



VENTURA
PORT DISTRICT

Established 1952

**BOARD OF PORT COMMISSIONERS MEETING
JUNE 7, 2023**

Ventura Harbor

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK

- Call to Order
- Pledge of Allegiance
- Roll Call

ADMIN AGENDA

ADMIN AGENDA

Adoption of the June 7, 2023 Agenda

Approval of the Minutes of
May 17, 2023 Regular Port
Commission Meeting

PUBLIC COMMUNICATION ADMIN AGENDA ITEMS NOT ON TODAY'S AGENDA

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- Closed Session Report
- Board Communications
- Staff and General Manager Reports

ADMIN AGENDA

CONSENT AGENDA

- A) Approval of a New Office Lease Agreement with Brian Spaak dba NFP and Lindsey Buechler dba Sun Coast Real Estate for 1567 Spinnaker Drive #205**

PUBLIC COMMUNICATION CONSENT AGENDA ITEMS

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**ADOPTION OF RESOLUTION NO. 3475 APPROVING THE
ADDENDUM TO THE FINAL IS-MND, VENTURA PORT
DISTRICT PROJECT APPROVAL CONDITIONS AND PARCELS
20 AND 14 REDEVELOPMENT PROJECT**

RECOMMENDATION:

That the Board of Port Commissioners adopt Resolution No. 3475:

- a) Approving the Addendum to the Final Initial Study-Mitigated Negative Declaration.
- b) Approving the Ventura Port District Project Approval Conditions.
- c) Approving the Parcels 20 and 14 Redevelopment Project.
- d) Authorize the General Manager to File the Notice of Determination with the State Office of Planning and Research and the Ventura County Clerk.

STANDARD AGENDA ITEM 1

Report by:

**Brian D. Pendleton, General Manager
Jennifer Haddow, Rincon Consultants**

The Rincon logo consists of the word "rincon" in a white, lowercase, sans-serif font, positioned inside a dark blue, angular shape that resembles a stylized letter 'R' or a map outline.

RINCON CONSULTANTS, INC.

Environmental Scientists | Planners | Engineers

A wide-angle photograph of a marina under a clear blue sky. In the foreground, there are green bushes with yellow flowers. The middle ground shows a wooden dock with a small boat and two people. A white SUV is parked on a concrete area to the right. In the background, there are several mobile homes, palm trees, and a building with a red roof. The water is calm and blue.

Parcel 20 & 14 Redevelopment Project

CEQA Overview

- CEQA Overview
- History of Project CEQA Process
- Project Description & Overview



- **Purposes of CEQA:**
 - Disclose the significant environmental effects of proposed projects
 - Identify ways to avoid or reduce environmental impacts
 - Consider feasible alternatives to proposed actions
 - Enhance public participation in the planning process

- Agriculture and Forestry Resources
- Biological Resources
- Cultural Resources
- Geology and Soils
- Energy
- Wildfire
- Public Services
- Transportation
- Land Use and Planning
- Hydrology and Water Quality



- Hazards and Hazardous Materials
- Tribal Cultural Resources
- Population and Housing
- Aesthetics/Visual
- Recreation
- Noise
- Air Quality
- Mineral Resources
- Greenhouse Gas Emissions
- Utilities and Service Systems

- Draft IS-MND for the 2015 Planned Project was circulated for public review from August 7, 2015, to September 7, 2015
- Final IS-MND for the 2015 Planned Project was adopted on November 18, 2015
- Since then, several modifications to the 2015 Planned Project have been proposed.
- None of the improvements planned in 2015 have been completed

- Updated technical studies for biological and cultural resources were prepared for the Current Project
- Addendum to Final IS-MND prepared to evaluate the environmental impacts of the Current Project as compared to the 2015 Planned Project
- Addendum was circulated to interested parties and the public between April 19, 2023, and May 18, 2023



- **Current Project would include:**
 - Expanded dock structure
 - Improvements to the fuel dock
 - Improvements to the parking lot
 - New Harbor Commercial building
 - Reconfiguration of on-land boat storage with the addition of two stacked-storage structures
 - Other minor facility improvements (new pathway, trash enclosures, landscaping, and paint schemes)

Why Was an Addendum Prepared?



- Environmental impacts of the Current Project are substantially similar to those analyzed in the adopted IS-MND for the 2015 Planned Project
- The changes included in the Current Project would not introduce new significant environmental impacts
- The changes included in the Current Project would not increase the severity of significant environmental impacts beyond those already identified and characterized in the adopted IS-MND
- No new mitigation measures are required for the Current Project

- Potential impacts associated with the Current Project are consistent with potential impacts characterized and mitigated for in the adopted IS-MND for the 2015 Planned Project
- Substantive revisions to the adopted IS-MND are not necessary because no new significant impacts or impacts of substantially greater severity than previously described would occur as a result of the Current Project

- Due to construction methods for the Current Project and new industry standard practices, several Best Management Practice (BMPs) have been included as project conditions:
 - BMPs for unanticipated discoveries paleontological and archaeological resources
 - National Oceanic and Atmospheric Administration (NOAA) National Marine Fisheries Service (NMFS) 10-meter exclusion zone for marine mammals during construction activities

- Pile driving would be conducted using a water jet affixed to the piles which does not create a significant noise source. Impacts to marine mammals or other protected species would be negligible.
- To help further assure the avoidance of impacts to marine mammals, BMPs suggested by NOAA NMFS, including the 10-meter exclusion zone, during construction activities would be implemented.

- In the unlikely event that cultural or paleontological resources are discovered, the Current Project includes BMPs with instructions for how to handle these finds and the next steps for the proper evaluation of these resources.

Questions?

The Addendum to the Final IS-MND can be accessed at:
<https://venturaharbor.com/environmental-documents/>

PUBLIC COMMUNICATION STANDARD AGENDA ITEM 1

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**ADOPTION OF RESOLUTION NO. 3475 APPROVING THE
ADDENDUM TO THE FINAL IS-MND, VENTURA PORT
DISTRICT PROJECT APPROVAL CONDITIONS AND PARCELS
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- d) Authorize the General Manager to File the Notice of Determination with the State Office of Planning and Research and the Ventura County Clerk.

