

Gautho, Julia

From: Narendra Dev <naren_private@yahoo.com>
Sent: Monday, May 26, 2025 7:48 PM
To: citymanager@ci.capitola.ca.us; City Council
Subject: feedback on the FY 25-26 budget and 25-29 Strategic Plan

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Hello City Manager & City Council,

I have some feedback on the FY 25-26 budget and 25-29 Strategic Plan.

I looked at the Sales tax by Geography

41st Ave. corridor 82.6%

Capitola Village 7.4%

Upper Village 7.5%

Light industrial Distr. 2.5%

I feel (I may be wrong) that 41st Ave. corridor sales are mainly to Capitola residents. Capitola Village revenues are mainly to tourists.

So my question goes back to the Strategic plan.

We have four stakeholder constituents in Capitola whom we should be satisfying and catering to.

1. Our Capitola residents
2. Our Capitola businesses
3. Our Capitola tourists
4. Our County residents, living in the neighborhood of Capitola.

The fact that 82% of our Sales tax revenue comes from 41st. and only 7.4% comes from Capitola Village seems to indicate that residents have been prioritized over businesses.

I feel that residents and business should be equal priority. That way we can service our third constituent - tourists.

If we focused more on business and tourists, we would have a major 5 star hotel on the waterfront. That would be a great anchor, bringing in tourists like 'The Inn at Spanish Bar' at Pebble Beach.

A bigger focus on business would make a big difference to the revenue side of the budget. Obviously, we have to invest too, to bring in more business.

That is my feedback on the FY 25-26 budget and 25-29 Strategic Plan.

Regards, Naren
Narendra Dev
4820 Opal Cliff Dr. #202, Capitola

Mobile: +1 408 771 8088,
eMail: naren_private@yahoo.com