLAGE BUSINESS RESPONSES RECEIVED

***Q3 - AS MORE REOPENS AND TRAVEL RETURNS, WHICH AREAS DO YOU HOPE TO GAIN AS TOP MARKETS IN THE FISCAL YEAR AHEAD (PLEASE SELECT 3).

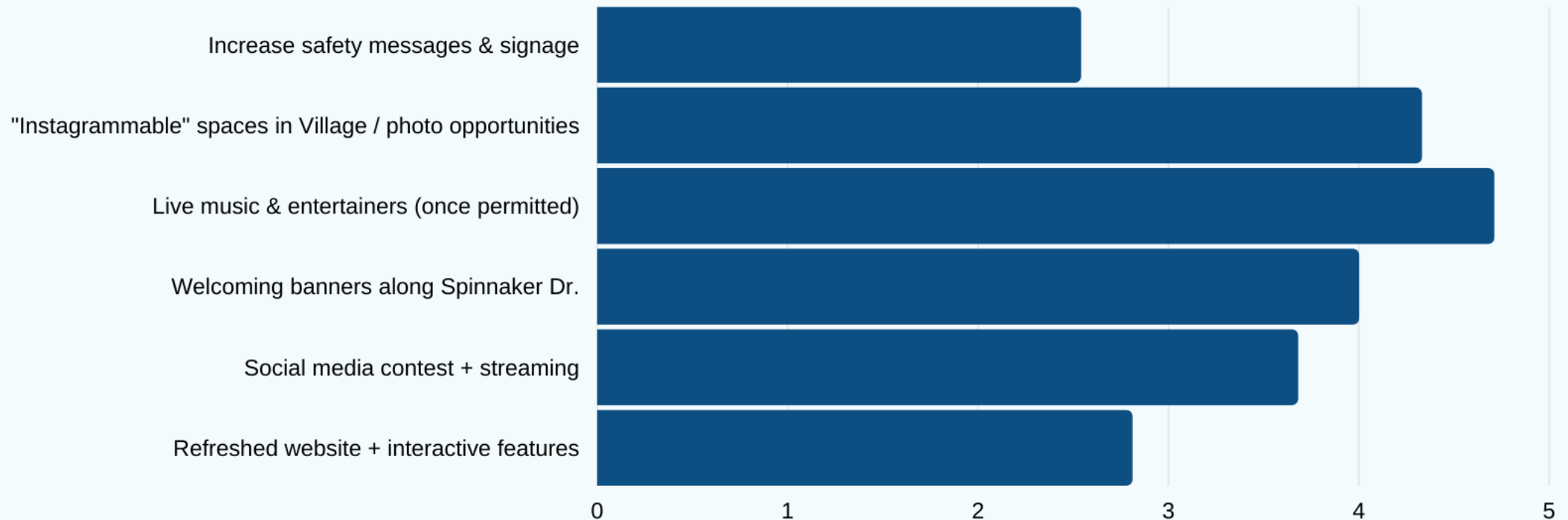


***Q4 - WHICH OF THE FOLLOWING AGE GROUP DO YOU CONSIDER KEY FOR YOUR BUSINESS?



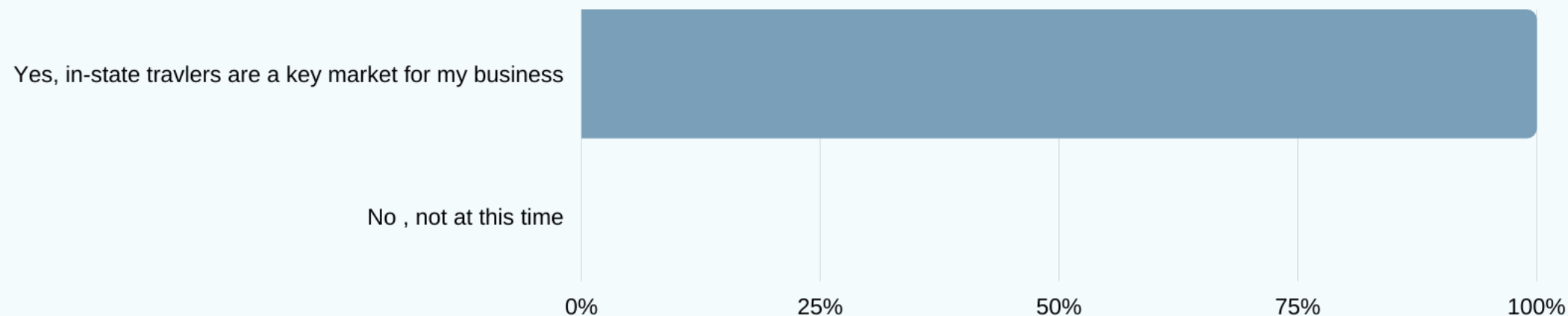
Tenant Survey Results

*****Q7 - IN THE 2021-2022 VENTURA HARBOR VILLAGE RECOVERY & VISITOR ATTRACTION PLAN, WHAT ARE THE TOP TWO PRIORITIES THAT YOU FEEL WOULD ENHANCE THE VISITOR EXPERIENCE:**



Tenant Survey Results So Far

*****Q12 - AS VISIT CALIFORNIA (THE MARKETING ARM OF THE STATE) LAUNCHES NEW CAMPAIGNS TO PROMOTE RECOVERY TRAVEL & SPENDING IN CALIFORNIA, DO YOU FEEL VENTURA HARBOR'S EFFORTS TO CROSS PROMOTE WOULD BENEFIT YOUR BUSINESS?**

