

CAPITOLA WHARF ENHANCEMENT PROJECT

“HELP US BE THE DIFFERENCE”



Mission: The Capitola Wharf Enhancement Project will raise funds to enhance the rebuilt Capitola Wharf.



Goal: Our goal is to provide funding to help create a welcoming destination that celebrates the rich history and natural beauty of Capitola, while also promoting economic growth and recreational inclusivity.



Goal cont. - In collaboration with the City of Capitola, we are committed to working with residents, businesses, and local organizations to ensure the Wharf remains a cherished gathering place and a source of pride for generations to come.



WHY



The wharf is the most iconic part of Capitola with a rich history



The wharf destruction from the January 5th storm was devastating to many people statewide



There was a huge outcry from the community to work with the city to **“Build it Back Better”**



Support for the wharf spans years, proven again in 2018 when Measure F was approved with 81% of the vote to help rebuild the wharf



**CWEP
LEADERSHIP
TEAM**

Carrie Arnone

Vicki Guinn

Carin Hanna

Laurie Hill

Gerry Jensen

Heidy Kellison

Christine McBroom

Scott McConville

Gayle Ortiz

Joe Palandrani



CWEP OUTREACH

- 1039 Survey responses
- Over 65 community members attended community meeting
- Partnership with Wharf to Wharf Race
- Informational table at Wednesday night evening concerts, Wharf to Wharf Race, Art & Wine
- Instagram site
- Website
- Volunteer solicitation through multiple platforms

COMMUNITY OUTREACH



Interpretive Signage

Better Lighting

Better Seating

Water Drinking
Station

Shaded Areas

Keep The
Iconic Look

More Family
Oriented

Artistic Features

Enhanced Fish
Cleaning Station

Binoculars Stations

Shower



THE CITY WHARF RESILIENCY PROJECT SUMMARY

- \$7.7M: Congress, 2016 Capitola sales tax, & state funds
- Widen the area closest to the shore from 20ft to 36ft
- Double the number of pilings to 120
- Replace the whole deck
- Replace all the railings

SUMMARY OF THE COMMUNITY'S NEW VISION

- **Replace all old lighting standards so they match**
- **Replace all old benches so they match**
- **Replace all old disposal cans**

THE COMMUNITY'S NEW VISION CONTINUED

- **Binoculars stations**
 - **ADA accessible**
 - **Usable for all ages**
 - **Educational opportunities for youth**
- **Bronze fish in deck as educational art**
- **Community-based mosaic art in locations**
 - **Community engagement opportunity**
 - **Building on the success of the “Sea Wall Tile Project”**
 - **Community ownership**

THE COMMUNITY'S NEW VISION CONTINUED

- **Shade/tables**
 - **ADA accessible**
- **Historical signage**
- **Water filling stations with foot wash**
- **Updated fish cleaning station**



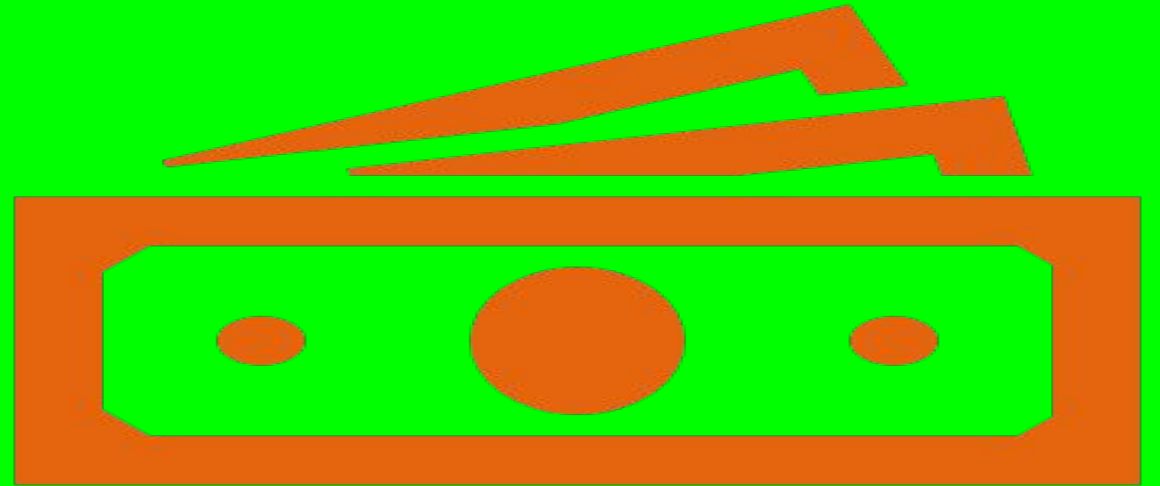
Images presented are for illustrative purposes only. Final determinations will be at the discretion of the Capitola Wharf Enhancement Project and the City of Capitola.



THE CAMPAIGN

Our goal is to raise \$250,000

Soft donation phase of the campaign is completed - Raised over \$150,000



APPRECIATION

- The AMAZING Community
- City Council
- City Staff
- Wharf 2 Wharf Race
- KSBW Channel 8
- Santa Cruz Sentinel
- Lookout Santa Cruz
- Capitola Soquel Times
- Santa Cruz Local
- Capitola Soquel Chamber





Support and Learn More

www.capitolavillage.com/wharf



WAY'S CONTRIBUTE

Online: www.capitolavillage.com/wharf

By check:

Pay to the order - Wharf to Wharf

Memo - For Capitola Wharf Enhancement Project

Address - P.O. Box 806, Capitola, Ca. 95010