

Candidate Statement (200 words)

I'm running for Capitola city council to help our community recover from the COVID-19 pandemic and grow into an even better place to live, work, and play. In addition to operating my own small business, I've had the privilege of supporting our local businesses throughout the pandemic as a business advisor with the Santa Cruz County Small Business Development Center, and I will continue to work to ensure that our small businesses have everything they need to grow and prosper.

I have a long standing history of working with non-profit and government organizations including my current membership on the City of Capitola's Financial Advisory Committee, founding a non-profit to advocate for living wage jobs, overseeing multiple partnerships with local city and county governments through my work with the Santa Cruz SBDC and working to reduce food insecurity as a board member of the Second Harvest Food Bank. As your councilmember, I will support policies that help small businesses, promote affordable housing development and maintain the unique natural environment, culture and small town charm that makes Capitola such a wonderful place to live.

Visit www.PedersenforCapitola.com to learn more and don't hesitate to reach out if you have any questions!

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