**STANDARD
AGENDA
ITEM
1**

Report by:

**Brian D. Pendleton, General Manager
Jennifer Haddow, Rincon Consultants**

PROPOSED TEMPORARY EASEMENT OVER PARCEL 19A

RECOMMENDATION:

That the Board of Port Commissioners:

- a) Receive an informational status report on an offer by the City of Ventura to purchase a temporary easement for creation of a temporary boat storage area over Parcel 19A, at the northwest corner of Schooner Drive and Harbor Boulevard.
- b) Provide direction to General Manager regarding request by City of Ventura to enter into a Right of Entry Agreement in a form approved by General Counsel for Parcel 19A, at the northwest corner of Schooner Drive and Harbor Boulevard.

STANDARD AGENDA ITEM 2

Report by:

Brian D. Pendleton, General Manager

Tom Bunn, Legal Counsel

PUBLIC COMMUNICATION STANDARD AGENDA ITEM 2

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PROPOSED TEMPORARY EASEMENT OVER PARCEL 19A

RECOMMENDATION:

That the Board of Port Commissioners:

- a) Receive an informational status report on an offer by the City of Ventura to purchase a temporary easement for creation of a temporary boat storage area over Parcel 19A, at the northwest corner of Schooner Drive and Harbor Boulevard.
- b) Provide direction to General Manager regarding request by City of Ventura to enter into a Right of Entry Agreement in a form approved by General Counsel for Parcel 19A, at the northwest corner of Schooner Drive and Harbor Boulevard.

STANDARD AGENDA ITEM 2

Report by:

Brian D. Pendleton, General Manager

Tom Bunn, Legal Counsel

**APPROVAL OF THE FISCAL YEAR 2023-2024 HARBOR
VILLAGE LEASING STRATEGY AND ACTION PLAN**

RECOMMENDATION:

That the Board of Port Commissioners approve the FY2023-2024 Harbor Village Leasing Strategy and Action Plan.

**STANDARD
AGENDA
ITEM
3**

Report by:

**Todd Mitchell, Sr. Business Ops Manager
Jessica Snipas, Business Ops Analyst II**



VENTURA
PORT DISTRICT

Established 1952

VENTURA HARBOR VILLAGE LEASING STRATEGY & ACTION PLAN FY23-24

Ventura Harbor

HOME OF THE CHANNEL ISLANDS NATIONAL PARK

WE CONTINUE TO SUPPORT TENANT SUCCESS BY PROVIDING:

- Access to business analysis/mentorship/coaching resources (i.e. EDC-VC).
- Resources on small business assistance programs (i.e. EDC-VC, WEV, Chamber of Commerce, Score, etc.).
- General information and regulatory contact information regarding entitlement and permitting process for tenants.
- Coordination assistance with City, County, and State regulatory agencies to help ensure timely delivery of tenant space and permits.
- A collaborative and transparent environment for mutual success.

WHERE WE'VE BEEN...

- The District continues to perform significant investment in improvements to Harbor Village that improve the visitor experience and therefore business success.
- Completed first Tenant Survey. 30 responses received.
 - Overall, strongly positive responses.
 - Some constructive feedback for staff to work to address and continue to improve through a variety of actions, including more contact with existing tenants.

11 What is your overall opinion of the Ventura Port District's management of Ventura Harbor?

4.1 ★

Average Rating



10 Do you plan to call Ventura Harbor "home" for the foreseeable future?

4.5 ★

Average Rating



...WHERE WE'RE GOING

- Proactively work with tenants on expiring leases to:
 - Discuss potential renewals early.
 - Anticipate tenant departures/transitions.
 - Continue to maintain waiting lists for each category.
 - Market vacancies with broad outreach to connect with a diverse stakeholder group.
- Ensure all new leases:
 - Include compliance requirements for District Master Sign Program.
 - Contemplate sustainability opportunities.
- Ensure lease renewals include modernization requirements where applicable.

FY23-24 LEASING GOALS

Create a strong foundation of successful leasing by:

1. Maintaining a high rate of retention for successful Harbor Village tenants.
2. Provide support and access to resources for Village tenants to flourish.
3. Attracting new and innovative tenants to enhance the Harbor as a destination experience.
4. Continued expansion of marketing and outreach efforts to a broader and more diverse audience of prospective tenants.

FY23-24 LEASING GOALS

(Continued):

5. Achieving market lease rates consistent with city/regional averages in each leasing category and Harbor Village as a whole.
6. Continue implementing the roll out of the MRI Property Management Software.
7. Annually obtain and respond to tenant feedback on the leasing process and potential areas of improvement.
8. Continuing to implement new City-Approved VHV Master Sign Program in all new and renewed leases.

PUBLIC COMMUNICATION STANDARD AGENDA ITEM 3

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**APPROVAL OF THE FISCAL YEAR 2023-2024 HARBOR
VILLAGE LEASING STRATEGY AND ACTION PLAN**

RECOMMENDATION:

That the Board of Port Commissioners approve the FY2023-2024 Harbor Village Leasing Strategy and Action Plan.

**STANDARD
AGENDA
ITEM
3**

Report by:

**Todd Mitchell, Sr. Business Ops Manager
Jessica Snipas, Business Ops Analyst II**

**APPROVAL OF THE FISCAL YEAR 2023-2024 VENTURA
HARBOR VILLAGE VISITOR ATTRACTION PLAN**

RECOMMENDATION:

That the Board of Port Commissioners approve the FY2022-2023 Ventura Harbor Village Visitor Attraction Plan.

**STANDARD
AGENDA
ITEM
4**

Report by:

**Jennifer Talt-Lundin, Marketing Manager
Ruby Hedrick, Sr. Marketing & Events
Coordinator**

2023 / 2024

Village **VISITOR**
ATTRACTION PLAN

VENTURA HARBOR VILLAGE MARKETING

Let's Dive In!





Good News!