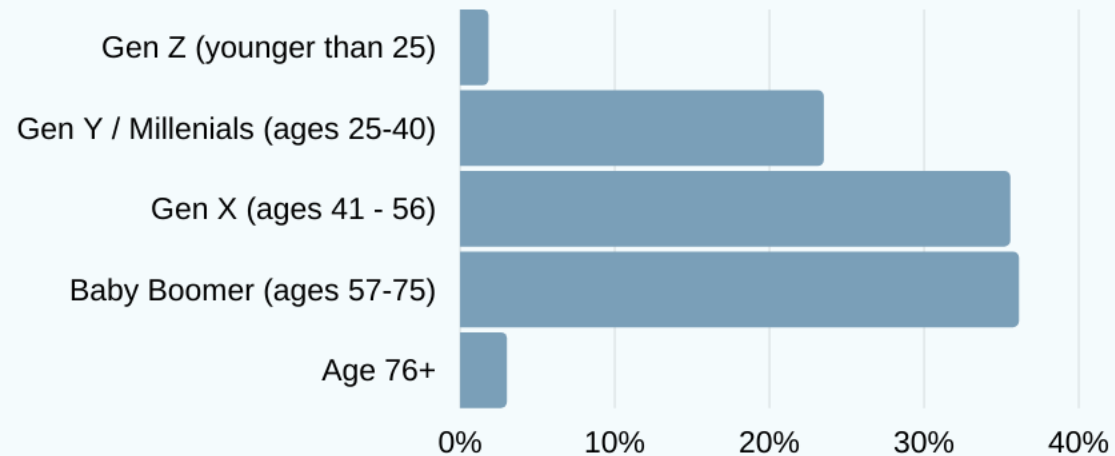




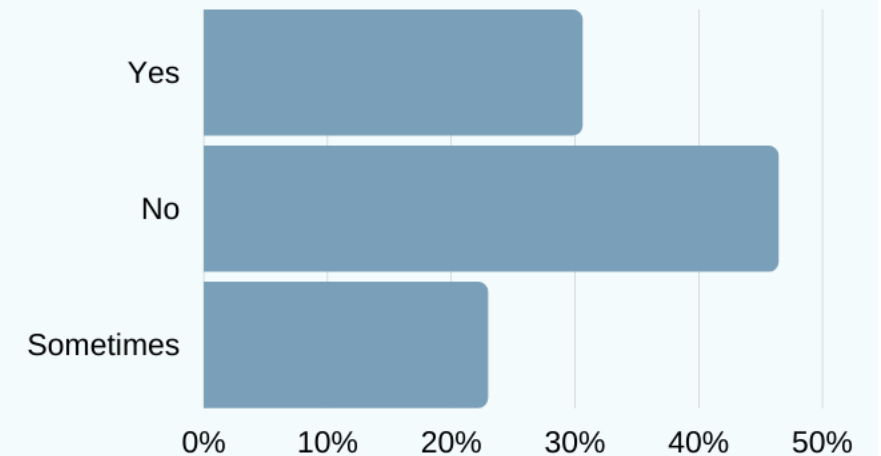
Public Survey Results

NOTE: 2,570 PUBLIC RESPONSES RECEIVED TO DATE

***Q3 - WHAT IS YOUR AGE BRACKET?

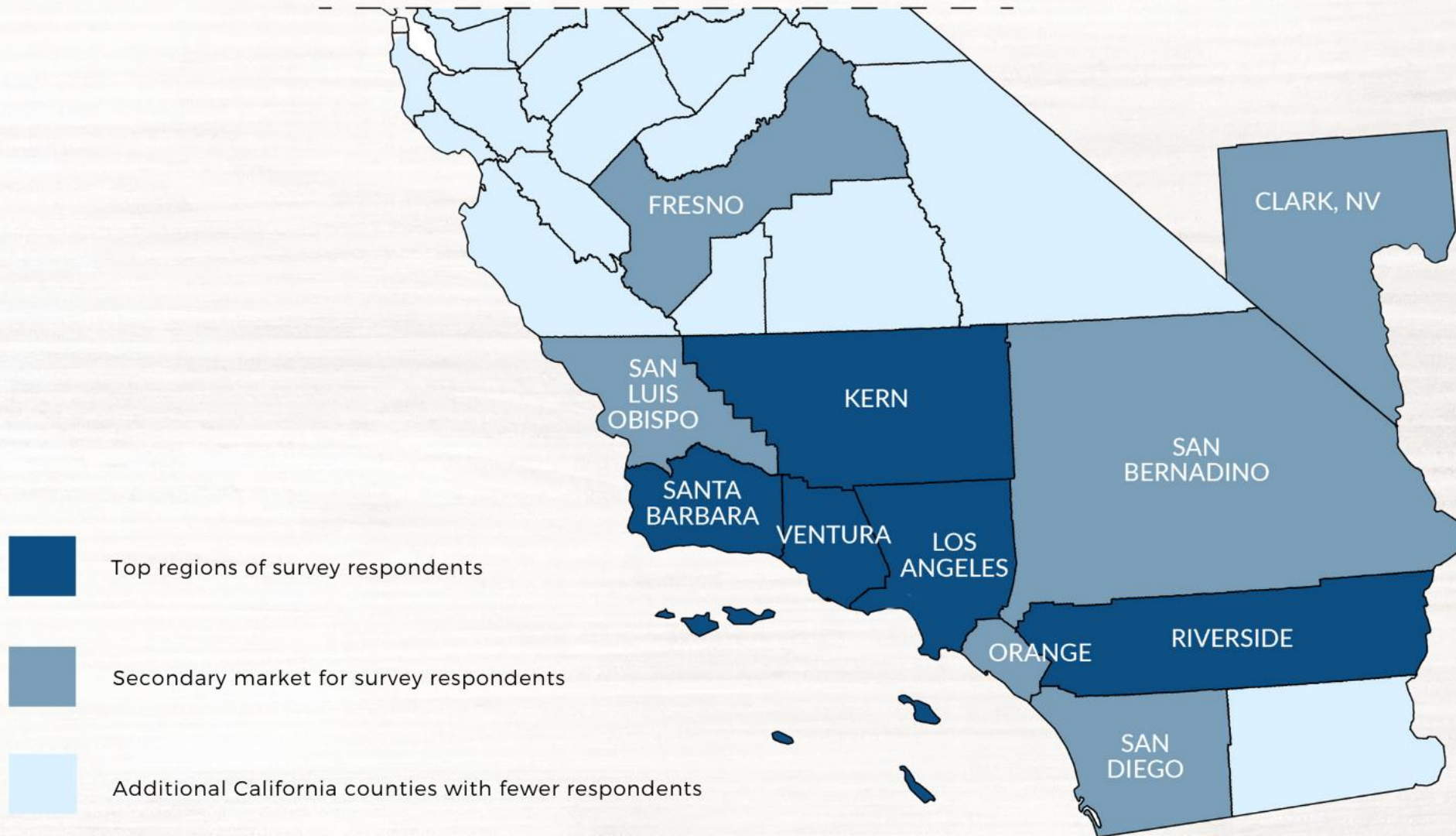


***Q4 - DO YOU TYPICALLY TRAVEL WITH CHILDREN OR GRANDCHILDREN?



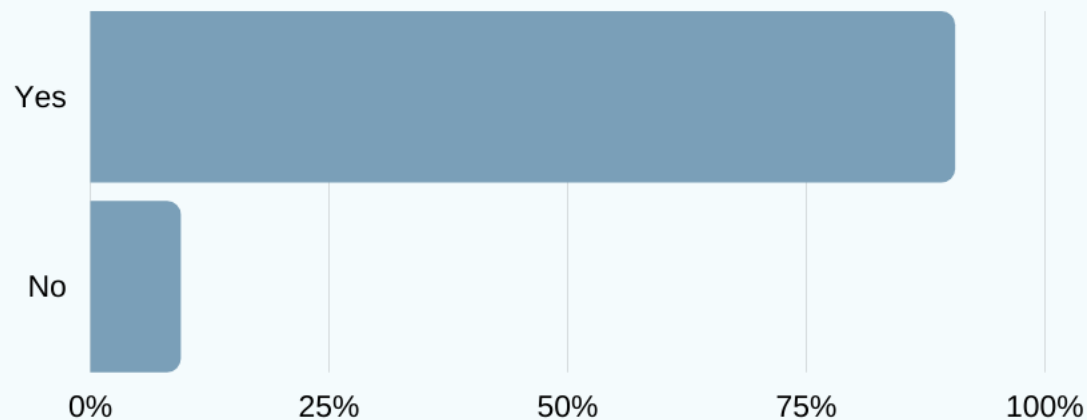
PUBLIC SURVEY RESPONDENTS - KEY MARKETS

STANDARD ITEM 3

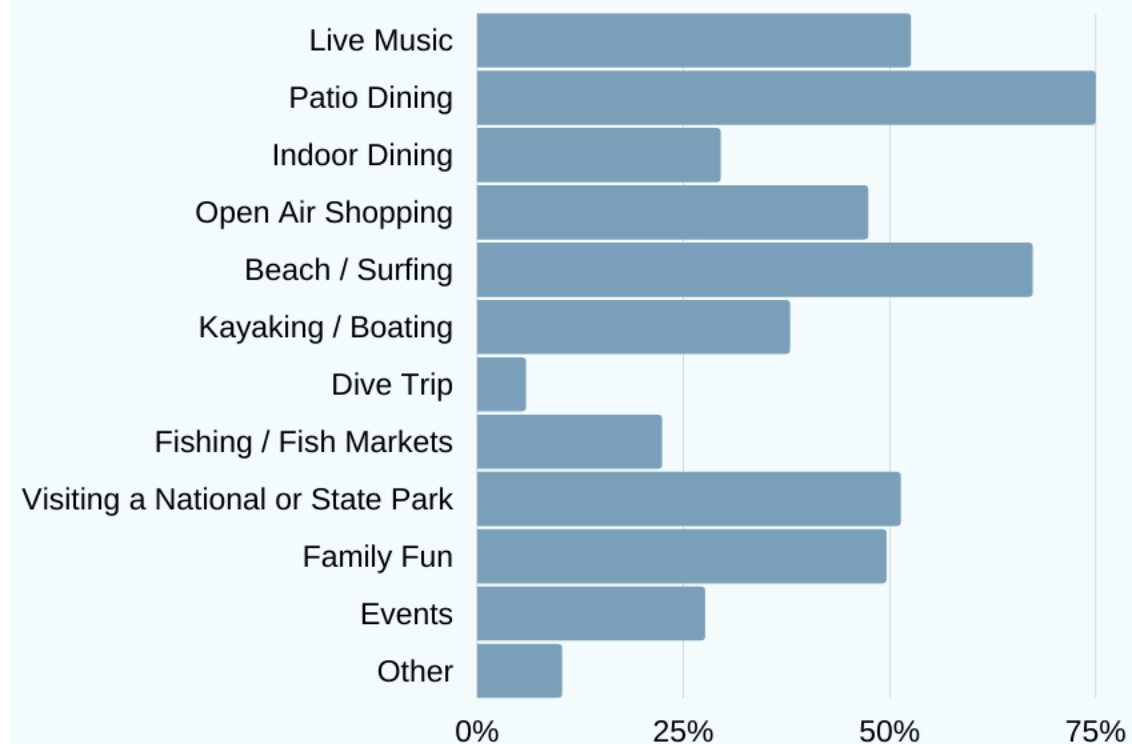


Public Survey Results

***Q6 - ARE YOU PLANNING A ROAD TRIP OR VISIT TO THE COAST/BEACH THIS YEAR?

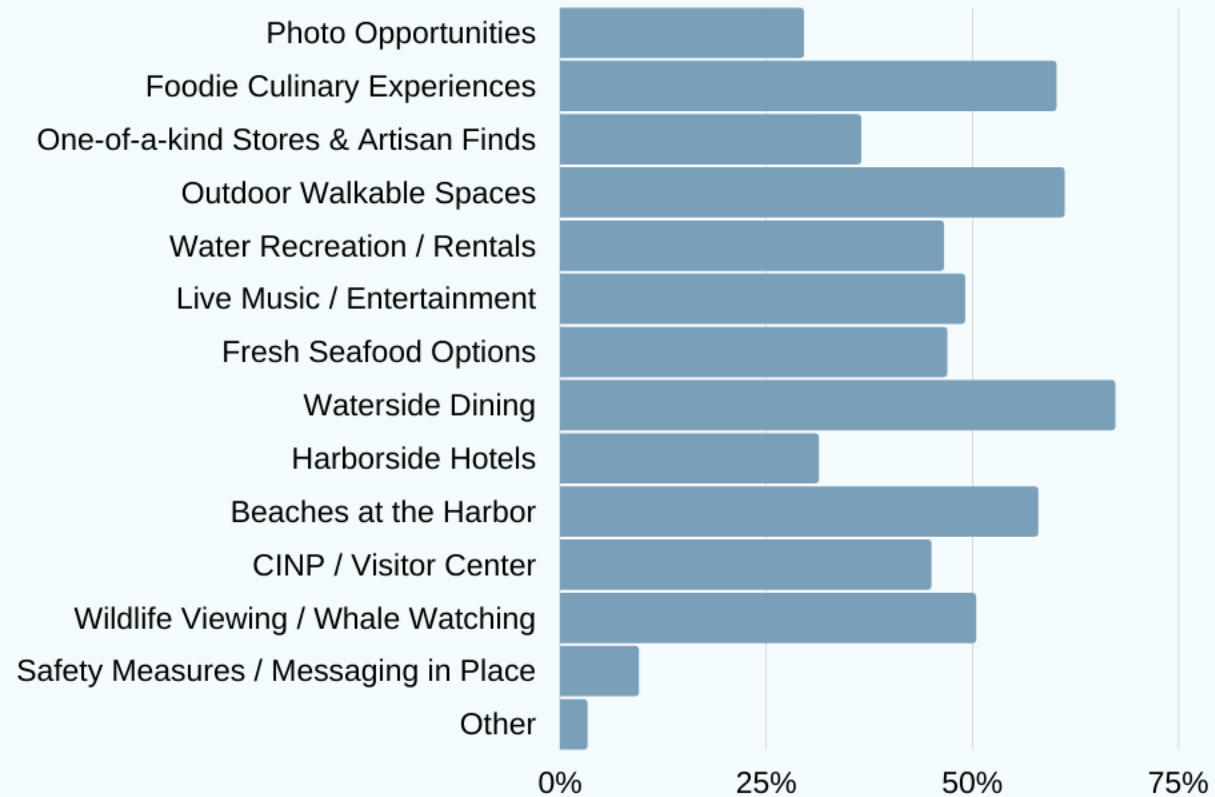


***Q7 - WHAT COASTAL ACTIVITIES ARE YOU LOOKING FORWARD TO PARTAKE IN THIS YEAR?



Public Survey Results

*****Q10 - WHICH OF THE OPTIONS BELOW WOULD INSPIRE YOU TO VISIT VENTURA HARBOR & VENTURA HARBOR VILLAGE IN THE NEAR FUTURE?**



[illegible]

Public Survey Results

*****Q5 - WHAT ARE WORDS YOU WOULD USE TO DESCRIBE A WATERFRONT VACATION OR A VISIT TO THE SEA?**



DEMAND DRIVERS IN 2021

STANDARD ITEM 3

75%



Patio Dining

67%



Time at the Beach

53%



Live Music & Entertainment

51%



Visiting a National or State Park

50%



Family Fun

47%



Open Air Shopping

38%



On the Water Activities

30%



Indoor Dining



Recent research shows:



CENTRAL COAST TOURISM:

When travelers were asked, "Where are you going on your next trip?" Beach destinations ranked highest at 38.4% and urban destinations ranked third at 22.7%



NATIONAL PUBLIC RADIO:

Travel experts report searches are skewing 40% higher for beach travel and outdoor destinations.



