

**SANTA
CRUZ
COUNTY** CALIFORNIA

CAPITOLA UPDATE

Terence Concannon CATP



A NEW CEO

Over 24 years of experience in hospitality and tourism

Most recently President & CEO for Go Lake Havasu

Branded and independent hotels

Operations, sales & marketing, community engagement

Dedicated to Equity, Diversity and Inclusion

Tourism Geek



A FRESH OUTLOOK

ENGAGEMENT WITH

Elected officials, county & city leadership

Stakeholder businesses & strategic partners

County and city chambers of commerce

COMMITMENT TO

All cities, communities and unincorporated areas

Attracting visitors: domestic & international

Improving the quality of life for all residents



A RENEWED COMMITMENT TO CAPITOLA

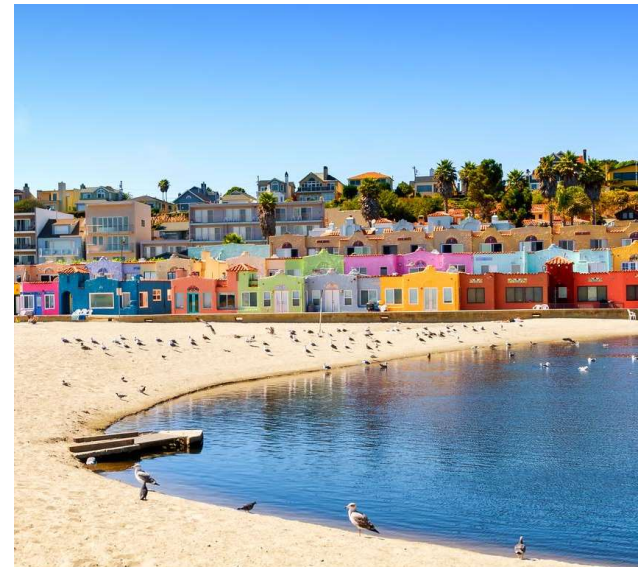
Work with chamber to educate and promote

Celebrate the assets of Capitola

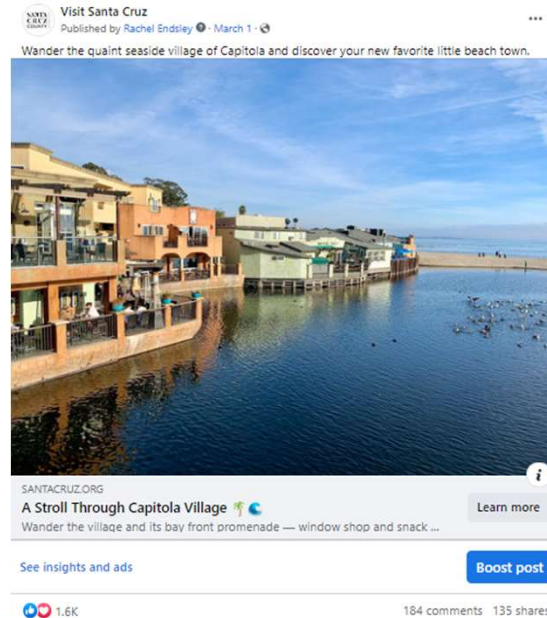
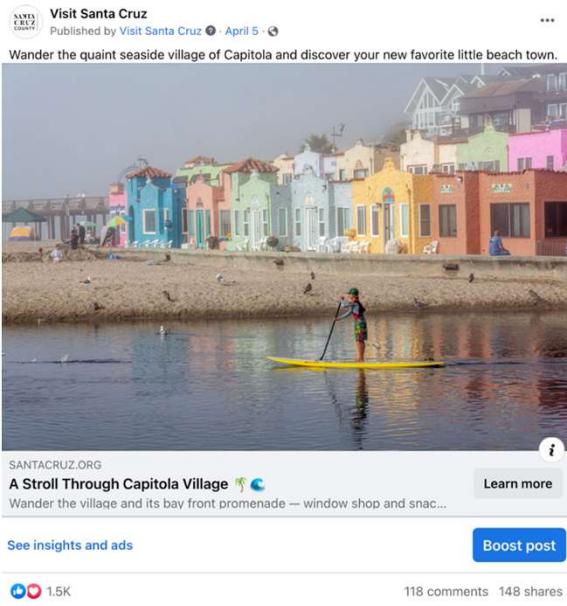
Regular updates to City Council

