BRIAN PENDLETON

VENTURA PORT DISTRICT POWERS INTO NEW FISCAL YEAR

BRIAN PENDLETON
GENERAL MANAGER
Ventura Port District (VPD) was established April 8, 1952 by election & majority vote of Ventura Citizens.

VPD formed to manage & operate as an Independent Special District to deliver public services.
Ventura Harbor was constructed from 1961 - 1963

Ventura Harbor =
152 acres of land
+ 122 acres of water
The Ventura Port District, home to the Channel Islands National Park, provides a safe and navigable harbor and a seaside destination that benefits residents, visitors, fisherman, and boaters to enjoy Ventura Harbor's exceptional facilities, events and services.
The Ventura Port District is governed by a five-member Board of Commissioners appointed by City Council to serve 4 year terms.

- Chris Stephens: Chairman
- Brian Brennan: Vice-Chairman
- Jackie Gardena: Secretary
- Ev Ashworth: Commissioner
- Mike Blumenberg: Commissioner
REVENUE

88%
of the Harbor’s revenue is generated through real estate transactions

12%
of the Harbor’s revenue is generated through property tax
VENTURA HARBOR MASTER TENANTS

- Dave’s Marine Fuel
- Four Points by Sheraton Hotel
- Harbortown Point Resort
- Holiday Inn Express & Suites Ventura Harbor
- Portside Partners Ventura Harbor LLC
- Ventura Harbor Boatyard
- Ventura Harbor Marina Assoc. LLC
- Ventura Harbor Village
- Ventura Isle Marina
- Ventura Marina Mobile Home Park
- Ventura West Marina
- Ventura West II
- Ventura Yacht Club
Holiday Inn Express & Suites

40 New Waterfront Hotel Rooms Opened
July 2019 = 109 Total Inventory

Brighton Management estimates increase = $2.2 - $2.5 million annual revenue from 40 new rooms
Four Points by Sheraton (106 rooms)
Hotel room refurbishments upwards of $1.2 million at Four Points by Sheraton & remaining rooms at Holiday Inn Express & Suites in 2019
Painting Project Fall 2019
HARBOR VILLAGE PAINTING PROJECT

COLOR INSPIRATIONS

FROM THE LANDSCAPE & SEA
HARBOR VILLAGE PAINTING PROJECT

COLOR INSPIRATION -- THE SEA: SHORE, DUNES, STORM, SAIL

OPT 1

BUILDING / COLOR ACCENT - CRASHING WAVES

BUILDING ACCENT - INDUSTRIAL AGE

MAIN BUILDING MASSING - DOVE'S WING

WINDOWS / DOORS & FASCIA BOARD / TRIM - COVER OF NIGHT

COLOR CONCEPTS

PROPOSED PALETTE
CONCEPT OPTION
Way Finding Signage
HARBOR VILLAGE REFRESH
Sample: Carousel Building

EXISTING CONDITION

PROPOSED FACADE

WEST

AWNING ABOVE
BUILDING ENTRANCE
WITH TENANT SIGN

STONE VENEER ACCENT

NEW STOREFRONT DOORS

THE CAROUSEL BUILDING - VENTURA HARBOR VILLAGE
HARBOR VILLAGE RETAIL

Vibrant Harbor Village Retail
Top This Chocolate!
New experiential retailer & chocolatier opening in Summer 2019!
HARBOR VILLAGE RETAIL

Coastal Boutiques & Local Artisans
VILLAGE DINING & ENTERTAINMENT

- We Escaped!
- MERMAID'S CURSE

MERMAID MONTH
PORTSIDE VENTURA HARBOR

OPENING 2020!