VISIT CALIFORNIA:

Key drivers for travel as of May 2021:

- "Liberation & Excitement"
- "Live in the Moment"
- "YOLO – You Only Live Once"





Brand Awareness Via:

- Redesign VenturaHarbor.com
- Welcoming Banners in Harbor (TBD)
- Ventura Harbor Signature Events
- Promote Coastal Lifestyle & Walkable Harbor
- Ventura Harbor Beaches & Lifeguard Services
- Feature Dive / Fish / Boat Experiences
- Commercial Fishing / Fish Markets
- Boat Storage / Public Launch Ramp
- Harbor Dredging / Harbor Capital Improvements
- Ventura Harbor Hotel Stays / Tourism

VENTURA HARBOR VILLAGE - VISITOR EXPERIENCE STRATEGY



VENTURA HARBOR VILLAGE - SCHEDULE OF EVENTS

STANDARD ITEM 3





VENTURA HARBOR VILLAGE - PAID MEDIA STRATEGY

STANDARD ITEM 3



VENTURA HARBOR VILLAGE - SEASONAL CAMPAIGNS

STANDARD ITEM 3

July / Aug / Sept

HAPPINESS COMES IN WAVES

California Roadtrips
Live Music Seaside
805 Day (Cumulus collaboration)
Labor Day Weekend
California Surfing Day
California's Second Summer



Jan / Feb / March

WARM YOURSELF SEASIDE

National Clam Chowder Day
President's Weekend
Valentine's Day
Martin Luther King Jr. Weekend
March is Mermaid Month



Oct / Nov / Dec

SEASON'S GREETINGS

National Seafood Month
Seaside Skeletons
Small Business Saturday
Veteran's Day Weekend
Thanksgiving Weekend
Holiday Décor & Holiday Shopping



April / May / June

SPRING BREAK SEASIDE

Easter Week/Golden Egg Hunt
Mother's Day Weekend
Father's Day Weekend
Memorial Weekend
Ready, Set, Seaside



VENTURA HARBOR VILLAGE - SOCIAL MEDIA & CONTENT DEVELOPMENT STRATEGY

STANDARD ITEM 3

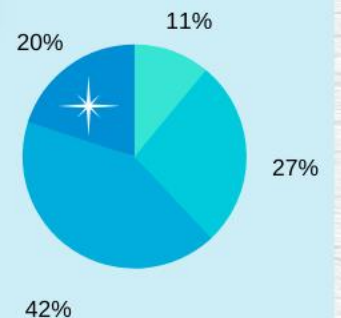


Measurables

Impressions | Engagements |
Post Link Clicks | Social
Media Analytic Tools | Online
Audience Growth / Followers

Budget

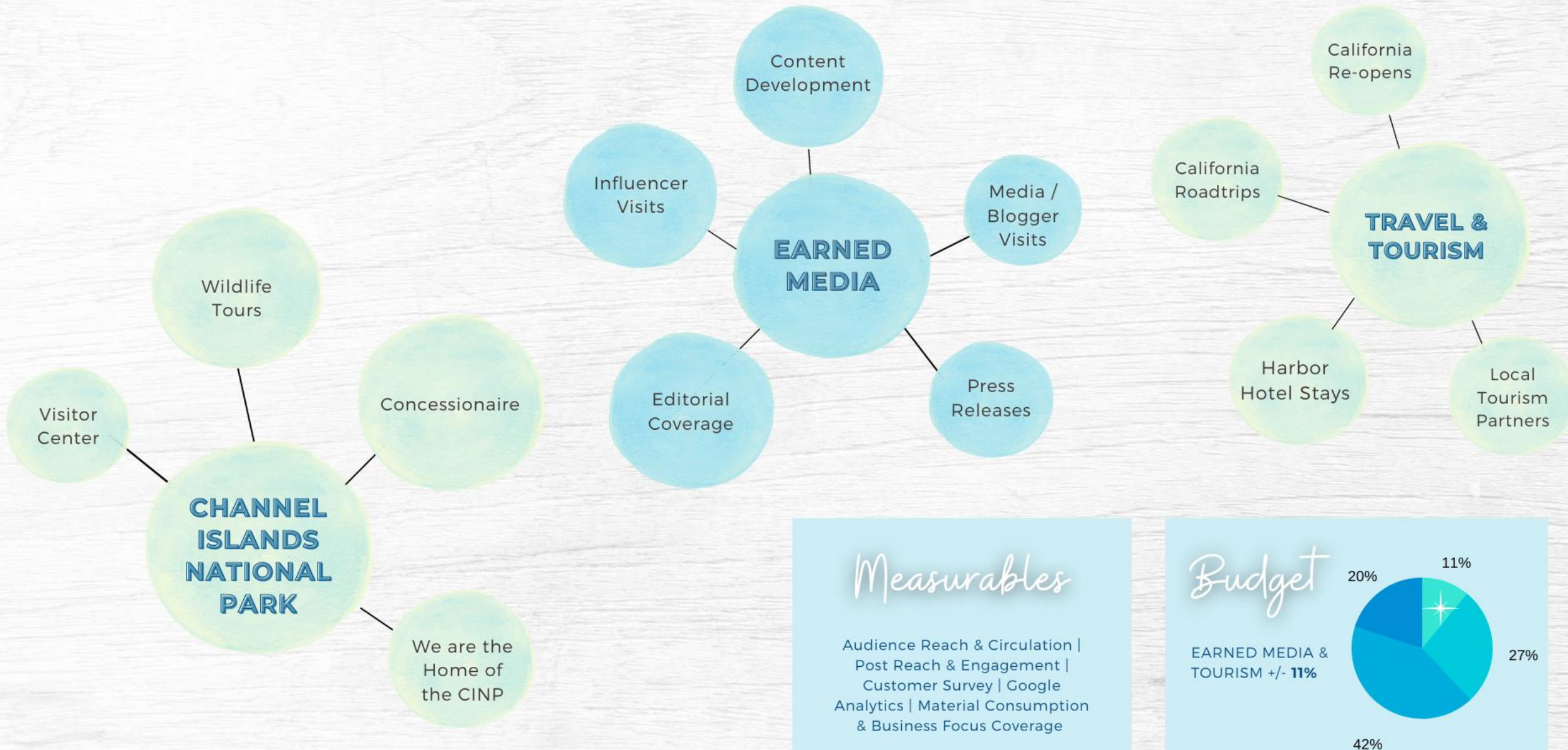
SOCIAL MEDIA &
CONTENT +/- 20%





VENTURA HARBOR VILLAGE - EARNED MEDIA & TOURISM STRATEGY

STANDARD ITEM 3





STANDARD ITEM 3

This Summer!

Here's what is next...

Programming/messaging will highlight:

- "Happiness Comes in Waves" Summer Campaign
- "Be Entertained Seaside" Video Content
- Revamping Venturaharbor.com
- Ventura Harbor Placemaking Sign on Promenade
- Friday Nite Seaside DJ - "Millennial Market"
- Return of Weekend Live Music
- Wayfinding Signage
- Road Trip Attraction with a Photo Op & Cali Products

& more



A look ahead...

As we continue to collect data & info from visitors, businesses, tourism partners, and State & County guidelines, the plan remains flexible.

Amplifying Key Messages:

- Alfresco Dining / Patios
- Open Air Shopping Center
- Outdoor Activities & Safe Indoor Options
- Road Trip to the Harbor
- Relaxation / Happy Times Spent with Family & Friends
- Sustainable Practices
- Destination Placemaking
- Holidays at the Harbor

Thank you



BARTEL
ASSOCIATES, LLC

VENTURA PORT DISTRICT MISCELLANEOUS AND SAFETY PLANS

CalPERS Actuarial Issues – 6/30/19 Valuation

Mary Elizabeth Redding, Vice President

Bianca Lin, Assistant Vice President

Wai Man Yam, Actuarial Analyst

Bartel Associates, LLC

June 16, 2021

Agenda

How We Got Here

Miscellaneous Plan

Safety Plan

Combined Miscellaneous and Safety

Paying Down the Unfunded Liability

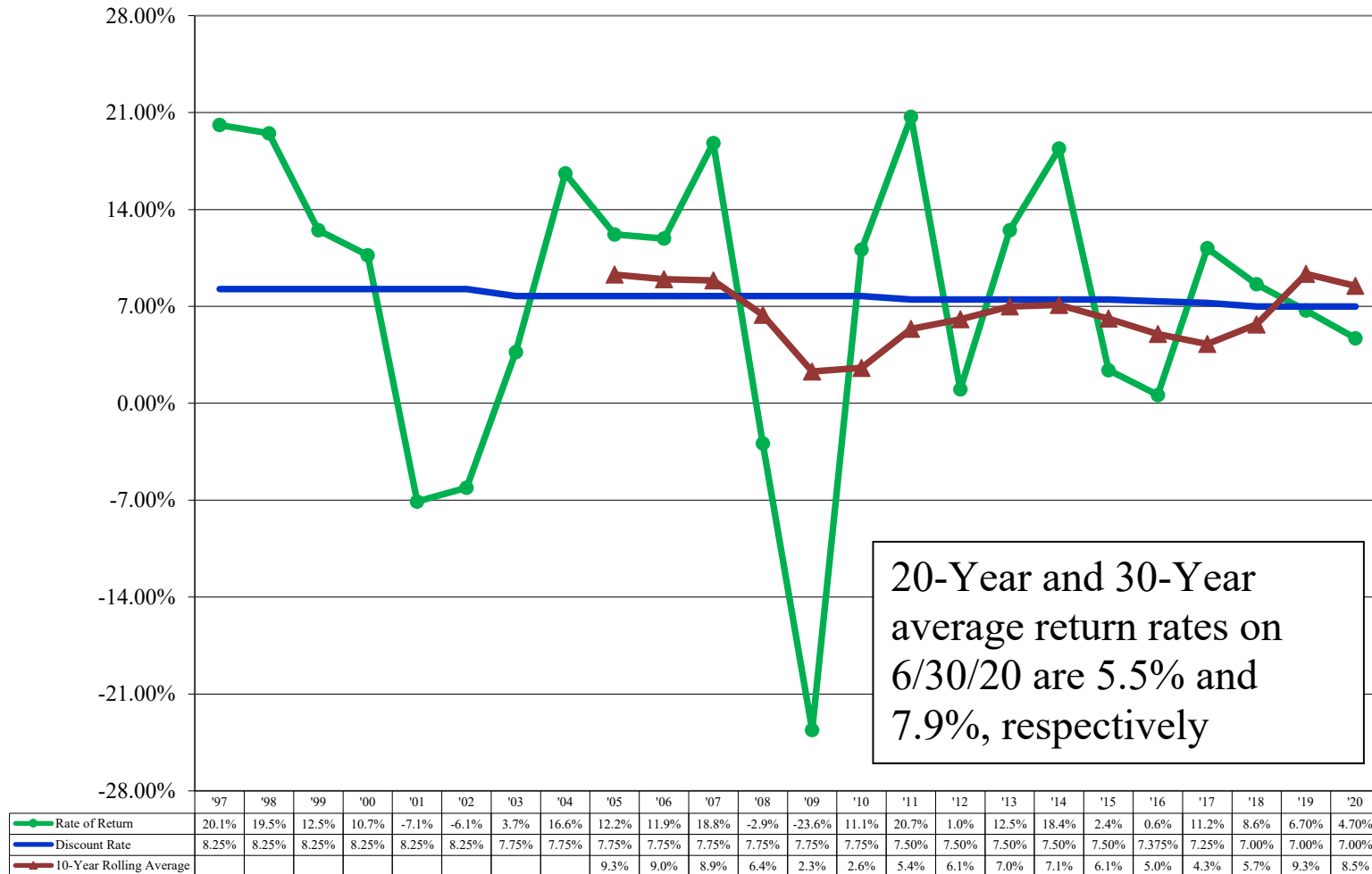


HOW WE GOT HERE

- Investment Losses
- CalPERS Contribution Policy
- Enhanced Benefits
- Demographics

HOW WE GOT HERE – INVESTMENT RETURN

Annual Return on Market Value of Assets



Returns (after 2001) shown are gross returns, unreduced for administrative expenses, from CalPERS valuation reports, when available. The discount rate is based on expected returns net of administrative expenses.