A YEAR IN REVIEW

- Garnered **178k** users on VenturaHarborVillage.com
- Inspired **425k** website page views from over 132 countries
- Earned over **10.6 million** impressions on social media
- Collaborated on **14+** restaurant features with local influencer
- Grew social media following by **6%** (from 62k to over 65k)
- Grew email subscriber base by **20%** (from 15k to over 18k)
- Designed **38** public e-blasts + over **14** tenant newsletters
- Celebrated **14** cultural highlights with **20+** digital highlights
- Booked **87** performances with a variety of entertainers
- Produced **17** different signature events in-house
- Coordinated **21** special events + **28** weddings at Ventura Harbor
- Permitted **5** successful shoots with film companies
- Collected **53k+** in revenue via permits, vendors & sponsorship

RESEARCH, FEEDBACK, & DATA COLLECTION

The road to get here...



DIGITAL VISITOR SURVEY 2023
(4,100+ PUBLIC RESPONSES)



VILLAGE TENANT SURVEY 2023
(23 BUSINESS RESPONSES)



POST-EVENT TENANT SURVEY INPUT



VILLAGE STAKEHOLDER INPUT MEET UP



2023 TOURISM TRENDS & OUTLOOK
CONFERENCES / WEBINARS / DATA



2023 TRENDS FOR DIGITAL & SOCIAL



CUSTOMER REVIEWS, ENGAGEMENT & ATTENDANCE



ANALYTICS / MONTHLY METRICS

SEASIDE VACAY GIVEAWAY IN 2023

SEASIDE *Vacay* GIVEAWAY

GARNERED PUBLIC INPUT FROM
OVER 4K SURVEY RESPONDENTS

- 2 Night Stay at a Four Points by Sheraton Ventura Harbor
- \$50 Dining Credit to a Ventura Harbor Village Restaurant
- \$50 Shopping Credit to a Ventura Harbor Village Shop
- \$50 Credit toward Ventura Harbor Village Sweet Treats
- Excursion to Channel Islands National Park with Island Packers



Performance

7% click thru rate! Outperformed industry average (.9%) by **600%**

Contest Entries

Campaign generated **4,103** respondents to date

PUBLIC SURVEY RESULTS IN 2023

Visitor Interests

84%



Dining

65%



Time at the Beach

63%



Live Music & Entertainment

53%



Visiting a National or State Park

50%



Family Fun

49%



Shopping

49%



Events

44%



Wine Tasting & Cocktails

VENTURA HARBOR TARGET DEMOGRAPHICS IN 2023 / 2024

Ages

Markets

Primary

**Gen X
(43 - 58)**

**Ventura County
Los Angeles County
Kern County**

Secondary

**Boomers (59 - 77)
Millennials (27 - 42)**

**Santa Barbara County
San Diego County**





Marketing Goals

Build compelling content to strengthen brand identity

Adapt to ever-changing consumer and economic landscape

Leverage community & cultural happenings to engage visitation

Activate Village Main Lawn with public activities & events

Support & highlight sustainable practices throughout the Harbor

Generate positive press & authentic social media conversations

Collaborate with Village tenants, Harbor stakeholders, and influencers to amplify offerings

STRATEGY - VISITOR EXPERIENCE

Visitor Experience



LIVE MUSIC & ENTERTAINERS

- Diversify entertainment options
- Research concert series



EVENT PROMOTIONS

- Elevate signature events
- Expand main lawn programming



VENUE & FILM RENTALS

- Refresh application materials
- Provide quality customer service



DESTINATION PLACEMAKING

- Research new concepts
- Explore augmented reality options



VISITOR AMMENITIES

- Design creative photo ops
- Initiate artistic installations



SEASONAL DECORATIONS

- Showcase our coastal brand
- Maintain annual programming



Measurables:

Customer & Tenant Surveys | Social Media Engagement | Fee Revenues | Traffic/Pedestrian Counts | Audience Attendance

SIGNATURE EVENTS & ONSITE ACTIVATIONS IN 2023/2024

30+ Ventura Harbor Happenings

Summer

PRODUCED IN-HOUSE:
Summer DJ Music Series
Steel Drum Music Series
Outdoor Movie Series
805 Day



UTILIZES HARBOR AS VENUE:
Pooch Parade
Mental Wellness Festival
Hokuloa Outrigger
World Oceans Day
NSSA Surf Contests

Fall

PRODUCED IN-HOUSE:
Seaside Skeleton Hunt
Village Trick or Treat
Thriller Zombie Dance
HOWL-O-Ween Dog Costume Contest



UTILIZES HARBOR AS VENUE:
Witches Paddle
Electric Vehicle & VW Car Shows
Ventura Art & Street Painting Festival
California Coastal Clean Up Day
Female Makers Market*

Winter

PRODUCED IN-HOUSE:
Village Santa Paddle
Winter Wonderland
Parade of Lights & Fireworks
Tenant Recognition Celebration



UTILIZES HARBOR AS VENUE:
NSSA Surf Contests
Channukah Festival

Spring

PRODUCED IN-HOUSE:
Mermaid Month
Harbor is Hopping
Spring/Easter Activation
Earth Day Festivities
Pride Day*



UTILIZES HARBOR AS VENUE:
Kite Festival*
VW Car Show
Cal Triathlon

* TBD - in initial planning stages

STRATEGY - CONTENT DEVELOPMENT

Content Development



VISUALS

- Build photography assets
- Update video footage



WEBSITE

- Refresh Village online platform
- Optimize mobile user experience



SOCIAL MEDIA

- Grow following through contesting
- Curate mix of original + user-gen content

COPYWRITE

- Leverage AI & maintain brand voice
- Inform & connect with audiences



PAID MEDIA

- Invest deeper in digital
- Work with multi-faceted outlets



INFLUENCERS

- Foster relationships with creators
- Build trust & credibility with consumers



Measurables:

Impressions | Engagements | Link Clicks | Google Analytics | Online Audience Growth (followers + subscribers)

CONTENT CREATION IN 2023



Visuals That Resonate

CREATOR PARTNERSHIPS

Collaborate with **creative drone operators**, local **videographers**, and other User Generated Content (**UGC**) **experts** to showcase the destination and strengthen brand purpose through unique perspectives.