Engagement with the community, stakeholders & the

Capitola & Wharf BIA



RECENT CONTENT : SOCIAL MEDIA

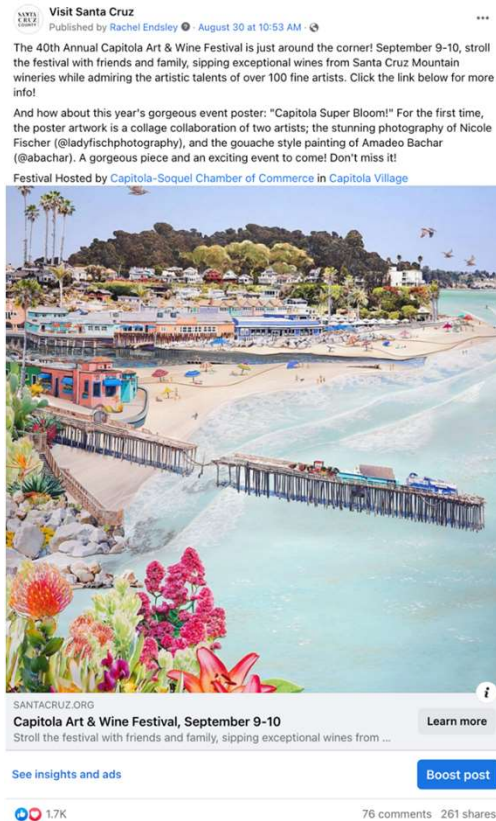


A Stroll Through Capitola Village

This ad was shared in two versions (A/B) and received:

- Over 4,069 link clicks
- 3,000 likes
- 302 comments
- 283 shares
- and reached over 183k accounts.

RECENT CONTENT : SOCIAL MEDIA




Facebook Ad & Post: Capitola Art & Wine Festival


Shared this event a week prior to the event date, this post received

- over 2,753 link clicks and
- sparked 76 comments
- and 261 shares.


RECENT CONTENT : SOCIAL MEDIA

 **Visit Santa Cruz**
Sponsored (demo) · 🌐

Don't miss these Free Summer Concerts & Movies in Santa Cruz County!



SANTACRUZ.ORG
2023 Free Summer Concerts & Movies Lineup [Learn more](#)
Free concerts and movies by the beach, music in the park, and more...

