

\$100,000 campaign planned for Wingspread

By KATHARINE BALL
STAFF WRITER

Wingspread supporters may spend as much as \$100,000 to hold on to a slim margin of victory they are already claiming.

Rowland Rebele, chairman of "Yes on A," the pro-Wingspread group, said today a specially commissioned poll taken in January showed 50 percent of Santa Cruz County residents favored the hotel-conference

center-performing arts complex that developer Ryland Kelley wants to build on a 72-acre field on the coast opposite Cabrillo College.

The poll of 500 residents in all areas of the county showed 31 percent oppose Wingspread, while 19 percent are undecided. The poll had a margin of error of plus or minus 5 percent.

In the same poll, asked a slightly different question, 53 percent of the respondents said they would vote in favor of

Measure A.

The poll was conducted by the San Francisco market research firm of Corey, Canapary & Galanis.

Rebele said support for the project was highest in Mid-county supervisorial District 2, where it will be built, with 54 percent of those surveyed favoring it.

District 5 (San Lorenzo Valley-Scotts Valley) favored Wingspread by 52 percent; and

District 4 (Pajaro Valley) showed 51 percent in favor. 46 percent of Live Oak-Soquel residents said they favored the project, and 44 percent of residents of District 3, Gary Patton's territory, favored it.

Rebele said he ascribed Wingspread's poor showing in District 3 to Patton's strong opposition to the project, but said he could not explain the negative reading in Live Oak, which is represented by Dan

Forbus, who supports Wingspread.

Rebele said the poll showed support for the project increased after developer Kelley sweetened the public benefit pot by adding sports fields, including one to be built at Aptos High School, and reduced the size of the hotel from 900 to 468 rooms.

Rebele said the pro-Wingspread campaign will target the 19 percent of voters shown to be undecided, and that the

costs of advertising, direct mail campaign literature and radio spots "certainly could go over \$100,000."

Rebele said Kelley's firm of Hare, Brewer and Kelley "will be one of the prime givers in that."

Rebele said it was a "mistaken idea" to believe the Porter-Sesnon site could remain as open space, and that Kelley would turn it into an RV park if he can't get approval for Wingspread.

REFERENCE

WATSONVILLE
REGISTER-Pajaronian
April 11, 1988