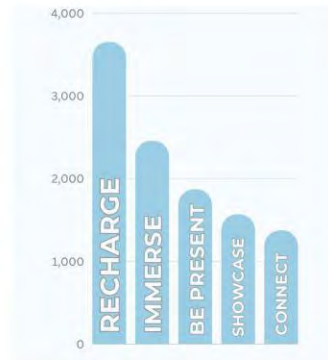
OPTIMIZE VISUAL ASSETS

72% of users visited the Village website from a mobile device in the last year. So when capturing content, aspect ratios suited for mobile optimization are key to capture attention of these "vertical visitors."

FOCUS ON TRIP MOTIVATORS

Content themes will play off of the "top trip motivators" identified in the 2023 public survey:

- **89%** *Recharge*
- **60%** *Immerse*
- **46%** *Live in the moment (be present)*
- **38%** *Showcase Ventura*
- **34%** *Connect with friends/family*



STRATEGY - OUTREACH AND STEWARDSHIP

Outreach & Stewardship



TOURISM REACH

- Collaborate with tourism partners
- Review travel trends & data



SUSTAINABILITY

- Highlight business initiatives
- Develop more digital resources



CULTURAL RECOGNITION

- Incorporate inclusive messaging
- Celebrate diversity



TENANT COMMUNICATIONS

- Coordinate annual recognition
- Produce monthly e-newsletter



MEDIA OUTREACH

- Build connections & host visits
- Reach new audiences



CHANNEL ISLANDS

- Inspire visitation to the National Park
- Generate awareness of Visitor Center



Measurables: Reach & Circulation | Social Media Insights | E-newsletter Open Rates | Editorial Coverage | National Park Service Visitation

CULTURAL HIGHLIGHTS & CAMPAIGNS IN 2023/2024

30+ Seasonal Village Campaigns



Seaside State of Mind
Labor Day Weekend
California Surfing Day
Hispanic Heritage Month
National Seafood Month
Small Business Saturday
Veteran's Day Weekend
Thanksgiving Weekend



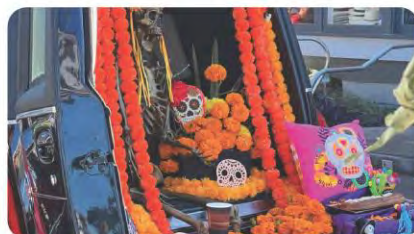
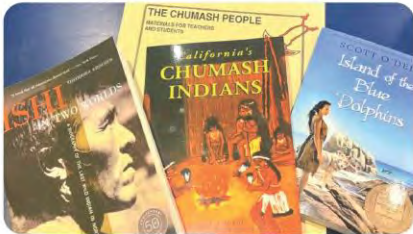
SEAson's Greetings
Dia de Los Muertos
American Indian Heritage Month
Chanukah
Christmas
Warm Yourself SEAside
Winter Whale Watching
National Clam Chowder Day



President's Weekend
Valentine's Day
Saint Patrick's Day
Legacy of Martin Luther King Jr.
Black History Month
Lunar New Year
Women's History Month
International Women's Day



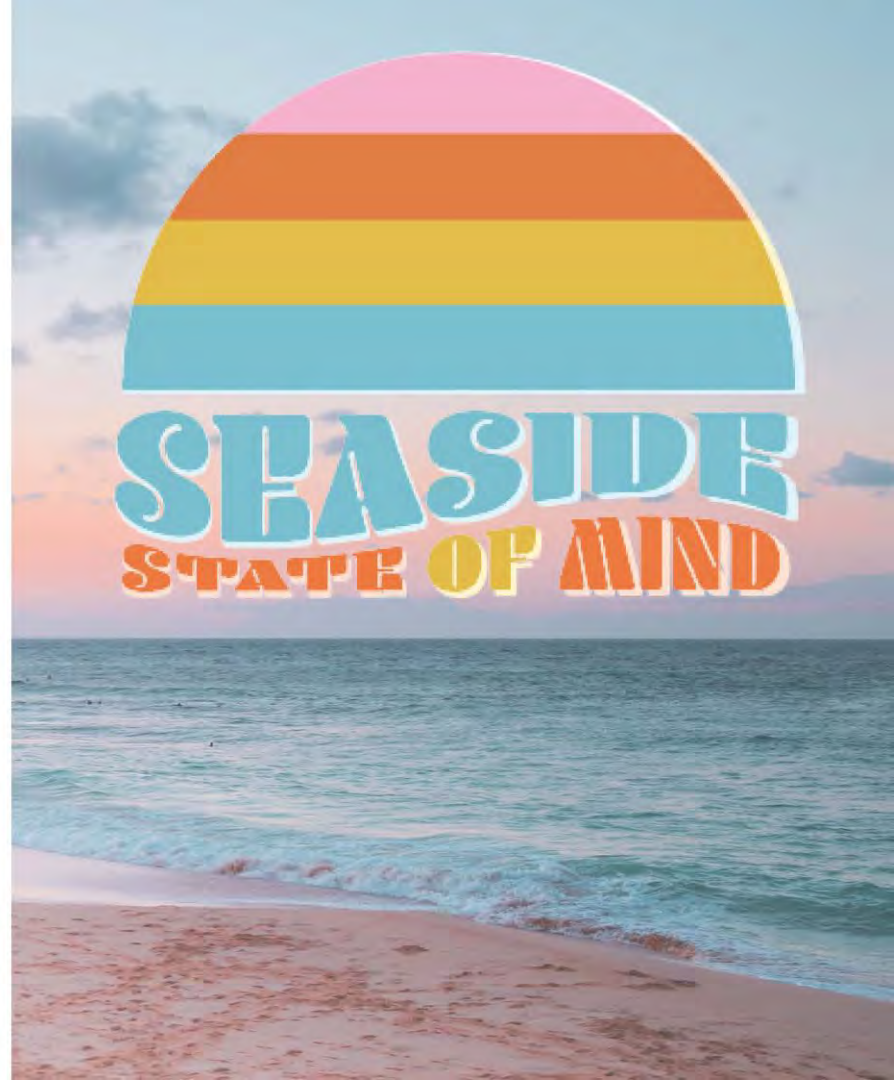
Spring Break Seaside
Father's Day Weekend
Memorial Day Weekend
Seaside Vacay Giveaway
Cinco de Mayo
Asian Pacific Heritage Month
LGBTQ+ Pride Month
Juneteenth



A look ahead...

