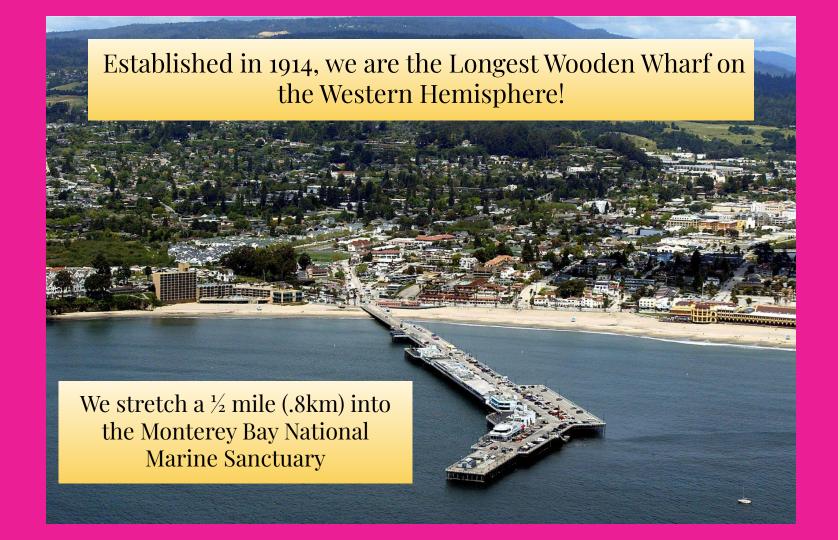


WELCOME!

Santa Cruz Wharf

Wharf Headquarters 21 Municipal Wharf 831-420-5725





RESTAURANTS

We have 8 Restaurants, a Wine Bar, a Candy Shop & Fish Market!

- **★** Woodies Cafe
- ★ FireFish Grill
- ★ Riva Fish House
- ★ Gilda's Family Restaurant
- ★ Humble Sea Brewery Pop Up***
- ★ Makai Island Kitchen and Groggery
- ★ Olita's Cantina Bar & Grill
- ★ Marini's Candies*
- ★ Vino by the Sea**
- ★ Stagnaro's Bros. Seafood Restaurant****
- ★ Dolphin Restaurant





SHOPPING

We have 8 Retail Stores & 2 Gift Shops!

- ★ Santa Cruz Boat Rentals*
- ★ Surf Life
- ★ Bonnie's Gifts
- ★ Santa Cruz Bay Company
- ★ SockShop Santa Cruz
- ★ Gilbert's Gifts
- ★ Surf City Santa Cruz
- ★ Noland's
- ★ Marini's Candies*
- ★ Made in Santa Cruz



RECREATION

We have Many Recreational Opportunities!

- ★ Venture Quest Kayak Rentals
- ★ Santa Cruz Boat Rentals*
- ★ Bocce Ball at the Wharf Commons
- ★ Volleyball Courts on Main Beach**
- ★ Sea Scope Viewers
- ★ Fishing (License is not needed on the Wharf!)
- ★ SUP Rentals & Surf Lessons**
- ★ Stagnaro Fishing Trips & Bay Cruises**
- ★ Monterey Bay National Marine Sanctuary Exploration Center**



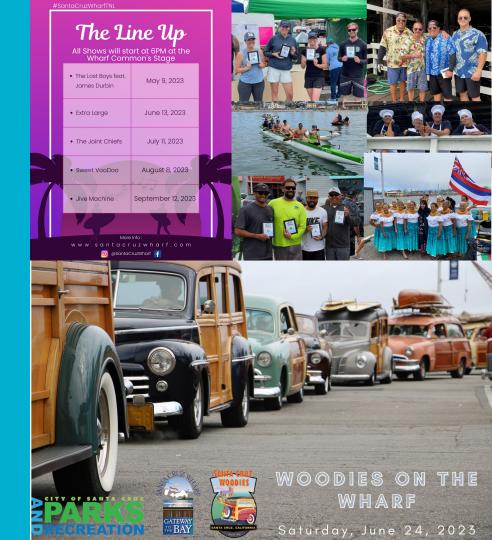
^{*} Bait & Tackle Available

^{**} Off Site

EVENTS

Events are Always Happening, Join Us for One!