HOW WE GOT HERE – OLD CONTRIBUTION POLICY

- Effective with 2003 valuations:
 - Slow (15 year) recognition of investment losses into funded status
 - Rolling 30 year amortization of all (primarily investment) losses

- Designed to:
 - First smooth rates and
 - Second pay off UAL

- Mitigated contribution volatility

HOW WE GOT HERE – ENHANCED BENEFITS

- At CalPERS, Enhanced Benefits implemented using all (future & prior) service
- Typically not negotiated with cost sharing
- **For Ventura Port District, formulas are not Enhanced**
 - Agencies without enhanced formulas generally have better funded ratios and lower contribution rates

	Tier 1	PEPRA
● Miscellaneous	2%@55 FAE1	2%@62 FAE3
● Safety	2%@55 FAE1	2.7%@57 FAE3

- FAE1 is highest one year (typically final) average earnings
 - FAE3 is highest three years (typically final three) average earnings
- PEPRA tier implemented for new employees hired after 1/1/13
 - Employee pays half of total normal cost
 - 2021 Compensation limit
 - Social Security participants: \$128,059
 - Non-Social Security participants: \$153,671

HOW WE GOT HERE – DEMOGRAPHIC

- Around the State
 - Large retiree liability compared to actives
 - State average: 56% for Miscellaneous, 65% for Safety
 - Declining active population and increasing number of retirees
 - Higher percentage of retiree liability increases contribution volatility
- Ventura Port District percentage of liability belonging to retirees:
 - Miscellaneous 51%
 - Safety 35%

CALPERS CHANGES

- Recent contribution policy changes:
 - No asset smoothing
 - No rolling amortization
 - 5-year ramp up
- February 2018: CalPERS adopted new amortization policy
 - Applies only to newly established amortization bases
 - Fixed dollar amortization rather than % pay
 - Amortize gains/losses over 20 rather than 30 years
 - 5-year ramp up (not down) for investment gains and losses
 - No ramp up/down for other amortization bases
 - Minimizes total interest paid over time and pays off UAL faster
 - Effective June 30, 2019 valuation for 2021/22 contributions
- CalPERS Board changed the discount rate:

	<u>Rate</u>	<u>Initial Impact</u>	<u>Full Impact</u>
● 6/30/16 valuation	7.375%	18/19	22/23
● 6/30/17 valuation	7.25%	19/20	23/24
● 6/30/18 valuation	7.00%	20/21	24/25

CALPERS CHANGES

■ Risk Mitigation Strategy

- Move to more conservative investments over time to reduce volatility
- Only when investment return is better than expected
- Lower discount rate in concert
- Essentially use $\approx 50\%$ of investment gains to pay for cost increases
- Likely get to 6.0% discount rate over 20+ years
- Risk mitigation suspended from 6/30/16 to 6/30/18 valuation
- Did not trigger for 6/30/19 valuation

STANDARD ITEM 4
DEMOGRAPHIC INFORMATION - MISCELLANEOUS

	2012	2015	2018	2019
Actives				
■ Counts	25	27	27	30
■ Average PERSable Wages	\$ 54,900	\$ 55,700	\$ 59,300	\$ 57,000
■ Total PERSable Wages	1,400,000	1,500,000	1,600,000	1,700,000
Inactive Members				
■ Counts				
• Transferred	3	1	1	3
• Separated	12	12	13	13
• Retired	23	27	27	27

As of June 30, 2019	Total	Classic	PEPRA
• Employee Counts	30	22	8
• Projected FY21/22 Payroll	\$ 1,856,000	\$ 1,563,000	\$ 293,000

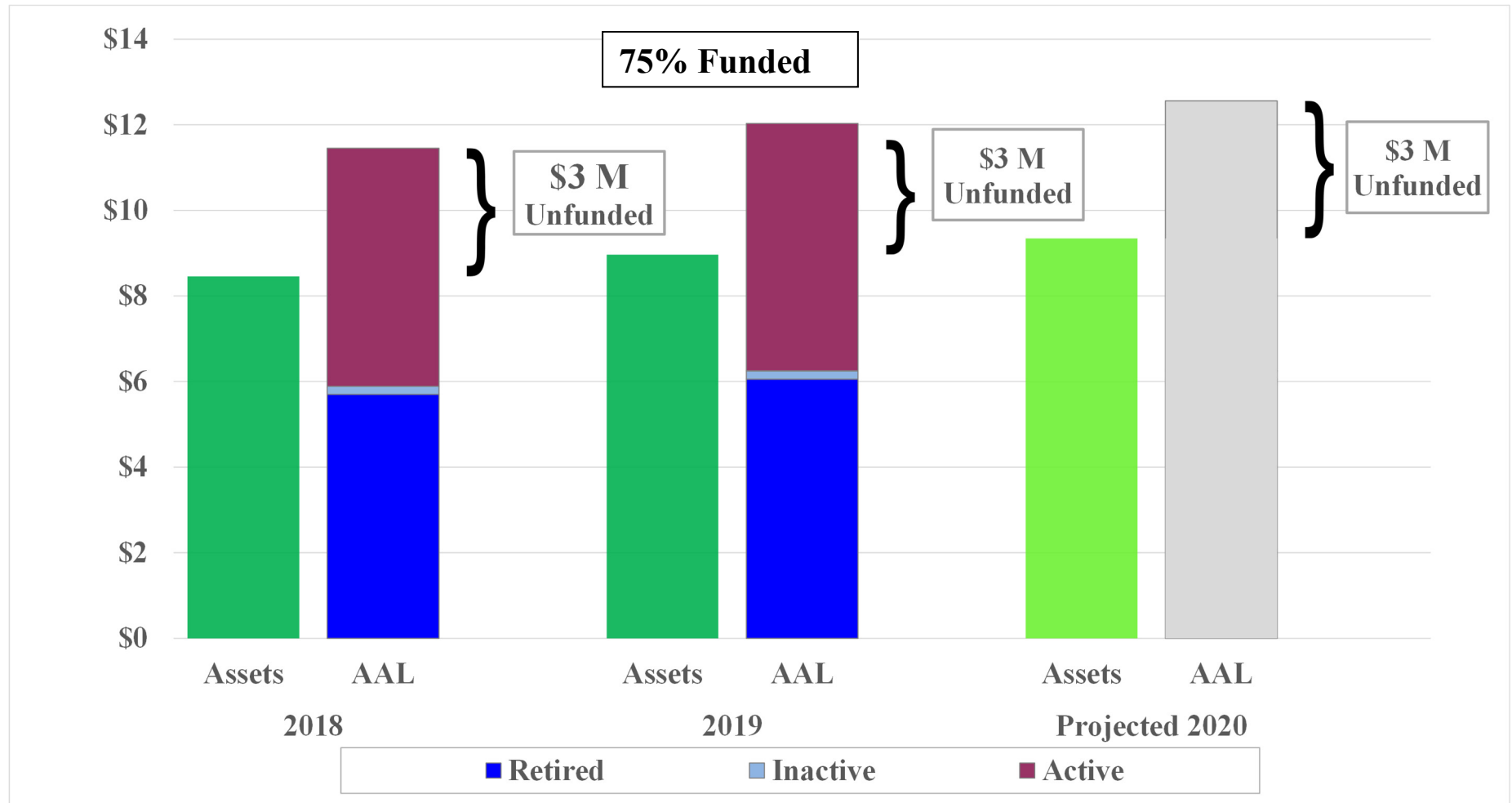


June 16, 2021



STANDARD ITEM 4 PLAN FUNDED STATUS - MISCELLANEOUS

District CalPERS Assets and Actuarial Liability (\$Millions)



CONTRIBUTION PROJECTIONS - MISCELLANEOUS

■ Market Value Investment Return:

- June 30, 2020 4.7%¹

- Future returns based on stochastic analysis using 1,000 trials

<u>Single Year Returns at²</u>	<u>25th Percentile</u>	<u>50th Percentile</u>	<u>75th Percentile</u>
Current Investment Mix	0.1%	7.0%	14.8%
Ultimate Investment Mix	0.8%	6.0%	11.4%

- Assumes investment returns will, generally be 6.5% (as compared to 7.0%) over the next 8 years and higher beyond that.

