



FOR IMMEDIATE RELEASE

September 14, 2010

MEDIA ADVISORY ***Capitola receives Target Permit Application For Capitola Mall***

City of Capitola
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WHAT: The City of Capitola will announce the receipt of a permit application from Target Corporation to fill the vacant Gottschalks retail space at the Capitola Mall.

WHEN: 11:15 am, Monday, September 13, 2010.

WHERE: City Hall, 420 Capitola Avenue.

WHO: **1)** Members of the Capitola City Council, **2)** Toni Castro, Executive Director, Capitola-Soquel Chamber of Commerce, **3)** Jamie Goldstein, City Manager, **4)** Derek Johnson, Community Development Director.

MEDIA CONTACT: Jamie Goldstein City Manager, (831)475-7300 jgoldstein@ci.capitola.ca.us.

BACKGROUND: The City of Capitola announced today that it has received an application from Minneapolis-based Target to renovate approximately 100,000 ft² of existing retail space in the Capitola Mall. The proposal involves interior renovations to the building previously occupied by Gottschalks. In addition, Target is proposing exterior upgrades to the building's façade. Gottschalks was in Capitola for 19 years before closing in April 2009.

The City of Capitola established the 41st Avenue Corridor in the 1970's as a primary regional retail destination in Sana Cruz County. The application by Target is encouraging news to Capitola who has actively worked with the business community to identify public/private partnerships to strengthen the 41st Avenue Corridor. A September 2009 economic report commissioned by the City recommended a series of strategic steps to promote economic development. Specific report recommendations included: the active recruitment of tenants for anchor store sites, and working with the Capitola-Soquel Chamber of Commerce to leverage new stores to complement and enhance the existing retail environment.

Toni Castro, Executive Director of the Chamber of Commerce noted that, "*We are delighted that Target is interested in coming to Capitola. The Chamber has as long history of working cooperatively with both our local mom-and-pop establishments, regional retailers, as well as the City of Capitola. I am glad our recent hard work is paying dividends. We would welcome Target*

and hope they could become an active participant in the Chamber's efforts to improve and build our community."

City Manager, Jamie Goldstein noted:"*The City of Capitola has an active economic development program that operates in partnership with the business community to retain and attract businesses. Target's application is a positive opportunity for the City and its residents to consider a retailer that can offer both needed jobs, and products at affordable prices".*

Target's application will be considered by the City's Planning Commission at a hearing scheduled for October 7, 2010 at City Hall.

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