

Emily Reilly, owner of Emily's Good Things To Eat since 1981, is taking over the kiosk in front of Bookshop Santa Cruz.

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Emily's, Asana apply to expand on Pacific

Pacific Avenue

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Businesses want to take over vacated kiosks

By J.M. BROWN

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SANTA CRUZ — The city-owned kiosks on Pacific Avenue may be tiny, but two businesses think they would be just perfect for expanding.

Today, the City Council will vote on a lease application from former Mayor Emily Reilly, owner of Emily's Good Things to Eat bakery, to open a satellite operation inside the kiosk in front of Bookshop Santa Cruz. The Bonny Doon Flower Company, which has held the tiny station for seven years, is vacating to focus on a Westside expansion.

"I've always loved the idea of having a presence on Pacific Avenue," Reilly said. "(The opening) came at a time when I'm really interested in doing something a little different with the bakery."

The city's Redevelopment Agency installed four kiosks on Pacific Avenue nearly 20 years ago as an affordable way to increase the visibility of businesses after the Loma Prieta earthquake. The minimum monthly rent for each kiosk

is \$150 or 6 percent of sales up to \$500, and the stands are generally required to stay open seven hours a day for five to six days per week.

Reilly's proposed satellite operation isn't the only one under consideration: Asana Teas, 103 Lincoln St., wants to take over the kiosk at 1130 Pacific Ave., the one formerly occupied by Alfresco. Because the kiosk is just 200 feet from her side-street shop, owner Shanna Casey hopes it will create more exposure for her business, which also sells coffee and baked goods.

"We're not always seen with the tourist traffic on Pacific Avenue," said Casey, who next month will mark two years of struggling against an uphill economy. "We are expanding in general because it might help us out. We are still working on profiting."

Teresa Sabankaya, owner of Bonny Doon Flower Company, can certainly understand that sentiment.

Even amid the economic slump, the kiosk at 1520 Pacific Ave. has brought



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Shanna Casey, owner of Asana Tea room at 103 Lincoln St. — a few doors off Pacific Avenue in downtown Santa Cruz — is hoping to open a mini tea service in the kiosk in front of New Leaf Market on Pacific Avenue.

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her a lot of loyal business. But Sabankaya said she couldn't financially handle selling "bucket bouquets" downtown in addition to man-

aging her recent expansion at New Leaf's Westside location.

"I'm going to miss being down there," she said. "I would not be where I am today without it."

For Reilly, who plans on working at her satellite station, the expansion is an opportunity to serve as an ambassador to tourists and cater to downtown work-

ers. She plans on selling cookies, muffins, croissants and maybe sandwiches, all of which can be quickly replenished from her Mission Street bakery.

"The staff is really excited about doing something different, to learn more about how to run a business," she said. "I get to mentor them in a different way."