- ★ Tuesday Night Live Concerts (TNL)
 - NEW! Every 2nd Tuesday May Sept.
- ★ Woodies on the Wharf
 - 4th Saturday in June
- ★ Aloha Outrigger Races
 - o 3rd Saturday in September
- ★ 13 Days of Halloween on the Wharf
 - o October 19th 31th
- ★ Winter on the Wharf
 - Saturday, December 16th



LOCAL TUESDAY

2 Hours of FREE PARKING Every Tuesday!

- ★ Get a stamp validation from any business on the Wharf to receive your **FREE Parking** every Tuesday!
- ★ Local Parking Passes Available for purchase at the Parking Gate!
 - \$20 for City Residents &\$25 for County Residents
 - 2 Hours of Free Parking Daily
 (NO STAMP, NO RESTRICTIONS during off season!)
- ★ Parking Rates
 - Summer Rates \$3/ hour: \$24/ Daily Max
 - Winter Rates \$1/ hour for 1st 4 hours, then \$2/ hour:
 \$12/ Daily Max

SANTA CRUZ WHARF

2023

HOURS FREE

OFF SEASON EVERDAY:

Dec. 1st, 2022 - May 26th, 2023 Sept. 5th, 2023 - Dec 31st, 2023

SUMMER SEASON (MEMORIAL DAY- LABOR DAY) MONDAY - FRIDAY ALL DAY May 27th, 2023 - Sept. 4th, 2023*

LOCALS PASS NOT VALID ON WEEKENDS OR HOLIDAYS DURING THIS TIME*

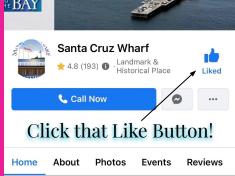
FOLLOW US

Tag & Share Your Experience with Us!

- ★ Facebook: @SantaCruzWharf
- ★ Instagram: @SantaCruzWharf
- ★ Twitter: @SCWharf











Tweets & replies

Media

Likes

- **★** Like
- **★** Follow
- **★** Share
- ★ Tag
- ★ Leave a Comment

Stay Up to Date

Give the Wharf Business Accounts Some Love!



- ★ @SantaCruzBoatRentals
- **★** @BonniesGifts
- ★ @SockShopSantaCruz
- ★ @GilbertsGiftShop
- ★ @WoodiesSantaCruz
- ★ @FireFishSantaCruz
- ★ @RivaFishHouse
- ★ @SurfCitySurfShopSC

- **★** @NolandsOnTheWharf
- ★ @HumbleSea.Wharf
- ★ @Makai_SantaCruz
- ★ @OlitasCantina
- ★ @MarinisCandies
- ★ @Vino.By.The.Sea.SC
- ★ @MadeInSantaCruz
- **★** @StagnaroBrothers
- ★ @The_Dolphin_Restaurant



- ★ Like
- ★ Follow
- **★** Share
- ★ Tag
- ★ Leave a Comment

Parks Make Life Better!

The City of Santa Cruz Parks and Recreation Department maintains & provides for the Wharf, Main & Cowell Beaches

