

La Bahia Hotel



PROJECT SUMMARY

Proposed Project: 125 high quality (★★★★) rooms
201 on-site parking spaces (No neighborhood parking impact)
5,300 sq. ft. of meeting space (about the same size as UCSC Inn)
Public restaurant & wine bar
Classic Spanish-revival architecture with quality finishes and materials

Location: 215 Beach Street (between the Wharf and Boardwalk), Santa Cruz, CA 95060

COMMUNITY BENEFITS

Construction:

- Developers are committed to hiring local and union contractors.
- Character-defining Spanish revival elements will be incorporated in the new design.
- Original tiled bell tower will be reinstalled on the new building.
- New building will meet all earthquake and wheel chair accessible codes.
- Project will bring new construction jobs and economic benefits to the City.
- Quality project provides a new vision for the Beach area, inspiring additional investment.
- Green, environment-friendly building will be LEED certified (Leadership in Energy and Environmental Design: the nationally recognized standard for green building practices.)

NEW Funds Generated Directly:

- \$600,000 annually in hotel tax, which goes to the City's general fund (public safety, parks, community services) and Capital Improvement Program.
- Significant contributions toward operating a Beach Cable Car Shuttle.
- \$450,000 per year in property tax to the City's general fund.
- Estimated \$135,000 per year in sales tax to the City (from sales at Restaurant/Gift Store)
- \$218,000 annually to Santa Cruz City Redevelopment Agency, earmarked for affordable housing and economic development.
- 102 new local year-round jobs (72 full-time, 30 part-time)
- \$ 210,000 per year in property tax earmarked specifically for local school districts

Advantages:

- Privately funded project (No tax payer money).
- EIR (Environmental Impact Report) shows no change in traffic impact on Beach area.
- Local artists will be showcased in the common areas and individual rooms.
- Affordable replacement housing has already been provided for existing tenants.
- Partnerships will be promoted with local museums, community groups festivals.
- For every \$1.00 spent on lodging, guests will spend an additional \$1.74 within the community.
- Every tourism dollar rolls over 7 times within the community
- Salaries and benefits for hotel staff will be equal to or better than at the Coast Hotel.
- Quality rooms and meeting space will encourage greater year-round and off-season visitors.

For more information contact Jesse Nickell at Barry Swenson Builder
(831) 475-7100

Email:
jnickell@barryswensonbuilder.com

