



## **Capitola Village and Wharf Business Improvement Area (BIA)**

Mission statement: "To provide a unified organization to promote, stimulate and improve the business conditions in the designated area."

On behalf of the BIA, we are thrilled to extend a warm welcome to you as a new member of our vibrant community. As a business owner in our district, you play a crucial role in shaping the character and success of our area. Capitola Village is not just a collection of businesses; it's a hub of innovation, entrepreneurship, and community spirit. We believe in fostering connections, supporting local enterprises, and creating a thriving environment where businesses can flourish in the vibrancy of this charming coastal destination.

The BIA was formed by a City of Capitola Resolution and is renewed annually by the Capitola City Council (in June by public hearing). The Capitola City Council approves the budget of the BIA and sets the amount of membership dues that each business is assessed each fiscal year (July 1<sup>st</sup> - June 30<sup>th</sup>). BIA Membership is not optional as it is a city levied assessment (unique to each business category and billed by invoice each July, due in August).

The BIA has a member-elected Board of Directors representing each category of membership: Food Service, Retail, Office/Specialty, Short Term Rentals and Lodging. The Board of Directors meet on the second Thursday of every month except December. The meetings are held at 9am in the Community Room at Capitola City Hall and members are welcome to all meetings. Agendas and minutes are emailed to all members prior to each meeting.

Be sure to visit the BIA website [www.capitolavillage.com](http://www.capitolavillage.com). It is the top search on Google for Capitola Village and our Communications Management Team will be adding your business to it. You will be able to interact by editing photos and also link your business website. Please email [craignunes@gmail.com](mailto:craignunes@gmail.com) to get set up and instructions. Please email [admin@capitolavillagebia.com](mailto:admin@capitolavillagebia.com) with photos and especially notices of any sales or promotions which are great drivers of traffic on the website and BIA social media platforms.

The BIA creates the Capitola Village Brochures with Business directory and regular events which are distributed to Santa Cruz hotels, Visitor Centers and the San Jose and Monterey Airports. We maximize our promotional reach with advertisements in travel magazines and publications, creative social media engagement, informative and inviting monthly newsletters, TV advertising, holiday decorating and entertainment.

Throughout the year, we host various events, networking opportunities, and initiatives aimed at promoting collaboration and growth within our business community. Especially during the shoulder season, September – May, when promoting local events, festivals, and attractions can entice travelers looking for convenient accommodations in our lodging properties and short-term rentals. The rest of the businesses in the area benefit when lodging is full. We encourage you to get involved to maximize your success. We are currently expanding sub-committees for our Sip and Stroll events, Holiday Planning and Village Enhancement. We encouraged everyone to try to find time or enlist family or employees to help with events and projects as they come up.

As you settle into your new space, you may have questions about local regulations, need assistance with marketing your business, or simply want to connect with fellow entrepreneurs, the BIA is here to support you. A list of board members and Village Parking Permit information is attached. If you have any questions, please contact any board member.

Here are a few informational topics unique to business ownership in the Village:

- A. Signs:
  1. You must apply for a building sign with the city. Signs painted on windows are not subject to oversight by the city.
  2. Sidewalk signs are permitted within the village under specific rules. There is only one design allowed. The location of sidewalk signs is regulated by the city.
- B. Outdoor display of merchandise is not permitted in the Village.
- C. Parking:
  1. The city sells annual employee permits for parking in parking lot #2. Most businesses are eligible for 2 permits per year at a cost of \$50. Permits are renewed in January each year.
  2. There is a monthly permit available to employees.
  3. Between Thanksgiving Day and Christmas Day, we ask the city to allow free 3-hour parking in the Village. We ask that business owners and employees do not abuse this free parking. Parking is limited in the village. We need every space to be available for customers and visitors.

Sincerely,

Carin Hanna  
 Membership Secretary  
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 831-251-6230

<b>Capitola Village Business Dues by Category</b>	<b>0 - 5 employees</b>	<b>6 - 10 employees</b>	<b>More than 10 employees</b>
<b>Retail / Service</b>	<b>\$315</b>	<b>\$630</b>	<b>N/A</b>
<b>Restaurant Full Bar</b>	<b>N/A</b>	<b>\$720</b>	<b>\$1,080</b>
<b>Restaurant Beer and Wine</b>	<b>\$367.50</b>	<b>\$682.50</b>	<b>\$1,042.50</b>
<b>Restaurant No Alcohol</b>	<b>\$315</b>	<b>\$630</b>	<b>N/A</b>
	<b>Flat Fee</b>		
<b>Wine/Beer Service</b>	<b>\$315</b>		
<b>Office / Professional / Specialty</b>	<b>\$90</b>		
<b>Short-term Rental**</b>	<b>\$135</b>		
<b>Seasonal Food Service</b>	<b>\$210</b>		
	<b>Per Unit Fee</b>		
<b>Hotel / Motel / Inn</b>	<b>\$180 per unit</b>		