



### **Are You Considering Opening a Business in Capitola Village?**

**Capitola Village offers a unique blend of charm, opportunity, and community spirit making it an appealing location for a variety of businesses looking to thrive in a dynamic, unique and welcoming environment.**

- **Unique Atmosphere:** Capitola Village boasts a charming and picturesque atmosphere with its colorful buildings, quaint shops, and stunning coastal views. Doing business in such a vibrant and inviting setting can enhance the overall experience for both customers and employees.
- **Tourist Destination:** As a popular tourist destination in California, Capitola Village attracts visitors from near and far throughout the year. This influx of tourists presents ample opportunities for businesses to capitalize on the steady stream of potential customers seeking shopping, dining, lodging and entertainment experiences.
- **High Foot Traffic:** The village's central location and pedestrian-friendly layout contribute to high foot traffic, especially during peak tourist seasons and weekends. Businesses located in Capitola Village can benefit from increased visibility and exposure to a diverse range of customers.
- **Strong Community Support:** Capitola Village has a tight-knit community that takes pride in supporting local businesses. By establishing a presence in the village, businesses can tap into this supportive network and build strong relationships with residents and fellow entrepreneurs.
- **Events and Festivals:** Throughout the year, Capitola Village hosts a variety of events and festivals, ranging from art fairs to music concerts. Participating in these community events can provide businesses with valuable opportunities to showcase their products or services, engage with customers, and generate additional revenue.
- **Scenic Location:** Situated along the picturesque Monterey Bay coastline, Capitola Village offers businesses and visitors breathtaking views and access to outdoor recreational activities such as beach outings, surfing, and kayaking. This natural beauty enhances the overall appeal of the area and can attract customers seeking leisure and relaxation.
- **Proximity to Amenities:** Despite its quaint ambiance, Capitola Village is conveniently located near major transportation hubs, dining establishments, accommodations, and attractions. This accessibility makes it an attractive destination for both locals and tourists alike, increasing the customer base for businesses operating in the area.

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

Membership in the Capitola Village and Wharf Business Improvement Association (BIA) offers significant benefits for entrepreneurs in the Capitola Village:

1. **Collective Advocacy:** The BIA serves as a unified voice for businesses in Capitola, advocating for their interests and concerns to local government, policymakers, and other stakeholders. By joining the BIA, businesses gain a platform to address issues such as infrastructure improvements, parking regulations, and economic development initiatives.
2. **Marketing and Promotion:** The BIA conducts marketing and promotional campaigns to raise awareness of Capitola as a destination for shopping, dining, and entertainment. Member businesses benefit from increased visibility through these initiatives, attracting more customers and boosting sales.
3. **Networking Opportunities:** The BIA offers committee participation where members can connect with other business owners, share insights and best practices, and forge mutually beneficial partnerships. These networking opportunities can lead to collaborations and opportunities to
4. **Access to Resources:** The BIA provides access to resources and support services designed to help businesses succeed. This may include assistance with navigating social media, obtaining permits or licenses when needed for events, or receiving important updates on relevant City topics.
5. **Community Engagement:** By participating in BIA-sponsored events and activities, businesses can actively engage with the local community, building relationships with residents, visitors, and other entrepreneurs. This involvement fosters a sense of belonging and demonstrates a commitment to the vibrancy and prosperity of Capitola Village.
6. **Special Events and Promotions:** The BIA organizes special events, promotions, and initiatives throughout the year to attract visitors and drive foot traffic to member businesses. These events, such as festivals, holiday celebrations, and promotions, create excitement and buzz in Capitola Village, resulting in increased sales and exposure for participating businesses.
7. **Information and Support:** The BIA serves as a valuable source of information and support for member businesses, providing updates on City news, events, and opportunities. Businesses can rely on the BIA as a resource for staying informed and connected within the Capitola community.

Overall, membership in the BIA offers businesses access to a wide range of benefits and resources aimed at supporting their success and contributing to the overall vitality of the Capitola business community.