FLUID ATTRACTION MARKETING **IN 2023 / 2024:**

- Launch new summer campaign "*Seaside State of Mind*"
- Promote new Village business "*The Loose Cannon*"
- Design **two** new Village photo ops / installations
- Update and repurpose **four** brand videos for the Village
- Host **five+** professional photo and video/drone shoots
- Expand Main Lawn activation with **six+** new happenings
- Grow email subscribers by **10%** (currently at 18k)
- Grow social media following by **5%** (currently at 65k)
- Develop programming for **17+** holidays & cultural highlights
- Create weekday incentive program with Village Tenants
- Generate **\$63k+** via special event permits, weddings, film, Village vendor and parade sponsorship programs



Thank You



PUBLIC COMMUNICATION STANDARD AGENDA ITEM 4

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**APPROVAL OF THE FISCAL YEAR 2023-2024 VENTURA
HARBOR VILLAGE VISITOR ATTRACTION PLAN**

RECOMMENDATION:

That the Board of Port Commissioners approve the FY2022-2023 Ventura Harbor Village Visitor Attraction Plan.

**STANDARD
AGENDA
ITEM
4**

Report by:

**Jennifer Talt-Lundin, Marketing Manager
Ruby Hedrick, Sr. Marketing & Events
Coordinator**

**ADOPTION OF RESOLUTION NO. 3476 APPROVING THE
FINANCIAL STATEMENTS AND CHECKS FOR JANUARY 2023
THROUGH MARCH 2023**

RECOMMENDATION:

That the Board of Port Commissioners adopts Resolution No. 3476 to:

- a) Accept the financial statements for the Quarter ending March 31, 2023.
- b) Review the payroll and regular checks for January through March 2023.

**STANDARD
AGENDA
ITEM
5**

**Report by:
Gloria Adkins, Accounting Manager**

PUBLIC COMMUNICATION STANDARD AGENDA ITEM 5

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**ADOPTION OF RESOLUTION NO. 3476 APPROVING THE
FINANCIAL STATEMENTS AND CHECKS FOR JANUARY 2023
THROUGH MARCH 2023**

RECOMMENDATION:

That the Board of Port Commissioners adopts Resolution No. 3476 to:

- a) Accept the financial statements for the Quarter ending March 31, 2023.
- b) Review the payroll and regular checks for January through March 2023.

**STANDARD
AGENDA
ITEM
5**

**Report by:
Gloria Adkins, Accounting Manager**

**ADOPTION OF RESOLUTION NO. 3477 APPROVING THE
FISCAL YEAR 2023-2024 PRELIMINARY BUDGET AND FIVE-
YEAR CAPITAL IMPROVEMENT PLAN**

RECOMMENDATION:

That the Board of Port Commissioners adopt Resolution No. 3477 approving the FY2023–2024 Ventura Port District Preliminary Budget and Five-Year Capital Improvement Plan.

**STANDARD
AGENDA
ITEM
6**

Report by:

**Brian D. Pendleton, General Manager
Gloria Adkin, Accounting Manager
Todd Mitchell, Sr. Business Ops Manager
Joe Gonzalez, Capital Projects Manager**

OVERVIEW

- FY23-24 Budget process
 - Study Session: May 17
 - Preliminary Budget: June 7
 - Final Budget: June 21
- Preliminary Budget
 - Board and Stakeholder Engagement
 - Discussion of funding priorities
 - Guiding Principles
 - 5-Year Objectives
 - Preliminary Budget Speakers
 - Brian Pendleton, Todd Mitchell, Gloria Adkins

OVERVIEW

- Revenues
 - Operational Revenues
 - Master Tenants
 - Outlook
 - Rental Income
 - Harbor Village
 - Outlook
 - Rental Income
 - Commercial Fishing
 - Outlook
 - Slips, Fuel, Landings
 - Recreational Fishing
 - Property Taxes
 - Grants

OVERVIEW

- Expenses
 - Operational Expenses
 - Inflationary pressures for on-going expenses
 - Increased Village marketing events
 - Personnel
 - Staff changes/ vacancies
 - Cost of Living Adjustments
 - Labor Agreements
 - Employee Compensation and Benefits
 - CalPERS contributions
 - General Liability Insurance Premiums
 - Dredging
 - Atmospheric Rain Events
 - Q1 Calendar Year 2024

OPERATING REVENUES

Fiscal Year	Revenue	% +/-
FY18-19	\$8,969,830	5%
FY19-20*	\$8,413,254	<6%>
FY20-21**	\$9,491,185	13%
FY21-22***	\$10,394,853	10%
FY22-23****	\$10,568,500	2%
FY23-24*****	\$11,167,000	5.7%

* FY19-20 actual revenues were down 6% due to the beginning effects of COVID, a reduction in investment interest earnings and the partial closure of Village Marina slips during the dock renovation.

** FY20-21 actual revenues were up 13% as tenants were beginning to recover from the effects of COVID and the receipt of a onetime lease assignment fee.

