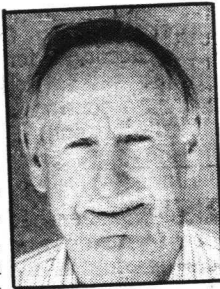


Chamber commends Holcomb Corp.

Natural beauty, community concern earn Seascape Resort business of the year

By **DONNA KIMURA**
Sentinel staff writer

APTOS — The Holcomb Corp., builders of the Seascape Resort & Conference Center, has been named business of the year by the Aptos Chamber of Commerce.



Holcomb

The family-owned and operated Holcomb Corp. has been in Aptos since 1969.

Chuck Holcomb is the architect and general contractor of the resort, and his son, Mark, is president of the Holcomb Corp. and managing general partner of the resort.

They will be honored Oct. 13 at the 65th annual dinner of the Aptos Chamber of Commerce.

The resort opened in the summer of 1993 and has since hosted about 1,500 conference groups and events. Close to 67,000 people have stayed as hotel guests; 168,000 meals have been served; and 200 couples have been married.

Economically, the resort has meant roughly \$1 million to Santa Cruz County in tax revenue.

The resort is completing a second phase of development. In a few weeks, the total number of rooms will be 123, Mark Holcomb said.

The appeal of the resort, he said, is the scenic beauty of the nearby beach and area. The resort averages a 72 percent occupancy rate, according to Holcomb.

Soon after the resort opened, it received a Golden Nugget award

by the Pacific Coast Builders Conference in the hotel category. The award recognized the resort's efforts to preserve the natural surroundings and use unobtrusive architecture, chamber officials said.

To come up with an earth tone for the exterior, Chuck Holcomb worked to incorporate the resort into the beachfront setting. He even picked up a fistful of sand and made sure the paint matched.

Located at Summer Avenue and Seascape Boulevard, the resort is the first oceanfront hotel to be built in the county in 20 years.

It was developed after 17 years of planning and protests by nearby residents who originally objected to the area being developed.

The chamber is recognizing the Holcomb Corporation for working with the concerns of county planning officials and the community.

The business donated a nine-acre park with beach-access trails, restrooms and a parking area for 60 cars. A fire truck was also purchased for the Aptos/La Selva Fire Protection District.

The 65th Anniversary Annual Dinner & Auction of the Aptos Chamber of Commerce will be held Oct. 13, beginning at 5:30 p.m. at the Seascape Resort & Conference Center. The man and woman of the year will be announced that evening. Reservations to the \$30 per person dinner are required. For more information, call the chamber at 688-1467.