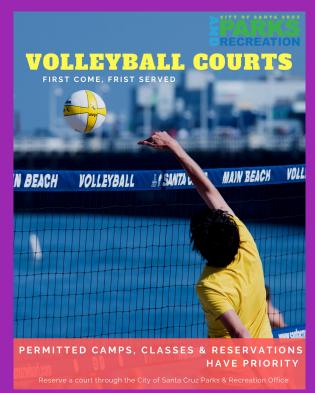


@SantaCruzParksRec@SantaCruzWharf





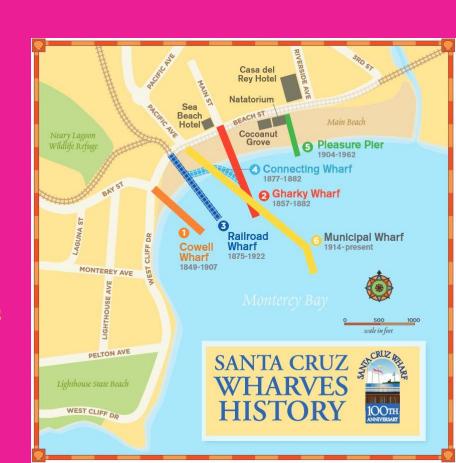




Wharf History

The Current Santa Cruz Municipal Wharf is 1 of 5 Wharves that have existed in this area!

- 1. Cowell Wharf (1849 1907) 58 Years
- 2. Gharky Wharf (1857 1882) 25 Years
- 3. Railroad Wharf (1875 1922) 47 Years
- 4. Connecting Wharf (1877 1882) * 5 Years
- 5. Pleasure Pier (1904 1962) 58 Years
- 6. Municipal Wharf (1914 present) 108 Years



^{*} Not a stand alone Wharf/ connected the Gharky Wharf & Railroad Wharf

Wharf, Not Pier

The reason dates back to the Wharf's original purpose

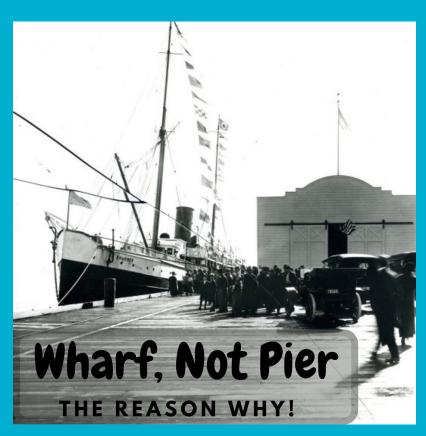
When the Wharf originally opened in 1914 it's primary function was the importing & exporting of goods like lumber & other items via ships & trains!

By definition a Wharf is where ships come and dock & load and unload passengers and cargo!

In 1938, the railroad tracks were removed and in the 1950's the Wharf was revamped on more recreational lines!

By definition a pier is a structure/ walkway that protrudes into the sea with a dead end, useful for recreation!

While we possess both traits of a Wharf & Pier we like sticking to our roots & will continue to use Santa Cruz Wharf!



Beach Clean Ups

Help keep our beaches clean, get involved and sign up for a beach cleanup!

Sign up for a Beach Cleanup with the Santa Cruz City Government & Volunteer Center of Santa Cruz County!

We welcome companies, clubs, groups, teams, etc!

831-420-5403

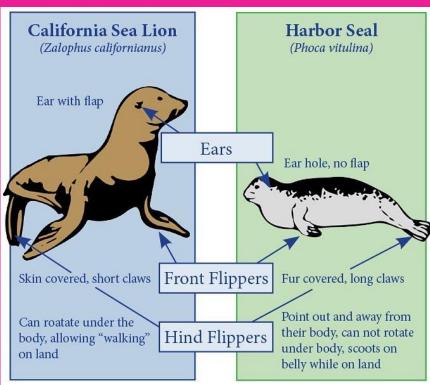
https://scvolunteercenter.org/...



California Sea Lions

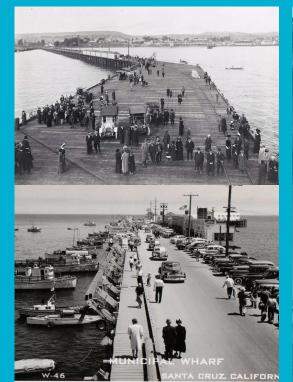
We primarily have CA Sea Lions but Harbor Seals will come visit as well! Learn the differences!