*** FY21-22 actual revenues were up 10% as tenants continued to recover as well as Portside occupancy increased significantly

**** FY22-23 represents the current year mid-year budget.

***** FY22-23 preliminary forecast.

Revenue Assumptions

Revenue Source	Midyear Budget FY22-23	Forecasted FY23-24	% Change
Parcel Lease Income	\$ 5,015,000.00	\$ 5,364,000.00	7%
Lease Appreciation Rent	\$ 0.00	\$ 0.00	0%
Recreational Boating Income*	\$ 172,000.00	\$ 150,500.00	-12.5%
Harbor Village: Retail	\$ 655,000.00	\$ 657,000.00	0%
Harbor Village: Restaurant	\$ 1,405,000.00	\$ 1,457,000.00	4%
Harbor Village: Office	\$ 780,000.00	\$ 811,000.00	4%
Harbor Village: Charters	\$ 482,000.00	\$ 476,000.00	-1%
Commercial Fishing Premises**	\$ 1,438,000.00	\$ 1,591,500.00	10.7%
Booth/vendor Income	\$ 4,000.00	\$ 7,000.00	75%
Sponsorships/Co-Op Advertising	\$ 16,000.00	\$ 16,000.00	0%
CAM Income	\$ 396,000.00	\$ 400,000.00	1%
Merchants Promotion Dues	\$ 117,000.00	\$ 130,000.00	11%
Miscellaneous Sales & Income***	\$ 88,500.00	\$ 107,000.00	21%
Investment Income	\$ 0.00	\$ 0.00	0%

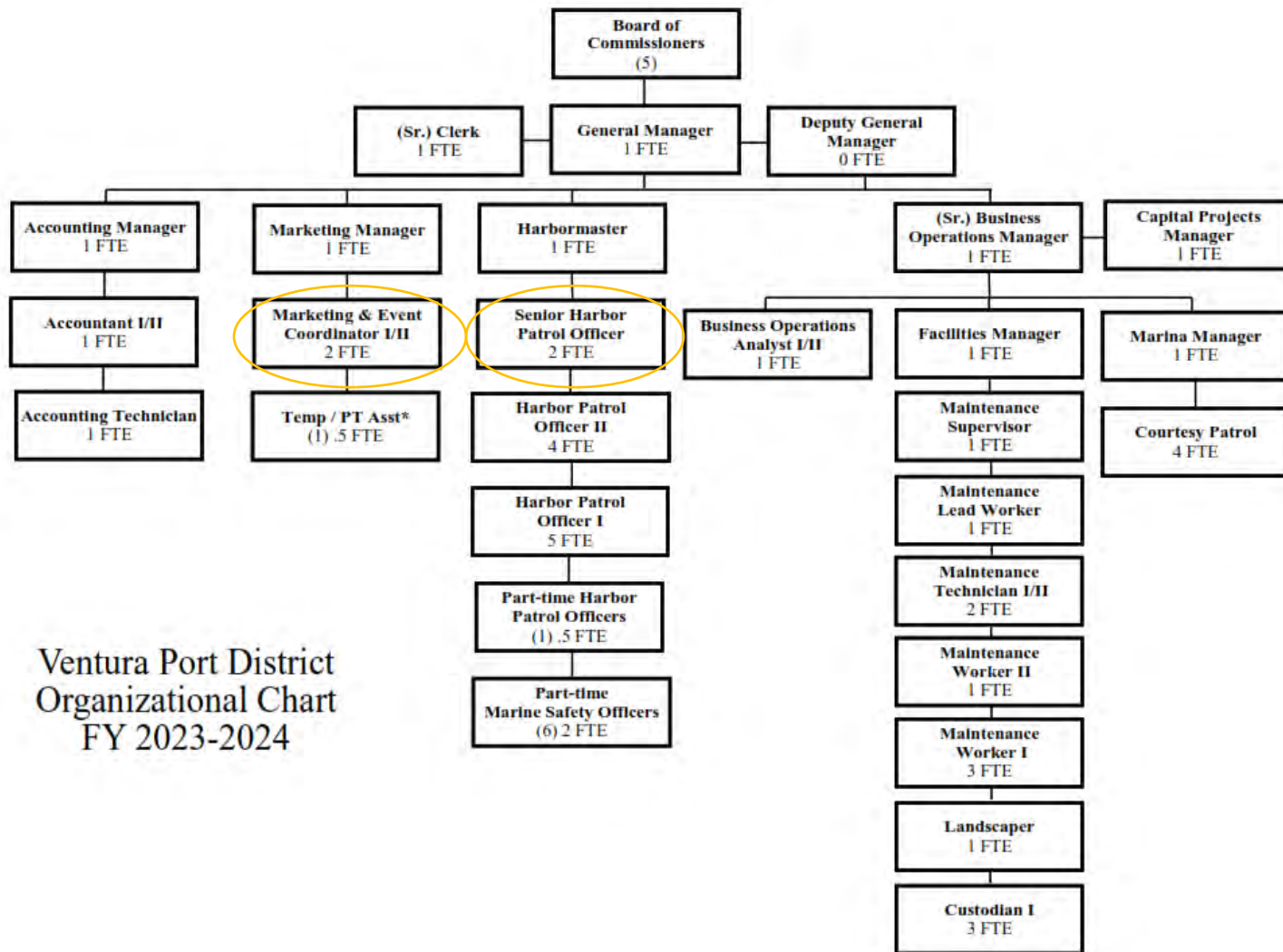
OPERATING EXPENSES

Fiscal Year	Expenses	% +/-
FY18-19	\$6,212,481	7%
FY19-20	\$6,306,806	2%
FY20-21	\$6,276,863	<0.5%>
FY21-22*	\$5,738,258	<9%>
FY22-23**	\$7,133,050	24%
FY23-24***	\$7,538,500	5.7%