■ Discount Rate decreases due to Risk Mitigation policy

■ No Other: Gains/Losses, Method/Assumption Changes, Benefit Improvements

■ Different from CalPERS projection

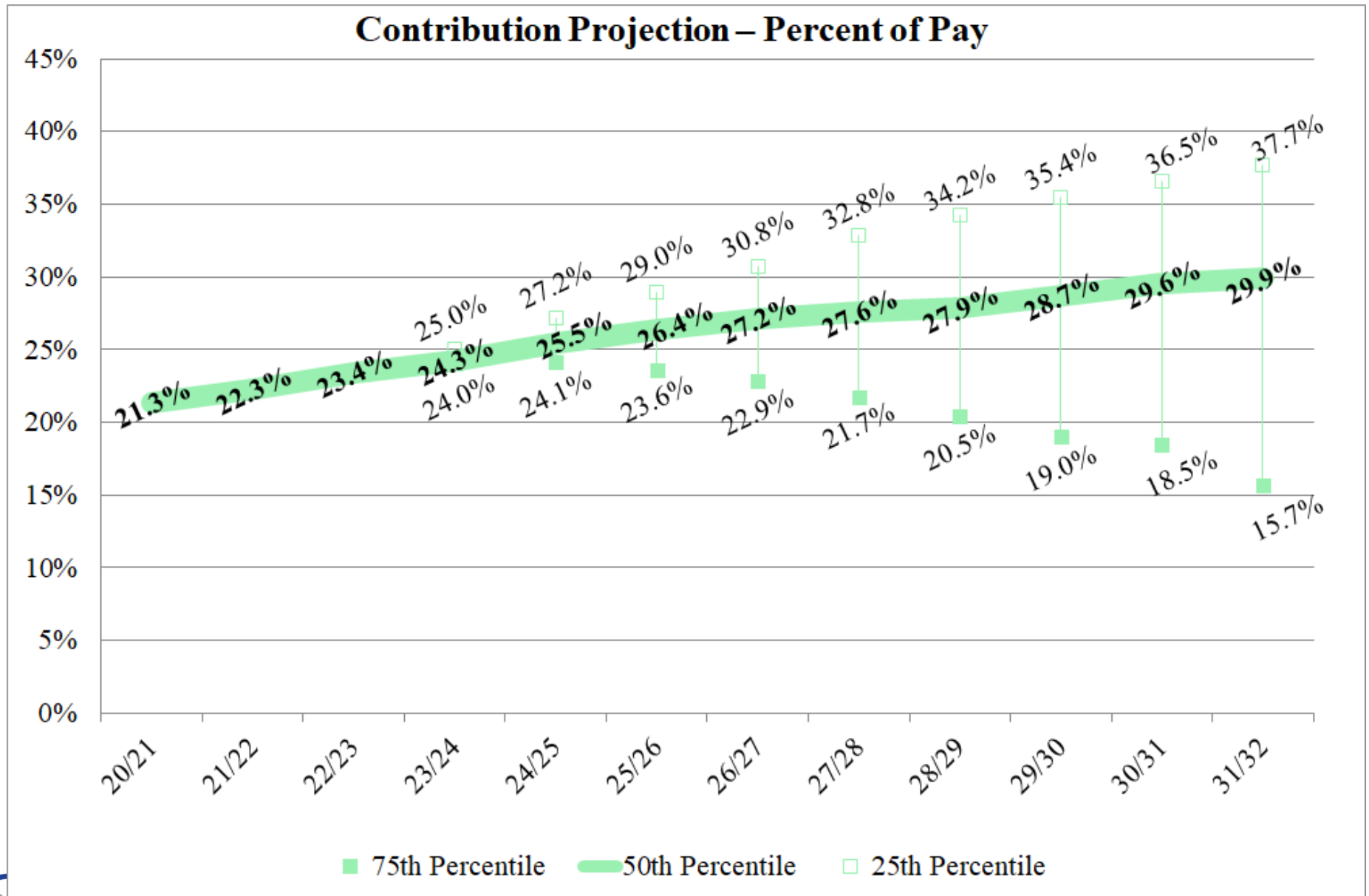
■ New hire assumptions:

- 95% of 2020/21 new hires are PEPRAs members and 5% are Classic members
- Percentage of PEPRAs member future hires to increase from 95% to 100% over 2 years

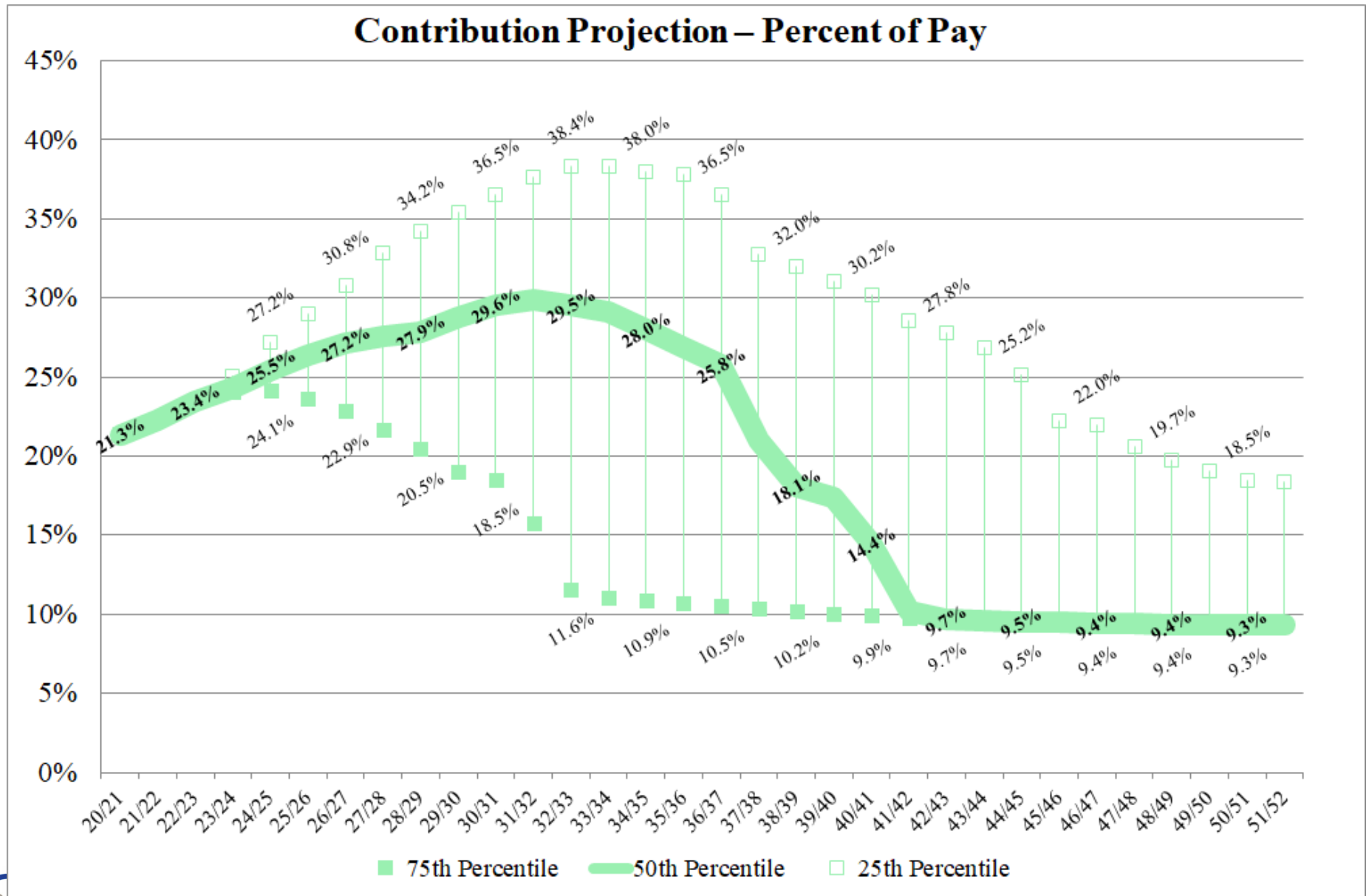
¹ Gross return based on July 2020 CalPERS press release

² Nth percentile means N percentage of our trials result in returns lower than the indicated rates.

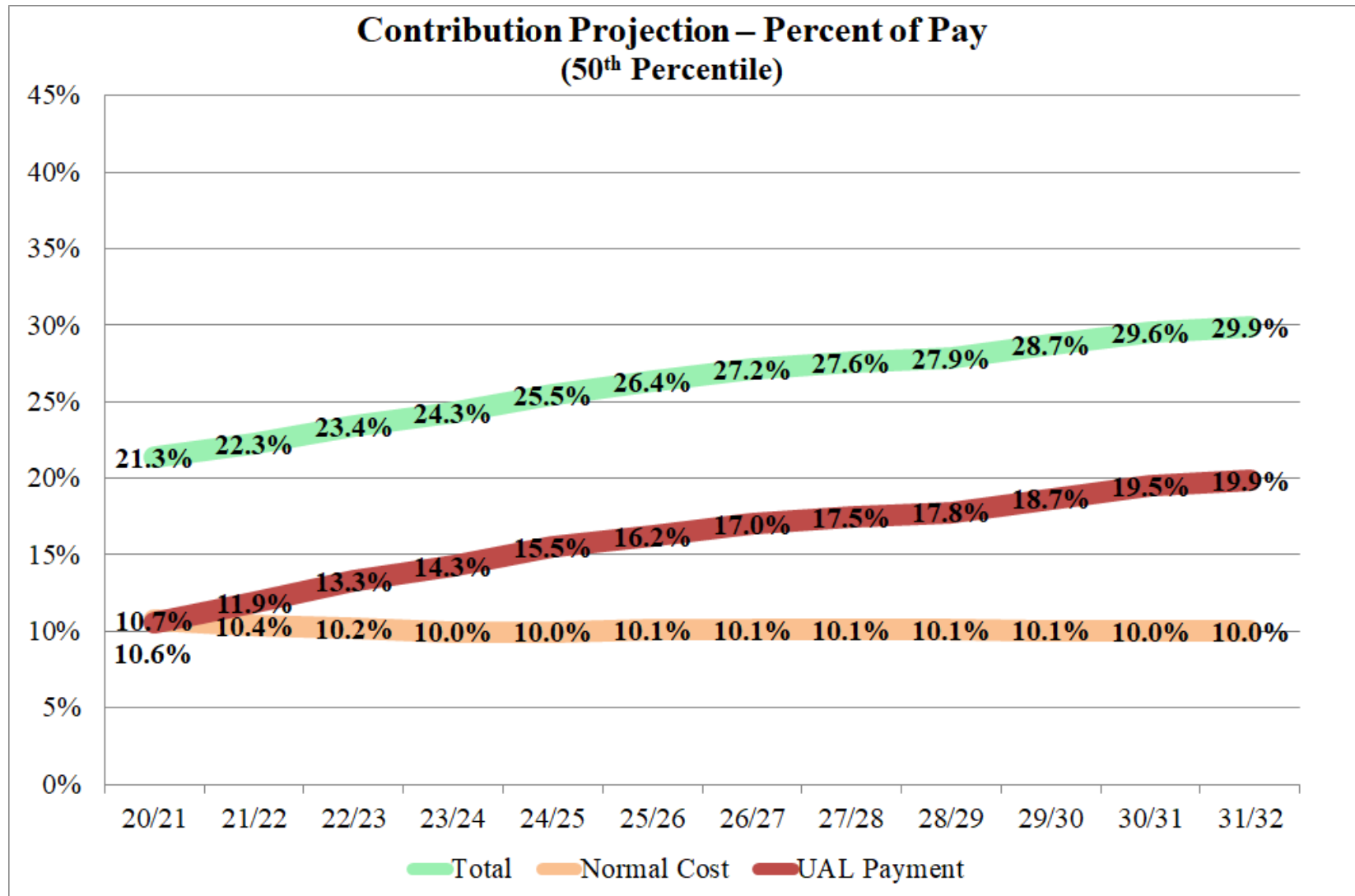
CONTRIBUTION PROJECTIONS - MISCELLANEOUS