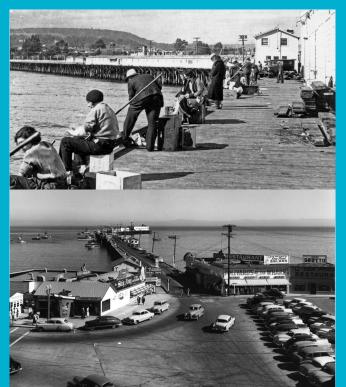


Historical Photos

We've been here since 1914, see what has changed!







Visitor's Photos

Tag us @SantaCruzWharf





Support Local

Thank You for Supporting Wharf Businesses



Beach Etiquette

Help Keep Our Beaches Clean! Pack it In, Pack it Out!

Pack It In, Pack it Out!

If you are not willing to bring it back home, do not bring it here!



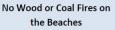
ONLY Propane or Gas BBQ's are Allowed

Must have stable legs, be 6 inches off the ground & under 20lbs.



Don't Forget Sun Protection

Hats & Sunscreen are the easiest ways to protect yourself! Be sure to pack out umbrellas & Pop ups when you leave.



Fires are hazardous to the Wharf, visitors can get burned or improper disposal can start dumpster fires.



Do Not Disturb Wildlife

Feeding or disturbing wildlife creates dangerous situations for both you & wildlife.



Beaching it, SC Style! Doing Our Part to Educate Beach

Goers on Living Like a Local!

Cowell & Main Beach Edition



There are several pet friendly beaches in SC, please bring yours to the appropriate ones!



No Glass on the Beach

Broken glass can be consumed by wildlife and/or cut visitors causing harm to both!



For Questions, Comments & Concerns you can contact Parks & Recreation 831-420-5270

SANTACRUZ



Stay Hydrated

Bring reusable water bottles to drink your water & avoid the effects of dehydration as well as single use waste!



No Smoking on Wharf & Beaches

Cigarettes cause environment damage, are a health risk to others & can cause dumpster fires.



No Alcohol on the Beaches

For your safety & the safety of others you can drink responsibly at nearby restaurants!



If one Trash Can is Full, Find Another

We have several cans & dumpsters at your disposal, utilize them & protect the environment!

Support Local

Avoid single use waste & Support our small businesses by dining inside or outside on Beach St. & Wharf!

Woodies on the Wharf

Happens the 4th Saturday in June



Aloha Outrigger Races

Happens the 3rd Saturday in September



13 Days Halloween on the Wharf

Happens October 19th - 31st



Winter on the Wharf

Saturday, December 16th from 2PM - 5PM

The Santa Cruz Parks and Recreation Department, Santa Cruz Police, and the Santa Cruz Fire Department welcome you to come celebrate Winter on the Wharf!

Come enjoy holiday decorations, Wharf specials and see Santa arrive on the Wharf by a vintage fire engine!

Take photos with Santa from 2:30PM-4:30PM!

Play in the snow area with Elsa and Anna from Disney's Frozen!

We ask that you bring a can of food or unwrapped toy for Second Harvest Food Bank and Toys for Tots donations!

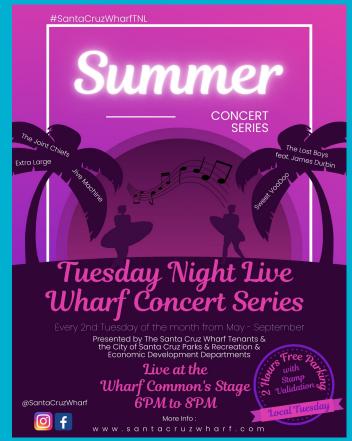
Thank you to **Patchen Tree Farm** for donating the Holiday Tree this year! Check them out in the Santa Cruz Mountains!