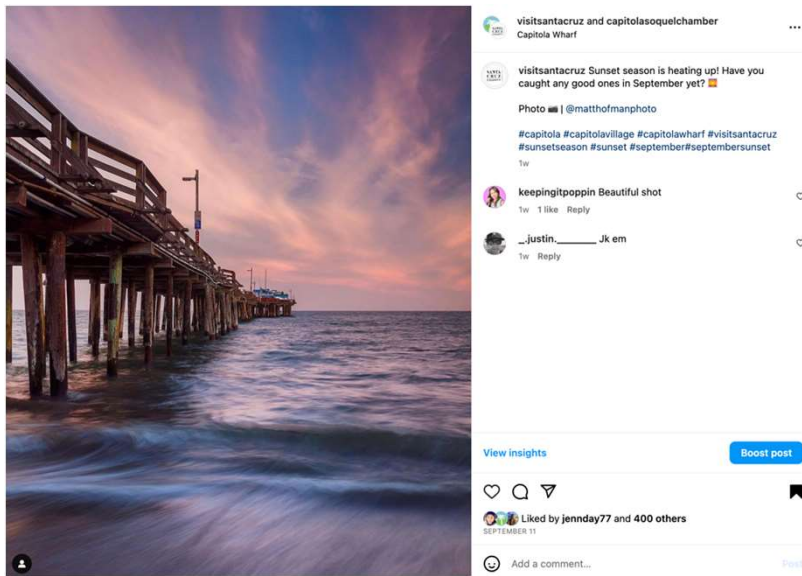
 1.5K 188 comments 432 shares

Facebook Ad & Post: 2023 Free Summer Concerts & Movies

Capitola's Twilight Concerts led the way for the Free Summer Concerts & Movies Facebook and Instagram ads, posts, reels and stories for Summer 2023.

Here is one of the many ads/posts that shared Capitola's Twilight Concerts, Sunday Art & Music at the Beach, Movies at the Beach, and many other free summer movies and music around Santa Cruz County.

RECENT CONTENT : SOCIAL MEDIA



Wharf Love

We have shared many posts in the last few months featuring the Capitola Wharf.

Both scenic photos, and information on the Capitola Wharf Resiliency and Public Access Improvement Project

SANTA CRUZ COUNTY Visit Santa Cruz County
3,224 followers
5d · Edited · 🌐

Capitola Wharf Resiliency Project Groundbreaking Event

The [City of Capitola, California](#) is thrilled to announce a groundbreaking event on Friday, September 22 at 2:30 p.m. at the base of the Wharf. This event will celebrate the start of construction on the long-awaited Capitola Wharf Resiliency and Public Access Improvement Project, Phase 2, which includes repairs to storm damage suffered in early 2023.

We look forward to the changes coming soon the beloved Capitola Wharf and [Village!](#)




Capitola looks forward to groundbreaking ceremony for the Wharf Resiliency Project – KION546

kion546.com · 2 min read

RECENT CONTENT : SOCIAL MEDIA

Visit Santa Cruz
Published by Rachel Endsley · August 28 at 6:10 PM · 🌐

Enjoy the sunshine & view: Here's your Guide to the Top Patios in Santa Cruz County.



SANTACRUZ.ORG
Dine Al Fresco: Top Patios in Santa Cruz County
From beachfront decks to secret garden patios, the following al fresco s...

[Learn more](#)

[See insights and ads](#) [Boost post](#)

👍❤️ 727 36 comments 71 shares


Facebook Ads & Social Posts with Capitola as the Hero Image

Dine Al Fresco: Top Patios in Santa Cruz County is one of our most popular blogs. The piece mentions Zelda's, Paradise Beach Grille, Margaritaville, Capitola Bar and Grill Gayle's Bakery, and Shadowbrook.

Another Capitola Village hero shot is often used for Dining with World-Class Views which features several Capitola Village restaurants, including Shadowbrook.

Visit Santa Cruz
Published by Rachel Endsley · August 16 · 🌐

Dine with World-Class Views: Here are some of the best restaurants with jaw-dropping views in Santa Cruz County:



SANTACRUZ.ORG
DINE WITH A VIEW IN SANTA CRUZ COUNTY
With miles of Monterey Bay coastline and monumental redwood forests, ...

[Learn more](#)

[See insights and ads](#) [Boost post](#)