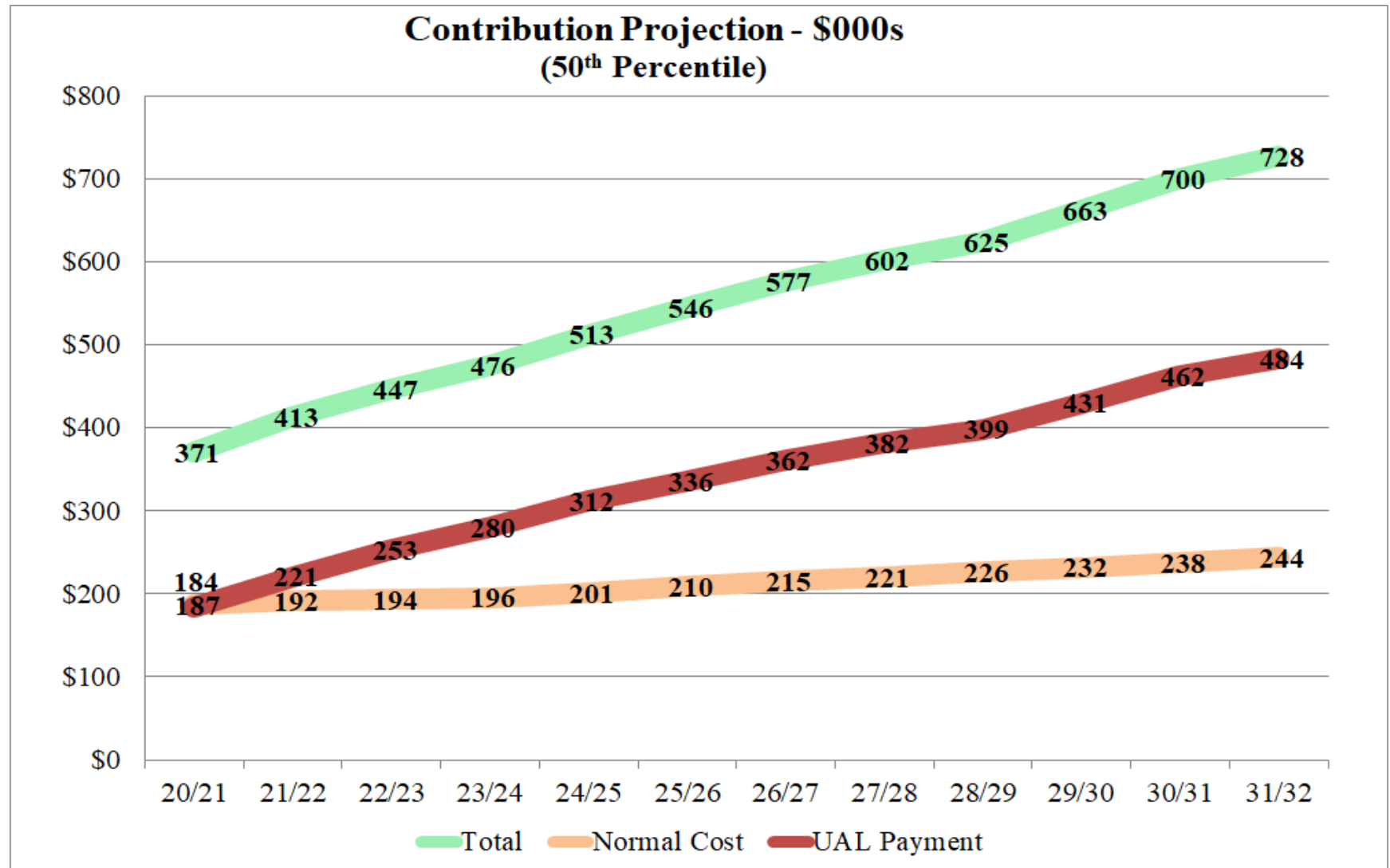
CONTRIBUTION PROJECTIONS - MISCELLANEOUS



CONTRIBUTION PROJECTIONS - MISCELLANEOUS



CONTRIBUTION PROJECTIONS - MISCELLANEOUS



STANDARD ITEM 4

SUMMARY OF DEMOGRAPHIC INFORMATION - SAFETY

	2012	2014	2018	2019
Actives				
■ Counts	9	9	10	13
■ Average PERSable Wages	\$ 58,200	\$ 58,000	\$ 54,700	\$ 59,300
■ Total PERSable Wages	500,000	500,000	500,000	800,000
Inactive Members				
■ Counts				
• Transferred	4	2	3	3
• Separated	2	-	-	1
• Retired	3	7	7	7

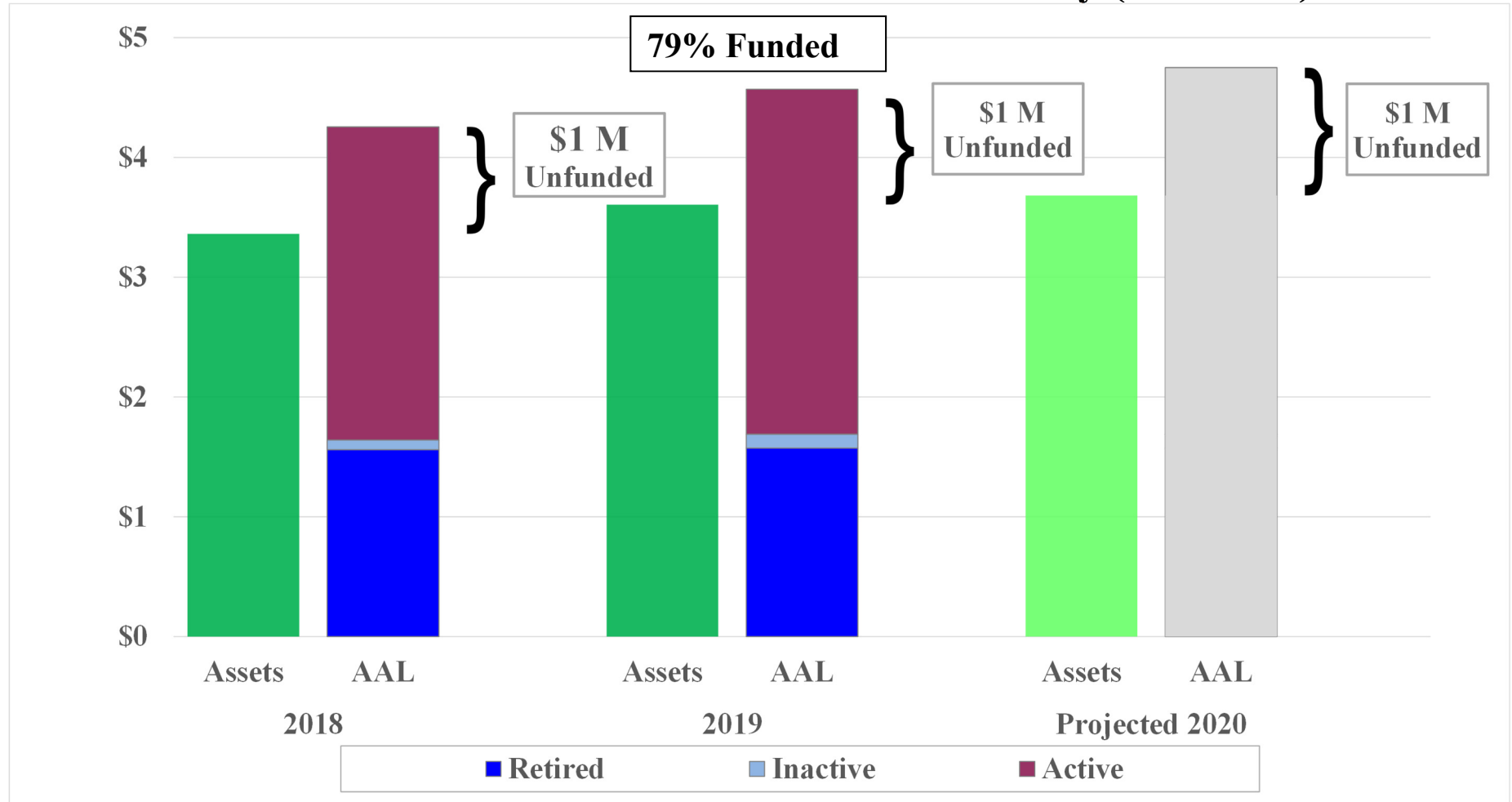
As of June 30, 2019

	Total	Classic	PEPRA
• Employee Counts	13	10	3
• Projected FY21/22 Payroll	\$ 837,000	\$ 729,000	\$ 107,000



STANDARD ITEM 4 **PLAN FUNDED STATUS - SAFETY**

District CalPERS Assets and Actuarial Liability (\$Millions)



CONTRIBUTION PROJECTIONS - SAFETY

■ Market Value Investment Return:

