



Santa Cruz County Chambers combine to cut the ribbon at Capitola Mall's Target.

# TARGET FILLS VOID IN CAPITOLA

Opening brings hope to local businesses and city leaders

By Noel Smith

✓ **A**n unusually positive attitude towards big business filled the Capitola Mall as the Chambers of Commerce in Santa Cruz County representing Capitola Soquel, Santa Cruz, Watsonville, Scotts Valley and

Aptos cut the ribbon to the new Target Store. Much is expected of the new two-story Target by the City of Capitola in increased sales tax revenue and by the Mall's owner Macerich in drawing in new tenants for those empty retail spaces that exist throughout the complex.

Making known it wants to become a well regarded and an integral part of the community, Target made a generous first step. Store manager Valerie Custodio announced \$7,000 in donations: \$2,000 to Soquel Elementary, \$2,000 to the Soquel Union School District, \$2,000 to

the Tannery Arts Center in Santa Cruz, and \$1,000 to the Capitola Police Department to fund National Night Out Aug. 7 from 5-7:30 p.m. at Jade Street Park. Target also donated to this year's Wharf to Wharf.

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## CoverStory

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The ribbon cutting took place in front of Target's mall entrance with representatives from all the Chambers, the city of Capitola, Target and Macerich taking part. After the ceremony, attendees lined up to a festive selection of food at a nominal \$5 in the Mall's courtyard.

The store is one of the largest employers in mid-county with its 300 employees; some having transferred from the Watsonville store to be closer to home. The new Capitola store takes the place of Gottschalks department store in the mall, which closed its doors three years ago. The store occupies approximately 100,000 square feet, which is about 30,000 square feet smaller than Target's Watsonville store on Main Street.

The store itself is a departure from the traditional Target model in that it covers two stories. Women's clothes and the food section are some of the departments on the ground floor along with a pharmacy and Starbucks while, electronics, entertainment and the men's department can be found on the second floor. Target will carry more clothing and beach items as it tailors its store to the community. Escalators and elevators connect the two levels with parking lots on both levels just outside the south entrance.

Target district manager Robert Trujillo said that the store could add \$5 million to \$10 million per year to the tax base making Capitola mayor Michael Termini hopeful for the City's budget. ■

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Capitola Target Store in the Capitola Mall, 1855 41st Ave., Capitola, in former Gottschalks location next to Clares Street

Store size: 100,000 square feet on two levels with parking for both levels

Target Store manager: Valerie Custodio

Number of employees: 300

Grand opening all day Sunday, July 29

Store Hours: 8 a.m. to 10 p.m. Monday – Saturday. 8 a.m. to 9 p.m. Sunday. Doors from Target to Capitola Mall close M-F 9 p.m. – Sat. 8 p.m. – Sun 7 p.m.

Store information: 227-2101, [www.target.com](http://www.target.com) or [www.shopcapitolamall.com](http://www.shopcapitolamall.com)

The [New Target] store is one of the largest employers in mid-county with its 300 employees; some having transferred from the Watsonville store to be closer to home.



The Entrance to Target, across from the two-story parking garage.

Photo Credit: Noel Smith



Mary Hay of the Capitola Chamber and Marsha Strong-Smith wander the mall after attending the Target ribbon cutting.

Photo Credit: Noel Smith