

ASSOCIATE BUSINESS MEMBERSHIP

ABOUT CAPITOLA VILLAGE AND WHARF

A quaint seaside village in the heart of the Monterey Bay, Capitola Village by the Sea, is one of the oldest vacation retreats on the Pacific Coast. Capitola's intimate beach is shielded on either end by cliffs, complimented by a 1,200 foot wharf offering boating, fishing, and sightseeing. **Capitola Village** merges with the beach, and visitors meander back and forth between village, wharf and beach, enjoying delectable dining, coffee houses and delis, unique shops and galleries, and a warm, sandy beach.

The Capitola Village and Wharf Business Improvement Area (BIA) is the primary marketing agent for the Village and Wharf businesses, with the goal of increasing tourism and promoting Capitola, enriching the lives of residents and visitors alike. Among the annual community events that draw visitors and locals are the Begonia Festival, Art and Wine Festival, Rod and Custom Car Show, the famous Wharf-to- Wharf race, and several local holiday-themed events.

ASSOCIATE BUSINESS MEMBER BENEFITS

For-profit and non-profit businesses in and around the Capitola Village and Wharf area are welcome to join the BIA as Associate Business Members, and support our efforts to promote and enhance Capitola business, cultural and economic vitality, benefiting visitors and residents alike. The BIA is continually working on new ways to increase the benefits for our members and associate members!

As a local business, you can join the Capitola Village and Wharf Business Improvement Area as an **Associate Business Member**, and receive the benefits that our general membership enjoys:

- Listing on www.capitolavillage.com with link to **your** website. Inclusion in our online Calendar of Events and Social Media Platforms: Facebook, Twitter, and Instagram.
- Advertisements in regional travel magazines and cooperative efforts with the Santa Cruz County Conference and Visitors Council promoting Capitola by advertising in print, on television, and radio.
- Participation in BIA sponsored contests promoted via social media, whereby members promote their business via gift certificates.
- Receipt of our monthly e-newsletter, including up-to-date news, feature business, upcoming events, and contests.
- Exposure through participation in all of the family-oriented annual community events that the BIA and Capitola/Soquel Chamber of Commerce sponsor, including local holiday events, such as the Sip and Strolls, Easter Egg Hunt, Halloween Parade, and Cookie Walk
- Member email, meeting and networking opportunities, including local businesses, government offices, and private agencies.

ASSOCIATE BUSINESS MEMBER FEES AND PROCESS

Associate Business Members pay a fee equivalent to the amount paid by similar assessed businesses for level of service received. Additionally, all Associate Business Members must be located in the city of Capitola and for-profit businesses shall have a valid Capitola Business License. Associate Business Members shall have the right to be voting members and sit on the Board as a Director, but shall not have the right to sit as an Officer.

PROCESS

Businesses wishing to become an Associate Business Member, supporting the promotion of Capitola, are invited to:

- Complete and submit an application to the BIA Board of Directors.
- The Associate Business Member Committee verifies the information provided, determines if the prospective member meets the guidelines and qualifications for Associate Membership, and confirms the appropriate business category.
- If the applicant satisfies the guidelines and qualifications, the Committee places the application before the Board of Directors at the next regularly scheduled meeting.
- The Board of Directors reviews the information provided by the Committee and considers a motion to accept the applicant as an Associate Business Member.
- Once the applicant is accepted by a majority vote of the Board of Directors, the annual membership dues are paid to the City of Capitola, based upon the approved Fee Schedule. Members joining after September 1st, will have their dues pro-rated.
- The membership is valid through June 30th each year, and will renew at the current rate of their assigned category annually.
- The Associate Membership will remain active unless canceled by the member business, or it becomes disqualified as an Associate Business Member by a majority vote of the Board of Directors.
- If an Associate Business Member resigns or is otherwise disqualified, paid annual dues are not refunded.