👍❤️ 48 2 shares

RECENT CONTENT : VSCC BLOG

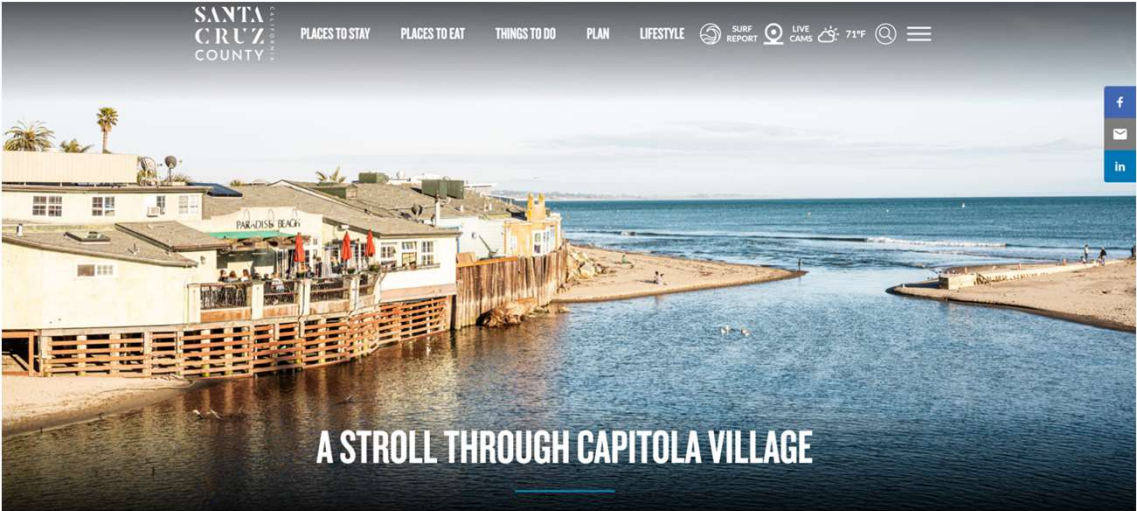
Several blog stories, including:

- Dining with World-Class Views
- 2023 Free Summer Movies & Concerts
- Dine Al Fresco: Top 20+ Patios in Santa Cruz County
- A Stroll Through Capitola Village

Other Recent Notable Capitola Features:

Capitola Rod & Custom Classic Car Show
Social posts/photography/video content. Posted to [Instagram](#) and [TikTok](#), as well as gathered content for future event promotion

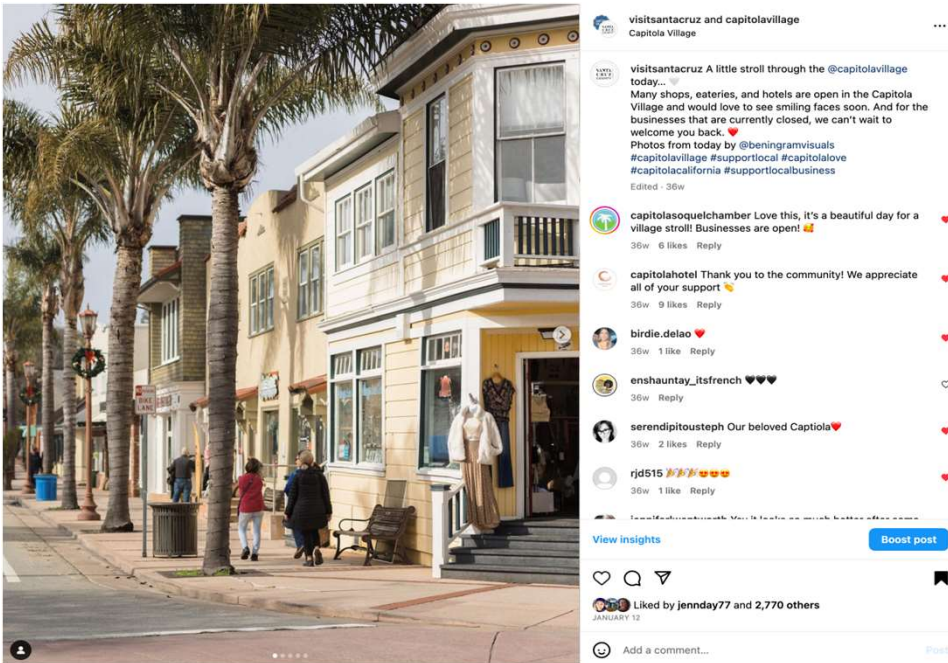
Capitola Art & Wine Festival
Posted to TikTok post, as well as gathered content for future use of event promotion.



