

March 11th, 2025

To: City of Capitola

Business Plan for Pete's Liquor License Upgrade

Pete's is applying for an upgrade from a beer and wine (Type 41) license to a full liquor (Type 47) license. Sunset Hospitality has successfully managed Margaritaville, located below Pete's, for the past ten years, demonstrating a commitment to responsible and cooperative business practices. Since opening in 2024, Pete's has aimed to enhance the local food and beverage scene, and a liquor license will allow for a more complete dining experience with craft cocktails and premium spirits. This upgrade will attract a broader customer base, support local businesses, and create new job opportunities while maintaining strict compliance with all alcohol regulations, staff training, and community engagement. With a focus on responsible service and positive economic impact, we respectfully request the City of Capitola's approval of this application.

Sincerely,



Kat Cannon
Sunset Hospitality Group
Operations
831.476.2263