



Santa Cruz Wharf Master Plan and Engineering Report Civic, Community, and Tourist Related Stakeholders Questionnaire

Name/Organization:

Email:

1. Previous economic studies identified the need for a larger hotel with conferencing facilities. Why has this not happened? What is being done to build new hotels and places of lodging? What is being done to upgrade the older hotels?
2. Are there economic opportunities that are being missed and could be better taken advantage of in terms of relationships with UCSC? What are the impediments in the way of realizing opportunities?
3. What is the current “off-season” for tourism in Santa Cruz? How do locals perceive the Wharf? What do you believe can be done to attract them to the Wharf?
4. What kinds of things could be done to better attract off-season and local visitation?
5. What is your sense of the linkage between Downtown, Boardwalk and the Wharf?

6. How do you see the role of the Wharf, between the multiple attractions – the Beach, the Boardwalk and the Harbor? How can we enhance the attractiveness and linkage between all of these attractions to improve the overall visitor experience?

7. Are local residents generally supportive of the idea of enhancing the tourist potential of Santa Cruz? Have you done any polling or other market research you can share with us?

8. What are the current priorities for marketing dollars? What do you think the priorities should be?

9. What is the current marketing strategy for tourism in Santa Cruz and how does the Wharf fit in? Is there anything the Wharf could do to support the Santa Cruz marketing strategy or improve it?

10. What do visitors say/report about their experiences visiting the Wharf?

If the SUBMIT button doesn't work for you, save your completed questionnaire to a local drive on your computer and send an email with the questionnaire attached to: ndaly@cityofsantacruz.com.