Summer Concert Series

Tuesday Night Live (TNL) at the Wharf Stage! (2023)

- For the first time ever join us for out TNL Summer Concert Series!
- Concerts happen every 2nd Tuesday of the month May September from 6PM to 8PM!
- 5 FREE concerts in total! (5/9, 6/13, 7/11, 8/8 & 9/12) (2023)
- **Sponsored** by the **Wharf Tenants** and the City of Santa Cruz Parks & Recreation and Economic Development Department
- Live music, games, photos, shopping, food and drinks!
- 2 Hours of **FREE parking** with stamp validation from any business on the Wharf!
- More information available at www.SantaCruzWharf.com





Lifeguard Information

Stay Prepared & Stay safe

scan me

Lifeguard Headquarters

- 831-420-5715
- 1 Municipal Wharf
- Beach Wheelchairs Available daily from June August at Tower 1 on Cowells Beach from 10AM – 5PM. First come First served.

Lifeguard Service

- Area serviced- Cowell Beach to the San Lorenzo River
- **Summer Service** Memorial Day-Labor Day- **Daily** from 10AM-7PM
- **Spring Service** Easter- Memorial Day- **Weekends** 10AM-7PM
- Fall Service- Labor Day-October- Weekends 10AM-7PM

Service hours may vary depending on the weather conditions.

* Call 911 in an Emergency

Beach Report & Safety Dashboard





SCAN TO SEE INFO ABOUT

















♯ watchtower

Safety Information

Always call 911 in an Emergency

Lifeguard Headquarters

- 831-420-5715
- 1 Municipal Wharf
- AED Available inside
- First Responders
- Free Divers

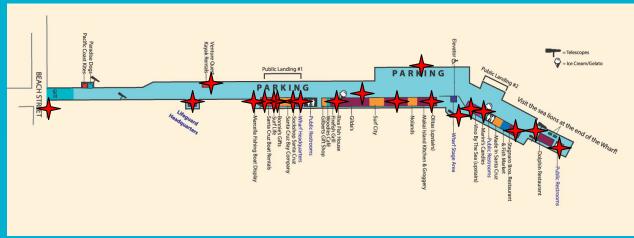
Wharf Headquarters

- 831-420-5725
- 21 Municipal Wharf
- AED Available inside
- First Responders
- SCUBA Rescue Divers

Life Ring/ Rescue Tube Locations



→ Life Ring or Rescue Tube



Most Informational Kiosks, LGHQ, Venture Quest, SC Boat Rentals, Surf Life, Bonnie's Gifts, SockShop SC, Wharf HQ, Riva Fish House, East Parking Lot, Olita's Cantina, Marini's Candies, Vino by the Sea, Stagnaro Brothers Restaurant, Restroom #3

Wildlife Information

Please Enjoy but Do Not Disturb Wildlife

Marine Mammal Center

- 831-633-6298
- For Sick or Injured Marine
 Mammals (Sea Lions, Harbor Seals, Sea Otters, etc.)
- 200 Dolan Rd, Moss Landing CA, 95039

Native Animal Rescue

- 831-462-0726
- Sick or injured animals including birds
- 17th Ave Santa Cruz, CA 95062



Driftwood Information

Please take what you can carry

- Wharf Crew and City Personnel will operate heavy machinery, equipment & vehicles to clear larger wood & debris
- Contact City Serve to set up a beach clean up! 831-457-9834







Donate Today!

Donations to go Wharf Recreations & Events!

- Thank you to Friends of Parks and Recreation Santa Cruz (FOPAR)
- Donate by scanning the QR code or going to <u>www.SantaCruzWharf.com</u>

Donations to Friends of Parks and Recreation go to...
Wharf Events | Fun Games | Recreation
Outrigger Races | Music & Dance | Classic Cars
Programming | Education | Community
And a Lot More...







Thank You for Visiting!

Come Again!

Santa Cruz Wharf

Wharf Headquarters 21 Municipal Wharf 831-420-5725

