



# MAVERICKS AWARDS™ FESTIVAL





# Mavericks Festival 2022 Recap

## KEY HIGHLIGHTS

### 1) Achieved Top 3 Priorities

- Prioritize the surfers, photographers, sponsors, vendors, and community
- Have fun without any major issues
- Build the foundation for future festivals

### 2) Positive local response

- Great crowd, good mix of adults & kids, locals and visitors
- Excellent revenue day for harbor businesses
- “Loved seeing the harbor filled with people having fun and fantastic energy”

### 3) Low-Impact Event

- Volunteers and Recology helped make harbor ready for business the morning after the festival
- First day of the San Mateo County Food and Drinkware Ordinance
- Food & Drink Vendors noted no issues from attendees on ware options

**Attendance**  
Estimated 8,000  
throughout the day



# What Worked Great

Topic	Feedback
<b>Mix of Show</b>	3 great bands (w/ local band Coast Tribe), surf videos, speakers, etc.
<b>Surf Zone</b>	Attendees enjoyed meeting board makers, surfers, seeing Mavericks big wave guns up close, different organizations spending time with each other incl: SM Harbor, Coast Guard, Mavs Rescue, etc.
<b>Exhibitors</b>	9 local businesses & organizations, Photo Zone featuring 12 photographers and their work to let attendees see Mavericks thru their eyes
<b>Food &amp; Drink</b>	8 local vendors, great mix of options for adults and children
<b>Community</b>	\$7,800 raised for SeaHugger, plus several other orgs helping out

# Opportunities for Improvement

Topic	Feedback
<b>Tickets</b>	Food & Drink vendors should take payments directly to streamline process and generate more revenue
<b>Bike Parking</b>	Not heavily utilized, need to move to a more visible location, add signage to direct people to it
<b>Layout</b>	Better signage for food & drink vendor interaction, multiple bathroom locations, better flow in & out
<b>Financials</b>	2022 Festival had ~\$30K loss, need to make festival financially viable

# 2023 Mavericks Festival - Plan For Success

## Logistics

- 2 Day Event
  - Saturday Sep. 30th  
11am-6pm
  - Sunday Oct. 1st  
11am-6pm
- 6 Bands, 3 Each Day
- Closures starting Fri (5AM) to Mon 5pm (prioritize opening parking lots: permit lot & front of businesses cleared by early Mon)

## Layout

- Same main footprint
- Add space north of main festival area for add'l tents & reserved parking
- Parking lot C-1 and C-2 for parking (Oceano lot closed, plus we are renting land at Airport for parking too)

## Additions/Changes

- US Coast Guard zone
- VIP Area next to stage
- Bathroom locations
- Cashless purchasing
- Better layout for food and drinks
- Even more environmental friendly (Ball Aluminum Cups, etc)



## Local Business & Organizations Involved

### **Food & Drink**

- Half Moon Bay Brewco
- Hop Dogma
- Blue Ocean Brewery
- Half Moon Bay Winery
- JettyWave
- Sam's Chowdermobile
- Alebrijes Mexican Food
- Da-Poke Man
- Mavericks Surf Co

### **Non-Profits & Organizations**

- Cabrillo Education Foundation - will be running Merch booth and parking lots (estimated \$20K in donation to them)
- SeaHugger - official environmental partner, will have booth (estimated \$5K donation)
- Save the Waves - environmental partner, will have booth (estimated \$5K donation)
- US Coast Guard - demos, boats, fly-by, much bigger presence
- SMC Sheriff & Sheriff Activities League

### **Other Local Vendors involved**

- Straight Wheel Cycling - sponsoring & operating Bike Parking Area
- Half Moon Grow - sponsoring & operating Cannabis Zone







Reserved Parking

Reserved Parking

Reserved Parking

Reserved Parking

Stage

Open Area

Security

Security

Bike Parking

Activation Area

19

18

22

13

17

15

13

11

9

7

16

14

12

10

8

5

3

1

6

4

2



## Parking Plan

For Mavericks Festival 2023, we have lost the Oceano parking lot due to the RV Park.

Our goal is to help attendees have safe and easy parking, while mitigating any issues for commercial fisherman/tenants as well as neighborhoods

### **Two Main Areas**

- Renting land at HMB Airport, will hold ~700 cars
- C-1 & C-2 lots at Harbor, will hold ~250

### **Operations**

- CEF (Cabrillo Education Foundation) will be running both parking lots and we will make a large donation to them for that

### **Plan**

- No Coastal Commission permit needed (due to single-event temp parking plus not restricting access)
- Will work with Harbor team to alert permit holders via email 1 month prior, plus will post flyers in car windows 2 weeks prior
- Will utilize reserved parking area for bands, harbor team, ADA, harbor business employees, etc
- Access to dock will not be cut off for commercial fisherman
- Permit parking in north end of main lot still accessible





# Our Asks of the Board

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1. Approve increased reserved footprint for add'l area (C-1 + C-2 parking lots)
2. Will pay full permitting fee to cover associated costs