* FY21-22 reflects significant reduction in legal and professional services

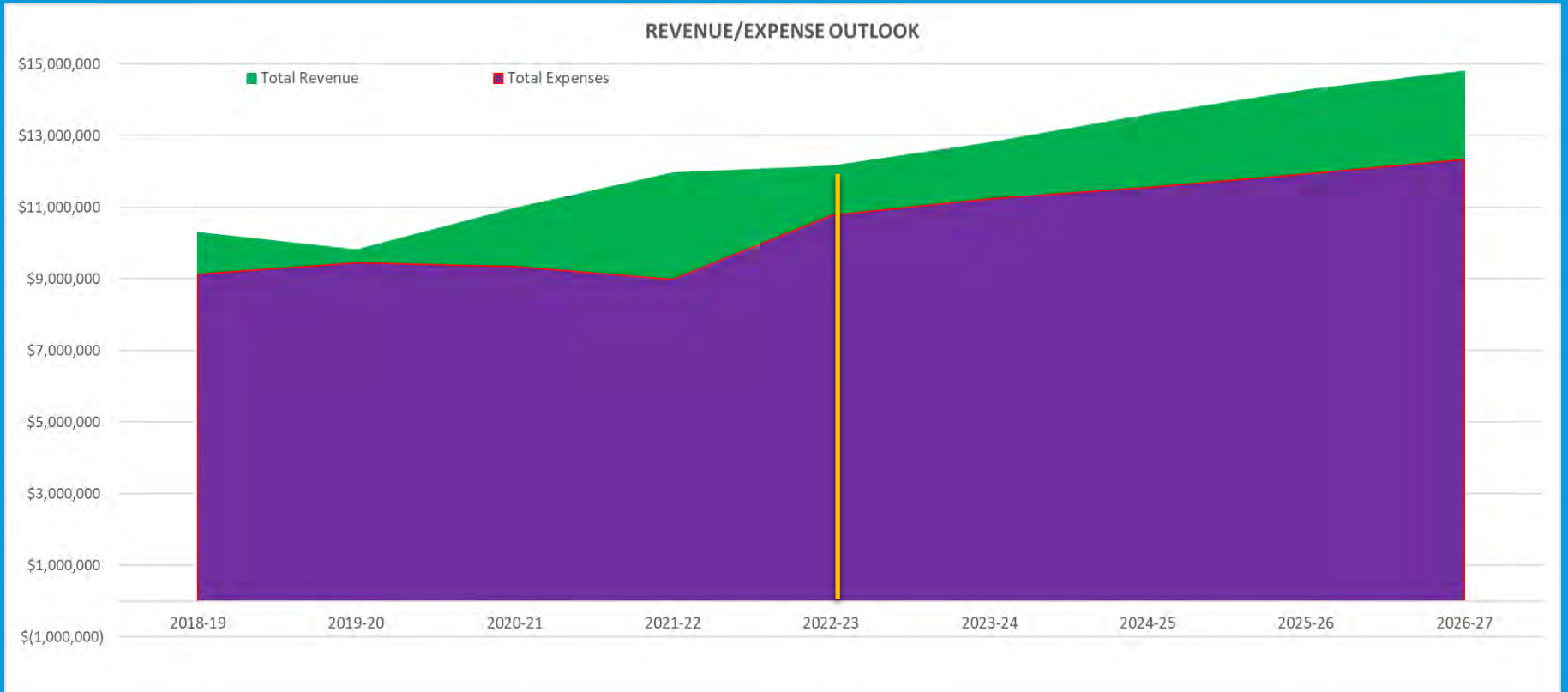
** FY22-23 represents the current year mid-year budget.

*** FY23-24 preliminary forecast.



Ventura Port District
Organizational Chart
FY 2023-2024

Revenue & Expense: 5-year Outlook



5-Year Capital Improvements and ADA Improvements Plan

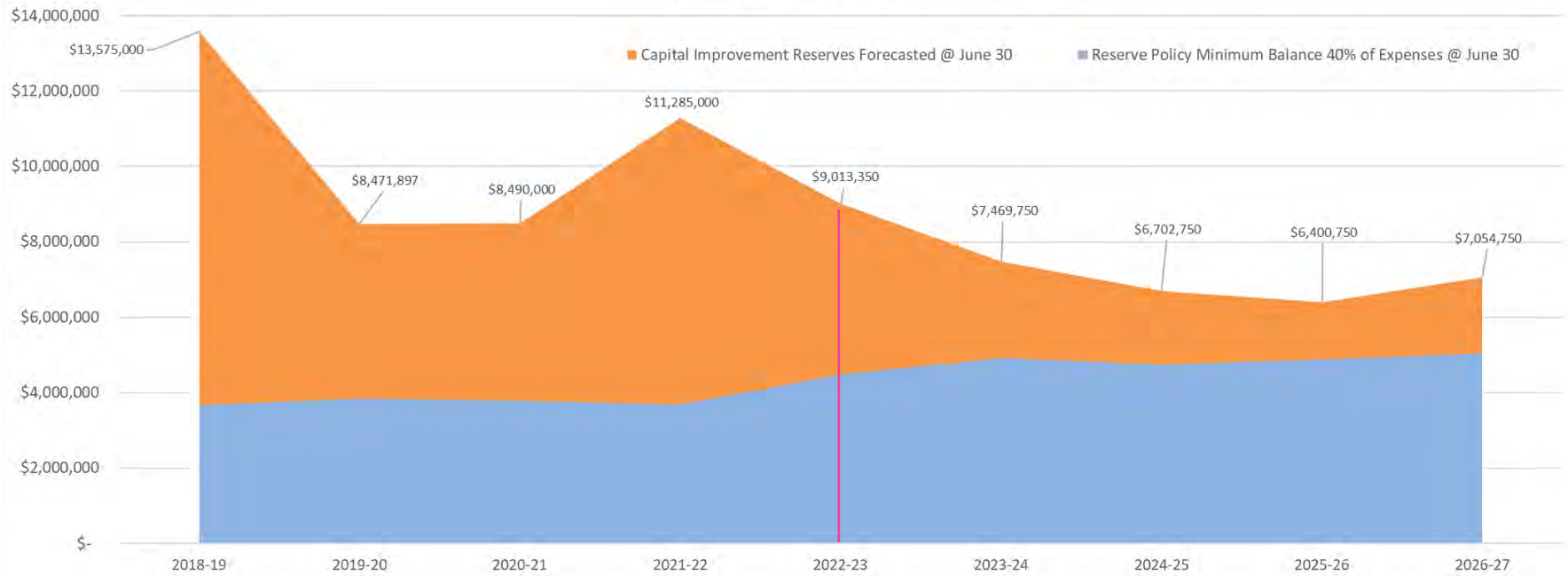
Capital Improvements and ADA Improvements Plan Summary of Five Year Projection