- June 30, 2020 4.7%³

- Future returns based on stochastic analysis using 1,000 trials

<u>Single Year Returns at⁴</u>	<u>25th Percentile</u>	<u>50th Percentile</u>	<u>75th Percentile</u>
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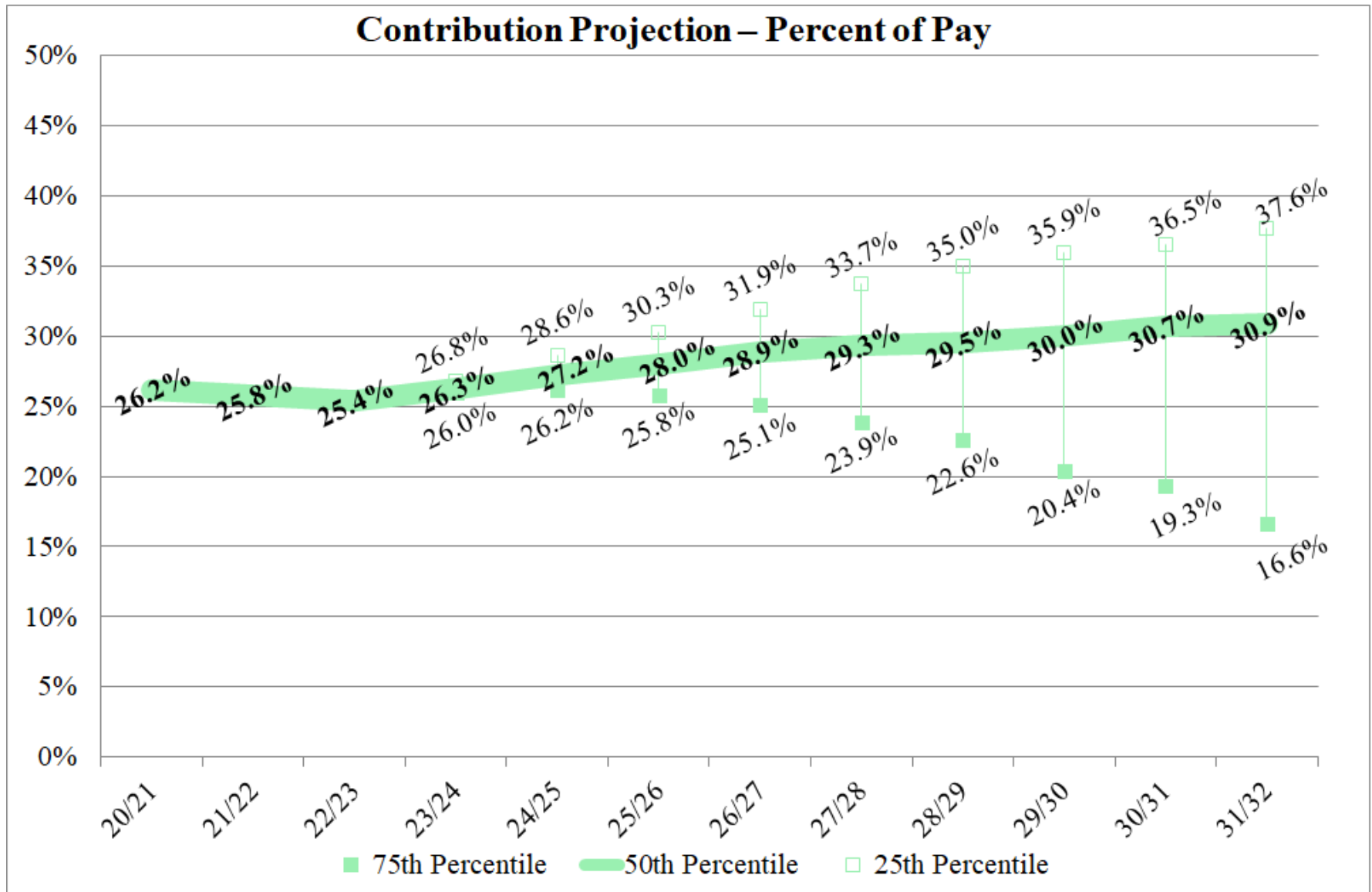
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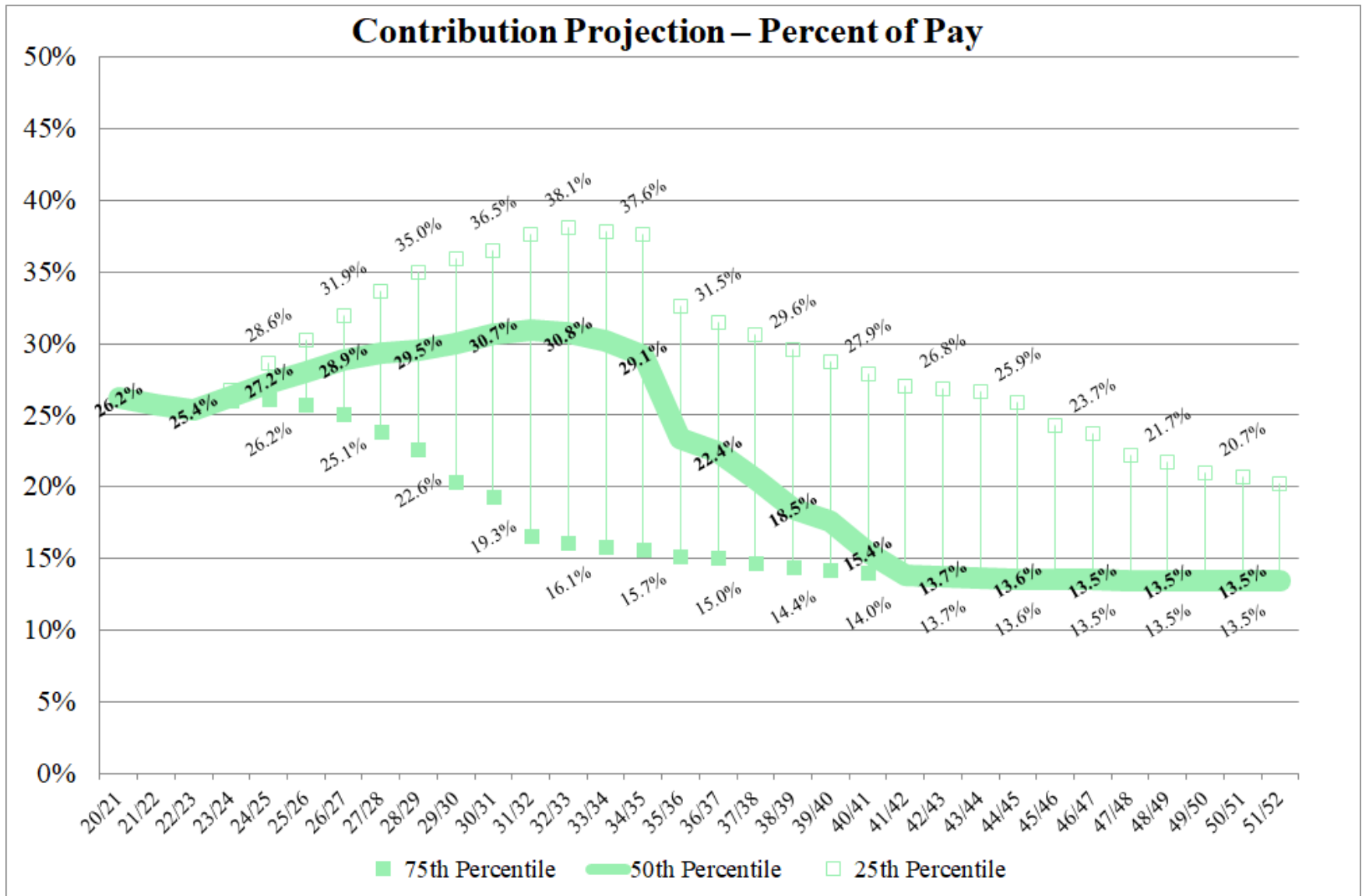
³ Gross return based on July 2020 CalPERS press release

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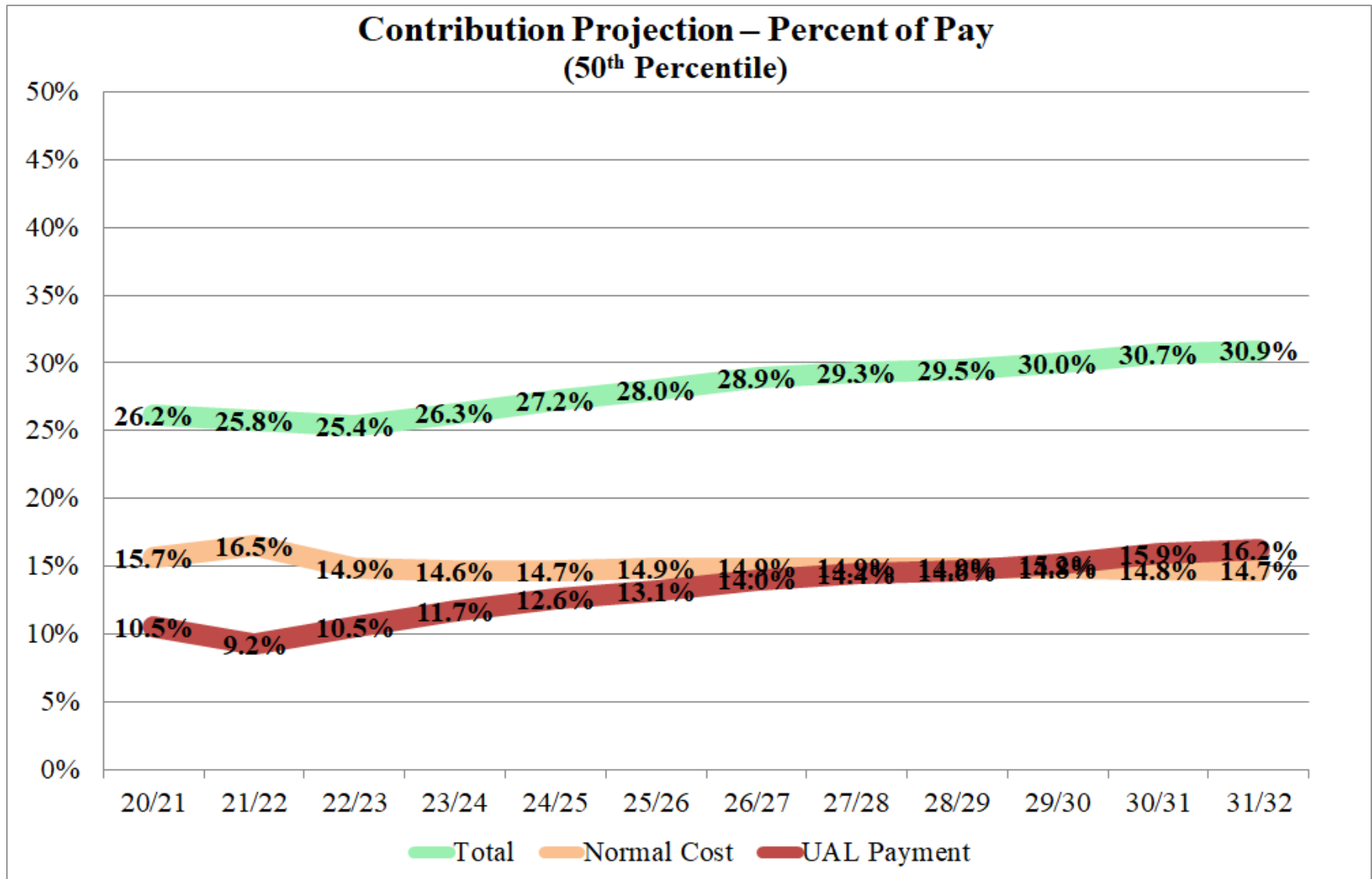
CONTRIBUTION PROJECTIONS - SAFETY



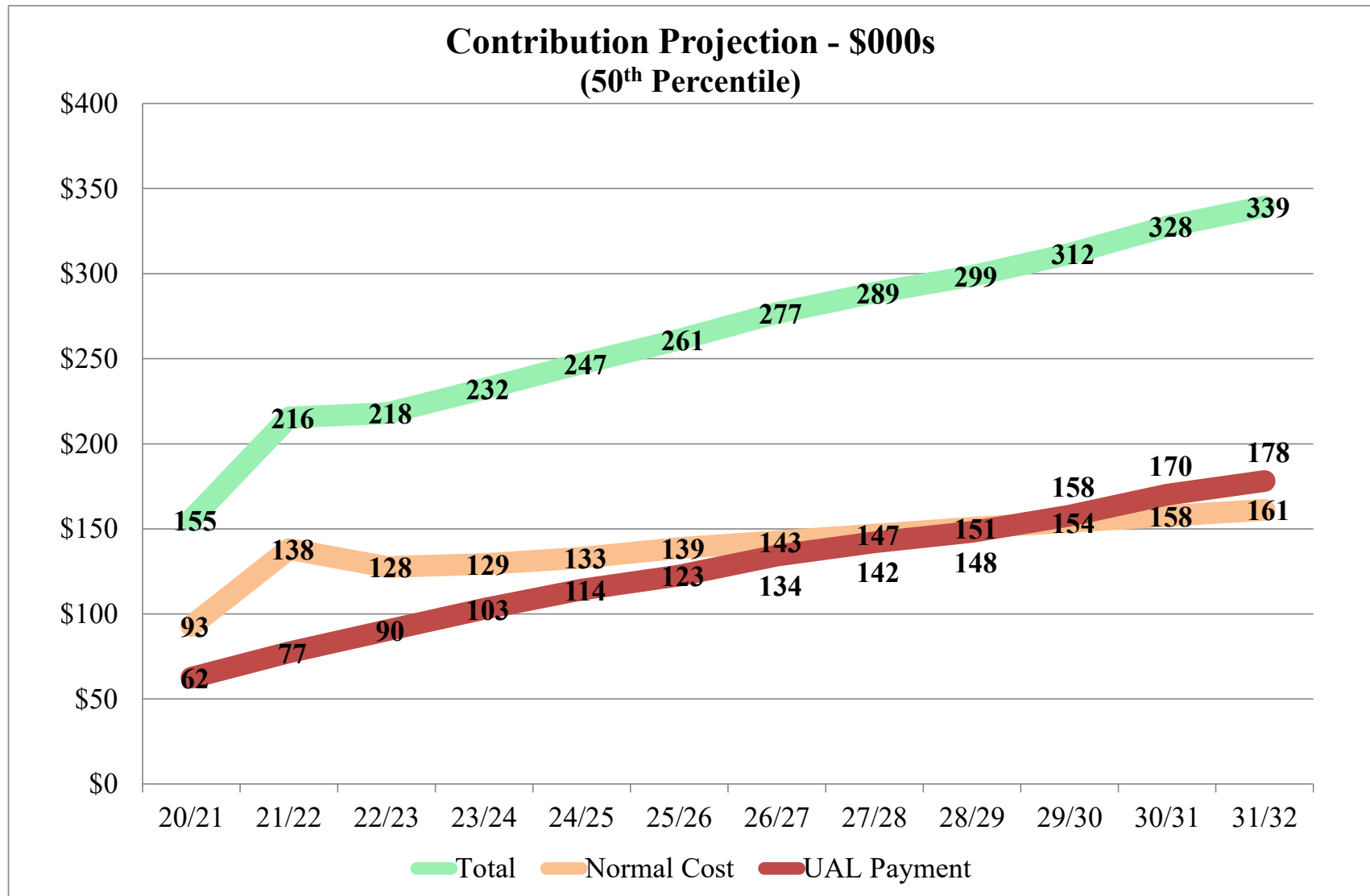
CONTRIBUTION PROJECTIONS - SAFETY



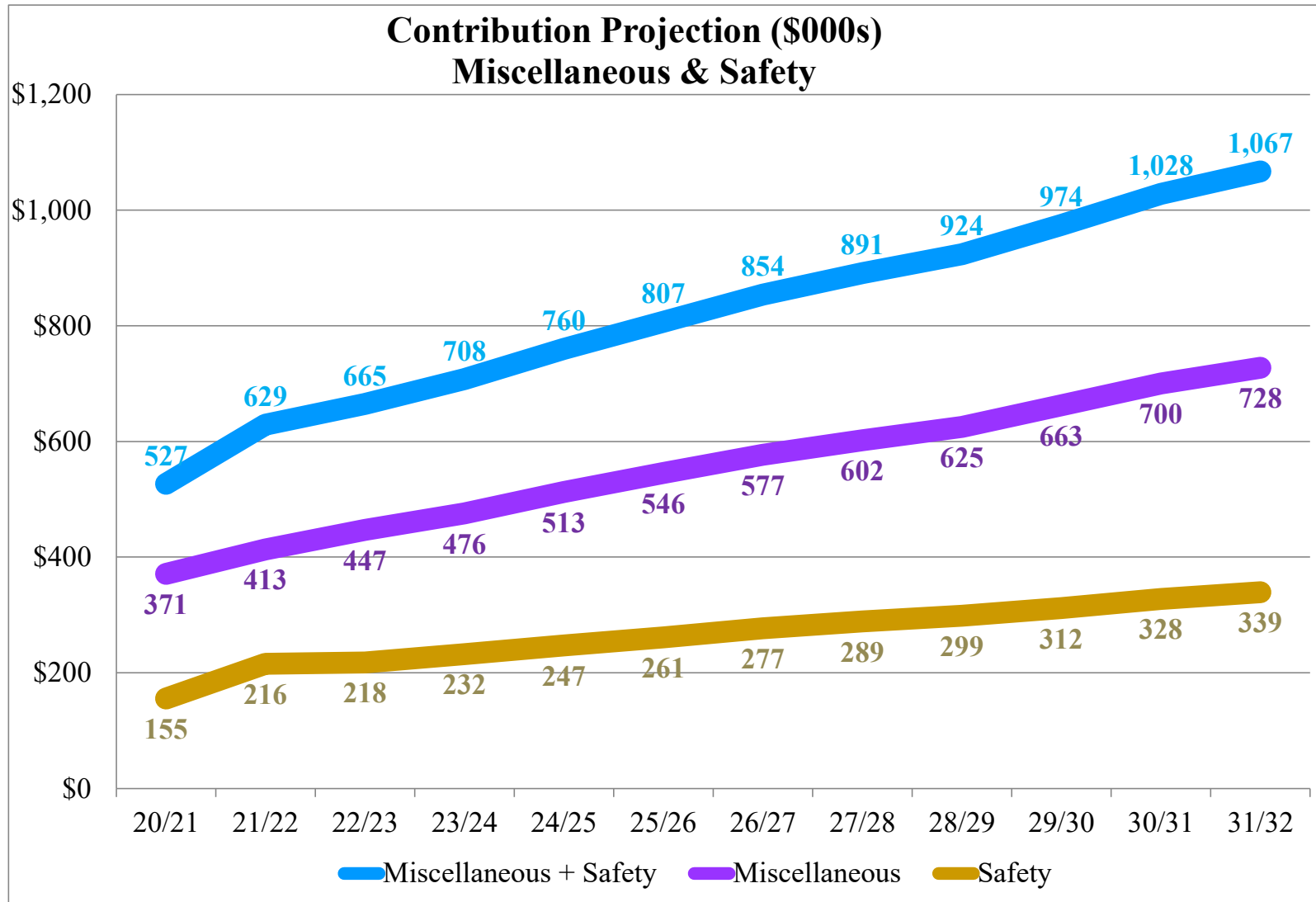
CONTRIBUTION PROJECTIONS - SAFETY



CONTRIBUTION PROJECTIONS - SAFETY



COMBINED MISCELLANEOUS AND SAFETY



PAYING DOWN THE UAL & RATE STABILIZATION

- Options for Funding the CalPERS Obligation
 - Pay CalPERS contributions as billed
 - Favorable investment performance could reduce unfunded liability
 - Only if consistently outperform assumptions
 - Make additional payments to CalPERS
 - Set aside funds in an irrevocable supplemental/Section 115 Trust

PAYING DOWN THE UAL & RATE STABILIZATION

- Favorable investment performance could reduce unfunded liability:

	7% Return in FY2021	20% Return in FY2021
Actuarial Accrued Liability (projected to 6/30/2021)	18,000,000	18,000,000
Estimated Assets at 6/30/2021	<u>13,700,000</u>	<u>15,400,000</u>
Unfunded Liability	4,300,000	2,600,000
Funded Ratio	76.1%	85.4%

- Only if consistently outperform assumptions

PAYING DOWN THE UAL & RATE STABILIZATION

- Make payments directly to CalPERS:
 - Likely best long-term investment return
 - Must be considered an irrevocable decision
 - Option #1: Request shorter amortization period (Fresh Start):
 - ☐ Higher short term payments
 - ☐ Cannot be changed once elected
 - ☐ Less interest and lower long term payments
 - Option #2: Additional Discretionary Payments (ADP):
 - ☐ Extra contributions applied as directed by employer to pay off a portion of the UAL
 - ☐ CalPERS will reduce subsequent contribution requirements by a little
 - ☐ No guaranteed savings – more assets means larger potential investment loss (or gain)

PAYING DOWN THE UAL & RATE STABILIZATION

- Irrevocable supplemental/Section 115 Trust
 - Can only be used for CalPERS contributions
- Investments significantly less restricted than District investment funds
- More flexibility than paying CalPERS directly
 - District decides if and when and how much money to put into Trust
 - District decides if and when and how much to withdraw to pay CalPERS or reimburse Agency
- Funding strategies typically focus on
 - Reducing the unfunded liability
 - Use funds for rate stabilization/budget predictability

COMPARISON OF OPTIONS

■ Supplemental Trust

- Flexible
- Likely lower long-term return
- Investment strategy choice
- Does not reduce net pension liability for GASB reporting
- More visible

■ CalPERS

- Locked In
- Likely higher long-term return
- No investment choice
- Reduces net pension liability for GASB reporting
- More restricted

FUNDING UAL PAY DOWN

- District budget
- One-time funds
- Employee cost sharing
- Pension Obligation Bond:
 - Usually thought of as interest arbitrage between expected earnings and rate paid on POB
 - No guaranteed savings
 - GFOA Advisory
 - Currently very popular

Jessica Rauch

To: Todd Mitchell
Subject: RE: Ahoy Todd...

From: Mike Lebecki <michael.lebecki@gmail.com>
Sent: Friday, May 28, 2021 01:52
To: Todd Mitchell <tmitchell@venturaharbor.com>
Subject: Ahoy Todd...

Harbor Thoughts...

For your next budget meeting:
Improve the cross sell of Island packers/VBRentals/and the Village.
VIP gift card for use at all Village venues.
Beef up website with the above.
Hire a marketing consultant and part time grant writer (they're a dime a dozen).
Add new venues to your vacancies:
Electric bike rentals (You'll get a grant)
An aquarium where the carousel was, or Black Beards. That's how Monterey resurrected itself (Again, a grant).
Boaters concierge.
(Work with the Grub-hub, Door Dash, Instacart., etc., crowd.)
NOW! No admission or guest docking/parking fees. That was a disaster years ago.

30 Years of Excellence in Real Estate

Mike Lebecki
"Full Steam Ahead"
DRE#[01044750](https://www.sdsos.ca.gov/RealEstate/RealEstateLicensing/RealEstateLicensingSearch.aspx)

michael.lebecki@gmail.com

mikelebecki.com
[661-205-6661](tel:661-205-6661) (Mobile or Text)
[661-702-4555](tel:661-702-4555) (Direct and VM)
[661-702-4505](tel:661-702-4505) (Fax)
RE/MAX of Santa Clarita and Valencia
[27720 Dickason Drive](https://www.google.com/maps/place/27720+Dickason+Drive,+Valencia,+CA+91355)
Valencia, CA 91355
(Feel free to text!)