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he owns near the beach. This provided him with enough ready cash to help finance the purchase of the 16-acre lot on Scotts Valley Drive and also helped reduce the debt he will incur.

Bergstrom also gave more detail of how he happened to acquire the property and how it was he will end up in Scotts Valley.

Indicative of his independent nature, Bergstrom said he never talked with Scotts Valley officials about his plans to move, even though he was going to be providing them with close to a million dollars in sales tax revenue alone, not to mention the more than \$50,000 a year in business fees he will be paying for his estimated 100 employees.

Bergstrom said he expects to appear before the Scotts Valley Planning Department on August 22 to receive the necessary permits to begin grading the land and construction of the new building.

According to Bergstrom it was a fortunate accident that he will be in relocating in this city. He still maintains that he intended to stay in Santa Cruz but was unable to find someone from whom to purchase the necessary land.

He said the move came together shortly after selling his land to the Seaside Co. and purchasing the Subaru dealership, along with some land in the new Auto Row development in Capitola.



Steve Bergstrom

Bergstrom said he received a call from a woman in Scotts Valley who had read about his purchase and consequent search for land. He said she invited him to tour her 16 acres of land, situated on an abandoned quarry, and offered to sell him the property.

Within 72 hours of the tour, Bergstrom said, the two had struck a deal and closed escrow. He declined to say what he had paid for the property.

Asked if he always did business in such a rapid and unplanned manner, Bergstrom only laughed and answered "yes."

"It really was unplanned," he said, "we do things very quickly. We sell cars the same way."