Item #	Dept.	Project Location/Description	Fiscal Yr 23-24	Fiscal Yr 24-25	Fiscal Yr 25-26	Fiscal Yr 26-27	Fiscal Yr 27-28
1	HP	Launch Ramp Floating Dock Replacement, Washdown Station ADA Improvement, Restroom Upgrades	650,000				
2	Capital	Restroom & Interior Plumbing Upgrades: 1559	245,000				
3	Capital	Restroom & Interior Plumbing Upgrades: 1583	200,000				
4	Admin	Paid Parking Infrastructure (Procurement of infrastructure expected after all approvals received)	150,000			50,000	
5	Capital	Promenade Curved Wall & Patio Upgrades	150,000				
6	Capital	Harbor Village Bldgs.-replace/repair roofs/tiles/gutters - (FY23-24: partial work on 1583+1575, FY24-25:1575, FY25-26: 1583, FY26-27: 1431	125,000	1,175,000	900,000	250,000	
7	Maintenance	Vehicle Replacement - Lift Vehicle (or equivalent) Carried forward from FY22-23	120,000				
8	Capital	EV Charging Stations (Deferred due to SCE schedule)	105,000			30,000	
9	Capital	Harbor Entrance Feature Revitalization & Wayfinding (Schooner and Spinnaker)	100,000	100,000			
10	HP	Vehicle Replacement - Harbor Patrol Dept. (EV or Hybrid)	95,000			100,000	
11	Maintenance	Vehicle Replacement - Maintenance Dept. (2 EV or Plug-in Hybrid)	90,000		100,000		
12	Capital	1575/1583 Pass-Through Repaving	60,000				
13	HP	Harbor Patrol Boat House Repairs	55,000				
14	Capital	1567 Spinnaker #100 - Building Improvements Deferred completion of switch gear installation	50,000				
15	Admin	Vehicle Purchase - Administration (EV) (deferred to FY23-24)	45,000				
16	Capital	Harbor Village Wayfinding Signage, Entry Awnings	37,000	25,000			
17	HP	Boat Replacement - Harbor Patrol Dept. (Supplement to Insurance Money, deferred to FY23-24)	35,000	350,000			
18	Capital	National Park Service Bldg. - 1691 Bldg. - HVAC systems	33,000		100,000		
19	Capital	Harbor Village Trash Enclosures (Finish Pavers)	20,000				
20	HP	Harbor Patrol Radio Repeater and Communication Upgrades Carried forward from FY22-23	20,000				

5-Year Capital Improvements and ADA Improvements Plan

Item #	Dept.	Project Location/Description	23-24	24-25	25-26	26-27	27-28
21	Marina	Fish Pier - fender camels		150,000			
22	Capital	Harbor Village Bldgs. - 1591 Spinnaker (last of the 5 elevators in the Village to be refurbished)		125,000			
23	Admin	Ventura Harbor Village - Mobile Phone Repeater Infrastructure		75,000			
24	Capital	1567 B Building Patio Wall Replacement		55,000			
25	Capital	Parking Lot Lights & Poles - Parcel 19A		50,000			
26	Marina	Dry Storage Lot Resurfacing		50,000			
27	Marina	Vehicle Replacement - Courtesy Patrol (EV)		45,000			
28	Maintenance	Resurface Parking Lots (Harbor Village & Beach Lots)			500,000		
29	Marina	Fish Pier - resurfacing			400,000		
30	Capital	Village Paseo Improvement Project			350,000		
31	Capital	Sustainable Transportation Program - phased (includes paving, furniture, lights & poles)				250,000	1,500,000
32	HP	Resurface Launch Ramp Parking Lot				75,000	
32	ADA	Harbor Cove & Surfers Knoll - Retaining Wall & Shower Area Improvements (Grant funded)	75,000	50,000			
33	ADA	1583/1591 ADA Path of Travel Ramps	35,000				
34	ADA	ADA Restroom Upgrade - 1691 (Boater's Restroom/Shower)				750,000	
Total Capital Improvement Plan			2,385,000	2,200,000	2,350,000	755,000	1,500,000
Total ADA Improvement Plan			110,000	50,000	-	750,000	-
TOTAL CAPITAL IMPROVEMENTS & ADA IMPROVEMENTS			2,495,000	2,250,000	2,350,000	1,505,000	1,500,000
Special Funding from Division of Boating and Waterways Launch Ramp Dock Grant			(650,000)				
Special Funding for EV Charging Stations (CALeVIP & SCE) (deferred due to SCE construction schedule)			(84,000)				
TOTAL CAPITAL IMPROVEMENTS & ADA IMPROVEMENTS WITH FUNDING			1,761,000	2,250,000	2,350,000	1,505,000	1,500,000

CASH POSITION OUTLOOK



THIS PRELIMINARY BUDGET FORECAST MEETS OR EXCEEDS THE REQUIRED BOND COVENANT FOR NET REVENUES TO MEET OR EXCEED 115% OF THE CURRENT YEAR DEBT SERVICE.

5-YEAR CASH POSITION OUTLOOK

PUBLIC COMMUNICATION STANDARD AGENDA ITEM 6

00 : 03 : 00

**ADOPTION OF RESOLUTION NO. 3477 APPROVING THE
FISCAL YEAR 2023-2024 PRELIMINARY BUDGET AND FIVE-
YEAR CAPITAL IMPROVEMENT PLAN**

RECOMMENDATION:

That the Board of Port Commissioners adopt Resolution No. 3477 approving the FY2023–2024 Ventura Port District Preliminary Budget and Five-Year Capital Improvement Plan.

**STANDARD
AGENDA
ITEM
6**

Report by:

**Brian D. Pendleton, General Manager
Gloria Adkin, Accounting Manager
Todd Mitchell, Sr. Business Ops Manager
Joe Gonzalez, Capital Projects Manager**



VENTURA
PORT DISTRICT

Established 1952

ADJOURNMENT
NEXT MEETING JUNE 21, 2023

Ventura Harbor

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK