



CAPITOLA VILLAGE

Business Improvement Association (BIA)



BUSINESS IMPROVEMENT ASSOCIATION

The Capitola Village and Wharf Business Improvement Association represents the collective voice of the business community within Capitola Village.

Established by local merchants, volunteers and contractors the BIA exists to promote, enhance, and preserve the economic and cultural vitality of this historic coastal district.

WHY THE BIA EXISTS

Capitola's business community has always played an active role in sharing the charm of the Village and welcoming visitors from near and far.

To build on that spirit, local merchants came together to form the Capitola Village and Wharf Business Improvement Association (BIA) — a self-funded, community-driven organization dedicated to keeping Capitola Village vibrant and thriving.

Today, the BIA remains the only dedicated marketing and beautification arm for Capitola Village, connecting visitors, supporting small businesses, and keeping the Village vibrant year-round.



WHAT WE DO



Marketing & Promotion

WE MANAGE THE BRAND PRESENCE OF CAPITOLA VILLAGE THROUGH PHOTOGRAPHY, VIDEO, SOCIAL MEDIA, NEWSLETTERS, BLOGS, AND DESTINATION MARKETING CAMPAIGNS THAT ATTRACT VISITORS YEAR-ROUND.

Community Events

WE PRODUCE AND SUPPORT EVENTS THAT DRIVE TOURISM AND FOOT TRAFFIC, SUCH AS THE SIPPING STROLL, BEYOND THE WHARF, AND OUTSTANDING IN THE FIELD.

Beautification & Maintenance

THE BIA FUNDS AND OVERSEES PROJECTS THAT ENHANCE THE VISITOR EXPERIENCE, INCLUDING PALM TREE LIGHTING, LANDSCAPING, AND SEASONAL DÉCOR.

Business Support

WE CONNECT BUSINESS OWNERS WITH LOCAL RESOURCES, CITY CONTACTS, AND MARKETING ASSISTANCE. WE ALSO PROVIDE A NETWORK FOR COLLABORATION AND COMMUNITY BUILDING AMONG MERCHANTS.

Economic Impact

OUR EFFORTS DIRECTLY SUPPORT LOCAL TOURISM, RETAIL, DINING, AND LODGING—CREATING RIPPLE EFFECTS THAT BENEFIT THE WIDER CAPITOLA ECONOMY.

A photograph of a long pier or breakwater structure extending into a blue body of water under a clear sky. The pier is constructed from numerous vertical wooden pilings and has several small buildings and structures on top. The entire image is covered with a semi-transparent blue overlay. In the foreground, there are blurred branches of a tree on the left and some foliage on the right. The text 'HOW WE OPERATE' is centered in a bold, white, sans-serif font.

HOW WE OPERATE

Funding Structure

THE CAPITOLA VILLAGE AND WHARF BUSINESS IMPROVEMENT ASSOCIATION (BIA) IS FUNDED BY ASSESSMENTS FROM APPROXIMATELY 80 LOCAL BUSINESSES AND 120 SHORT-TERM RENTALS WITHIN THE VILLAGE DISTRICT. THESE COLLECTIVE CONTRIBUTIONS ALLOW THE BIA TO INDEPENDENTLY MANAGE MARKETING, EVENTS, AND ENHANCEMENTS THAT BENEFIT THE ENTIRE COMMUNITY.

Partnerships & Collaboration

THE BIA OPERATES INDEPENDENTLY BUT MAINTAINS OPEN COMMUNICATION WITH THE CITY OF CAPITOLA, THE CAPITOLA-SOQUEL CHAMBER OF COMMERCE, AND VISIT SANTA CRUZ COUNTY. WHILE NOT FORMALLY FUNDED OR DIRECTED BY THESE ENTITIES, THE BIA'S MARKETING AND EVENTS OFTEN COMPLEMENT THEIR EFFORTS BY DRIVING VISITORS AND VISIBILITY TO THE CAPITOLA AREA.

Leadership & Management

THE BIA IS LED BY A VOLUNTEER BOARD OF DIRECTORS, SUPPORTED BY A VILLAGE AMBASSADOR AND A PROFESSIONAL MARKETING TEAM (OPPOSITE OF EAST) RESPONSIBLE FOR CREATIVE DIRECTION, COMMUNICATIONS.

Budget Allocation

NEARLY 97% OF THE BIA'S ANNUAL BUDGET IS DEDICATED TO MARKETING, EVENTS, AND BEAUTIFICATION PROJECTS—ENSURING THAT RESOURCES DIRECTLY SUPPORT VISIBILITY, TOURISM, AND THE ONGOING APPEAL OF CAPITOLA VILLAGE.

OUR MARKETING *Approach*

The Capitola Village & Wharf BIA manages all marketing organically, powered by creativity, consistency, and community connection rather than large ad budgets.

We focus on authentic storytelling that highlights the beauty, people, and experiences that make Capitola special.

Every image, post, and campaign is created locally, with the goal of keeping the Village top of mind year-round.



OUR CHANNELS



Social Media

DAILY MANAGEMENT OF FACEBOOK AND INSTAGRAM FEATURING LOCAL BUSINESSES, EVENTS, AND SEASONAL STORYTELLING CAMPAIGNS.

Email Marketing

MONTHLY NEWSLETTERS REACHING NEARLY 10,000 SUBSCRIBERS. SHARING VILLAGE UPDATES, ITINERARIES, AND BUSINESS HIGHLIGHTS.

Blog & Website Content

ONGOING STORIES THAT SUPPORT SEO, TOURISM VISIBILITY, AND LOCAL DISCOVERY.

Community Engagement

INTERACTIVE CAMPAIGNS AND USER-GENERATED CONTENT THAT BUILD LASTING CONNECTIONS BETWEEN LOCALS, VISITORS, AND THE BUSINESSES THAT DEFINE CAPITOLA.

2025 MARKETING ENGAGEMENT OVERVIEW

ALL RESULTS ARE ORGANIC — NO PAID ADVERTISING.

Current Audience Members

- FACEBOOK: ~27,000
- INSTAGRAM: ~28,500
- EMAIL SUBSCRIBERS: ~19,556

Annual Views & Reach

- FACEBOOK: ~4.2 MILLION IMPRESSIONS
- INSTAGRAM: ~2.2 MILLION IMPRESSIONS
- EMAIL: ~350,000 ANNUAL IMPRESSIONS

Takeaways

- OVER **7 MILLION** TOTAL ORGANIC IMPRESSIONS IN 2025
- STEADY **FOLLOWER GROWTH** ACROSS ALL CHANNELS
- ENGAGEMENT DRIVEN BY AUTHENTIC, COMMUNITY-CENTERED STORYTELLING
- **100% ORGANIC REACH — NO PAID ADS**
- CAPITOLA VILLAGE CONTINUES TO OUTPERFORM REGIONAL AVERAGES AND STRENGTHEN ITS REPUTATION AS A MUST-VISIT COASTAL DESTINATION

COMMUNITY CONNECTION



BEYOND MARKETING

Yes, we have a dedicated marketing and communications team supporting the work on the ground — but the real magic happens with the community online.

Behind every post, there's a community decades in the making. People who came here as kids now bring their own families. Visitors share memories of grandparents who spent summers on the beach or met their partners at the Wharf.

Our comment sections have become story threads — living testimonials that keep Capitola's legacy alive and relevant. Every story, share, and tag becomes a conversion: a plan to visit again, book a stay, or bring someone new.

This is what makes our marketing different:
It's not just reach — it's relationship.



Yolanda Martinez
See you next summer 🙌



Richard Chapel Stephan
Venitian Court...my home in the late 70's...Special Times



Buni Panick
Every thing is better in Capitola.



