

**CAPITOLA-SOQUEL CHAMBER OF COMMERCE & THE CITY OF CAPITOLA
PRESENT**

HOW CAPITOLA CAN MAINTAIN ITS ECONOMIC EDGE IN A CHANGING RETAIL ENVIRONMENT

Presented By: David Greensfelder
Greensfelder Commercial Real Estate
(Presenter In Urban Economics for the California League Of Cities)

THE PRESENTATION WILL ADDRESS THE FOLLOWING:

1. Being #1 in a competitive retail environment
2. Differences between commodity and specialty retailers
3. Takeover of former retail space by non-retailers
4. Longer term impacts of today's planning decisions

WEDNESDAY, FEBRUARY 26TH, 2014
7:00 PM TO 9:00 PM

CITY OF CAPITOLA COUNCIL CHAMBERS
420 CAPITOLA AVENUE
CAPITOLA, CA. 95010

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CHAMBER of COMMERCE



For more information contact the Capitola-Soquel Chamber of Commerce
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