The quaint seaside village of Capitola began as a humble tent camp along the shore of the Monterey Bay. Camp Capitola, as it was known, welcomed its first guests in 1874 making it the first beach resort in California. A few years later, it premiered a magnificent wood-frame Victorian hotel — Hotel Capitola — that echoed grand contemporaries like the Hotel Del Coronado in San Diego and San Francisco’s original Cliff House. The hotel succumbed to fire in 1929, but the romance of the original beach resort still exists in the colorful, seaside shops and restaurants tucked into a hillside along Soquel Creek. Wandering the village and its bay front promenade — window shopping and snacking along the way — is a quintessential part of any Santa Cruz experience.



RECENT CONTENT : PHOTOGRAPHY



January 12, 2023

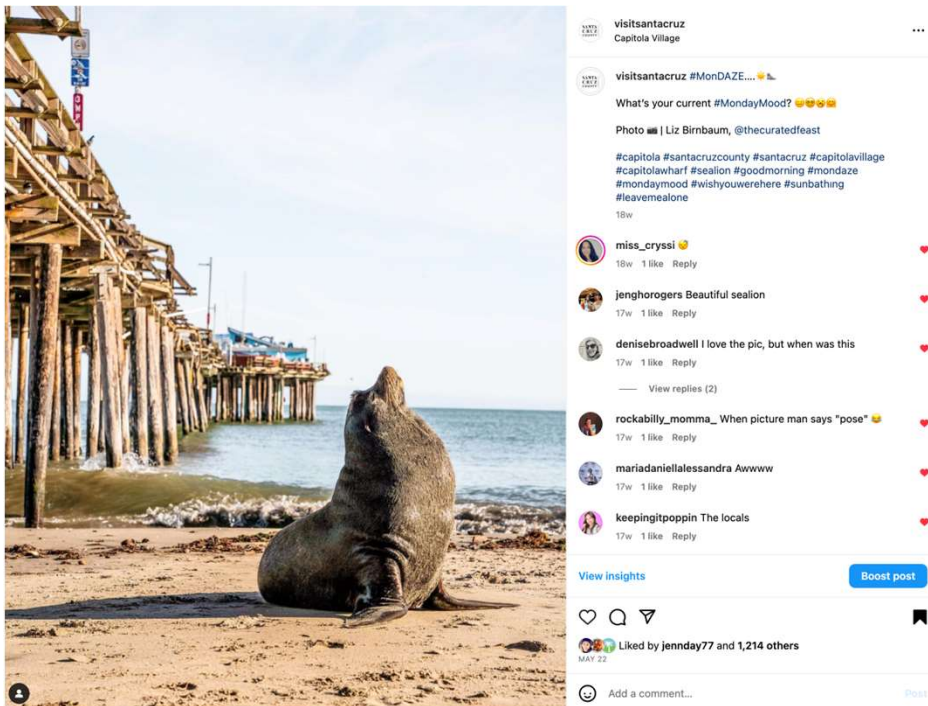
The news and media left many to believe the Capitola Village was inhabitable, “washed away,” and closed for business indefinitely.

Our photographer Ben Ingram took these shots that showed many businesses open and the vibrancy of the Village still shining.

We posted several of the photos to social media the same day.

The Capitola Village businesses were so grateful for the promotion as many businesses were eager to welcome back visitors and locals.

RECENT CONTENT : PHOTOGRAPHY



April 2023

Our other talented photographer, Liz Birnbaum captured images from Capitola, and she took several outstanding shots, including the one seen here.

Several of these photos have been used across our website, in blogs, in social media posts, and come 2024, in our annual calendar.



RESULTS

- : EXPERIENTIAL
- : INNOVATIVE
- : EQUITABLE
- : ACHIEVABLE
- : REVENUE-FACING



SANTA CRUZ COUNTY CALIFORNIA

THANK YOU.
Terence Concannon, CATP