Rachel Coston
Love the yellow cottage. Many memories there



Steve Rozzi
Our family used to stay in #4 in front



Joy Cade
I literally live on a tropical island, and sights of Capitola still make me swoon ❤️

A man and a woman are sitting on a wooden pier, looking out at the ocean. The man is wearing a dark t-shirt and light-colored pants, and the woman is wearing a white tank top and dark pants. They are both holding drinks. The pier is made of weathered wooden posts. In the background, there is a sandy beach with some people walking, and the ocean with waves breaking. The sky is blue with a few birds flying. The text "SMALL TEAM. BIG IMPACT." is overlaid in the center of the image in a bold, white, sans-serif font.

SMALL TEAM. BIG IMPACT.

ECONOMIC & COMMUNITY IMPACT

Short-Term Rentals & Local Economy

- Short-term rentals, which make up one of the largest portions of BIA membership, contribute approximately one-third of the City's Transient Occupancy Tax (TOT) revenue — about \$660,000 of the City's \$2 million total.
- This estimate does not include major Village properties like The Venetian Hotel, Depot Inn, or Capitola Hotel, meaning the true contribution from the Village is even higher.
- Visitor stays generated through BIA marketing campaigns directly increase TOT, sales tax, and local business revenue throughout the city.

Business-Led Giving & Community Support

Beyond their assessments and volunteer hours, BIA business owners consistently give back — donating time, funds, and energy to local causes year-round.

Regular recipients and initiatives include:

- Keep Capitola Salty (Capitola Beach Company) – monthly business-led beach cleanups funded by owners themselves.
- Veteran Surf Alliance & Operation Surf Santa Cruz – supporting veteran ocean therapy programs.
- FLOW (For Love of Water) – ocean conservation education and outreach.
- Jacob's Heart – children's cancer support and family resources.
- Angel Tree & Second Harvest Food Bank – holiday giving and food insecurity relief.
- Local Schools & Churches – sponsorships, donations, and participation in community events.



OUR IMPACT EXTENDS FAR BEYOND THE VILLAGE.

Even without a city-funded marketing arm, our small district generates roughly a third of Capitola's TOT revenue and continually gives back through direct community action.

The Village isn't just a destination, it's a driving force behind the city's economy and its heart.

Our Work Lifts the Whole City.

When we market the Village, we market Capitola.
Visitors who see our content don't just visit the beach, they fill hotels,
eat at restaurants, and shop throughout the city.

Our two-block district drives an outsized share of the city's tourism
revenue and keeps Capitola top of mind for travelers statewide.



**CAPITOLA VILLAGE IS MORE
THAN TWO BLOCKS — IT'S THE
BRAND OF CAPITOLA**

Thank You to Our Small and Mighty Team

BOARD LEADERSHIP

CHAIR

Anthony Guajardo
Mijo's Taqueria

VICE CHAIR

Craig Nunes
Venetian Residences Short-Term
Rentals

COMMUNICATIONS MANAGER

Opposite of East

CITY COUNCIL LIAISON

Rotating

MEMBERSHIP SECRETARY

Carin Hanna
Craft Gallery

TREASURER

Devon Salter
Capitola Reef

VILLAGE AMBASSADOR

Karin Anderson

VILLAGE WEBMASTER

Craig Nunes
Venetian Residences Short-Term
Rentals

BOARD MEMBERS

Matt Arthur, Capitola Beach Company
Amy Bowman, Homeless Garden Project Store
AnnMarie Conrad, Capitola Wine Bar & Merchants
Janelle Cox, Venetian Residences Short-Term Rentals
Josh Fisher, Left Coast Sausage Works
Evelyn Flores, Venetian Hotel
Vicki Guinn, David Lyng Real Estate
Tatiana Lima, Euphoria Rio Mix
Leslie Nielsen, Cliff Drive Short-Term Rentals
Melissa Serriteno, Caruso's Tuscan Cuisine