10 BUNGALOWS
132 APARTMENT HOMES
128 TOWNHOMES
30 LIVE/WORK UNITS
15 LAYOUTS FOR RESIDENCES
PORTSIDE VENTURA HARBOR

20,000 Sq. Ft. Commercial / 500 Ft. Wide Promenade

• 104 boat recreational marina
• 1 dog park + 1 public park
• 400 trees will be planted at Portside
COMMERCIAL FISHING

Ventura Port District supports commercial fishing as it creates jobs & feeds millions of dollars into Ventura County economy.
COMMERCIAL FISHING

In 2017, Ventura Harbor was rated No. 1 in the state for poundage of fish offload & landing value.
A total of $5.5 million invested by Ventura Port District on commercial fishing improvements from 2018 - 2020, including:

- Fish Pier Renovations
- Fish Pier Crane
- Refurbish Fisherman's Gear Storage & Net Repair
- Ventura Harbor Village Marina Dock Improvement Project
$4.6 million renovation for dock replacements & modernization
106 dock slips for commercial fishing & tourism recreational
Currently in progress - completion September 2019
DOCK IMPROVEMENT PROJECT
A proposed “blue economy” aquaculture project featuring Mediterranean mussels

Multi-parties involved in process to farm sustainably cultivated mussels

Permit for twenty 100 acre-plots in Santa Barbara Channel near Ventura Harbor

Farmed by commercial fishermen & offloaded in Ventura Harbor

Sustainable seafood a priority of State Legislature/NOAA/U.S. Department of Commerce
Project Description

Project Size: Twenty 100-acre growing sites, 2,000 acres total
Shellfish Species: Mediterranean mussel (*Mytilus galloprovincialis*)
Growing Method: Open water long lines
Growing Location: Santa Barbara Channel, beginning 3.53 miles WSW of Ventura Harbor in federal waters
Landing Location: Ventura Harbor
Mediterranean Mussel

**Mediterranean Mussel Fast Facts**

- **Formal Name**
  - *Mytilus galloprovincialis*

- **Species Type**
  - Bivalve species

- **Non-Invasive Species**
  - Naturalized in California ocean waters

- **Food Source**
  - Mussel acts as a filter, taking in nutrients from existing algae and plankton
  - No added food or water is necessary

Project Purpose – Why VSE?

Aligns with Ventura Harbor’s mission statement to serve as a commercial fishing harbor.

- Aquaculture creates jobs
- Supports waterfront communities
Project Purpose – Why VSE?

Serves to diversify fisheries and provide an additional sustainable and consistent fishery

- Open ocean waters of the Ventura area are ideally suited for mussel cultivation
- VSE will produce high-quality shellfish for some of the largest markets in the world
Project Purpose – Why VSE?

Bolsters the case for continued dredging of the Harbor by the U.S. Army Corps of Engineers.
Project goals and objectives align with federal and state policy to enhance and increase healthy, sustainable seafood production from aquaculture.
Global Impact of Protein Production

Global Warming Potential

*VSE Workshop 1: Introduction to Shellfish Aquaculture and the Ventura Shellfish Enterprise
http://venturashellfishenterprise.com/index.htm#Getinvolved
Project Objectives

To increase the supply of safe, sustainably produced, and locally grown shellfish.

To enhance and sustain Ventura Harbor as a major west coast fishing port and support the local economy.

To provide economies of scale, pre-approved growing areas, and technical support to include small local producers who would not otherwise be able to participate in shellfish aquaculture.
Project Objectives

To provide an entitlement and permitting template for aquaculture projects state-wide.

To enhance public knowledge and understanding of sustainable shellfish farming practices and promote community collaboration.

To advance scientific knowledge and state of the art aquaculture practices through research and innovation.
Site Selection Process

Project Site Alternatives
(20 100-Acre Sites)
- CASS Report Alternative 1
- SeaSketch Alternative 8
- Three Nautical Mile Line

Ventura Harbor
Schedule and Next Steps

**2019**
- Respond to agency information requests
- Continue refining project BMPs, monitoring plans, and permit conditions
- Meetings with the agencies

**Fall 2020**
- Tentative timeline to obtain permits, assuming EA

**Winter 2020/2021**
- Begin sub-permitting agreements
- Initial project implementation
A LOOK AHEAD

Ventura Harbor Goals Workshop
Saturday, September 14 from 1-4pm*
Ventura Marriott

PUBLIC INVITED TO PARTICIPATE | * TENTATIVE