



City of Grover Beach

PRESS RELEASE
FOR IMMEDIATE RELEASE
Wednesday, September 4, 2013

Contact: Robert Perrault, City Manager
Telephone: (805) 473-4567

Grover Beach Hosts Downtown Classic California Block Party to Celebrate Construction Completion

GROVER BEACH, CA — The City of Grover Beach and the Arroyo Grande - Grover Beach Chamber of Commerce will be hosting a Downtown Block Party. The public is invited! The Classic California Block Party will mark the completion of Phase 2 of the ***West Grand Avenue Enhancement Project (between 8th and 11th Streets) on Thursday, September 12th from 6:00 p.m. – 8:00 p.m.*** The event will include a ribbon cutting at 6:15 pm in front of Rabobank at 899 W. Grand Avenue in Grover Beach. There will be activities for all ages, food and beverages, entertainment, classic cars on display, a bounce house, face painting, and more!

The event will showcase the latest improvements focused on the downtown corridor and continues the design theme of Grover's beautiful beach and sand dunes. Improvements include new median landscaping with palm trees and lighting, decorative concrete crosswalks, intersections, bike lanes, and striping. This second phase represents the implementation of the West Grand Avenue Master Plan adopted by the Council and continues the improvements of the City's western gateway, enhancing safety for pedestrians and cyclists. It is also an important part of the City Council's adopted economic development strategy to support existing businesses and attract new business development.

Mayor Peterson stated, *"Businesses will be open late to showcase the new pedestrian-friendly improvements. The Council expects to move forward with the next phase early in 2014."*

Costs of the improvements were approximately \$97,000 for design and \$1.3 million for construction. Major funding sources were grants facilitated with the assistance of the San Luis Obispo County Council of Governments including the State Transportation Improvement Program (STIP) and Transportation Enhancement (TE) Grant. Other sources included the Urban and Regional State Highway account, Traffic Congestion Relief Funds, Gas Tax revenues, and a small amount from the City's General Fund and Water Fund.

The block party will take place on West Grand Avenue between 8th and 11th Streets. Both sides of the street will be open to traffic during the event and guests can park on side streets, as well as in the parking lots of participating businesses.

***Don't miss the celebration -- come one, come all to the Downtown Classic California Block Party!
Thursday, September 12th from 6:00 p.m. – 8:00 p.m.
West Grand Avenue (between 8th and 11th Streets) in Grover Beach***

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Distribution:

Media: Times Press Recorder / The Tribune / Coast News / New Times;
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Mayor and City Council Members
Department Directors and Managers



City of Grover Beach

Mayor Debbie Peterson Mayor Pro Tem Karen Bright
Council Member Jeff Lee, Council Member Glenn Marshall, Council Member Bill Nicolls

Robert Perrault
City Manager

Downtown Classic California BLOCK PARTY!

Please join the City of Grover Beach and the Arroyo Grande - Grover Beach Chamber of Commerce in celebrating the latest improvements completed for Phase 2 of the *West Grand Avenue Enhancement Project* (between 8th and 11th Streets). On Thurs, September 12th from 6:00 p.m. - 8:00 p.m., there will be activities for all ages, food and beverages, live music, and entertainment.

The improvements focused on our downtown corridor and included new median landscaping with palm trees and lighting, decorative concrete crosswalks, intersections, bike lanes, and striping. The completion of this phase continues the improvements of our City's western gateway, enhances safety for pedestrians and cyclists, and is part of the City Council's adopted economic development strategy to support existing businesses and attract new business development.

Costs were approximately \$97,000 for design and \$1.3 million for construction. Major funding sources were the State Transportation Improvement Program (STIP) and Transportation Enhancement (TE) Grant. Other sources included the Urban and Regional State Highway account, Traffic Congestion Relief Funds, Gas Tax revenues, and a small amount from the City's General Fund and Water Fund.

**Don't miss the celebration -- come one, come all to our
Downtown Classic California Block Party!**

Participating Businesses Include:

Rabobank
Key Lock Security
City Books
Overseas Gifts and Imports
Hodgepodge Discount Variety
Tres Joli Wig Salon
Ron's
Captive Hearts
The Art Factory
Reiswig Insurance
Grand Liquors
Margarita's Pizza

Ben's Computer
Dave's Mini Mall
John Prewett Optometry
Pismo Beach Party & Costume
Grover Beach Post Office
Santa Maria Acoustical, INC.
Izakaya Raku
J Johnson Law Office, Inc.
San Luis Tile Co.
D & J Jackson & Associates, INC.
Star Brows
Health & Wellness Acupuncture

Pete's Upholstery
Barber's Guild
Jalapeno's Mexican Food
Grand Hair Care
Stop-n-Buy Cellular
Bao-Sheng Foot Spa
Pojas Floor & Tile
Miner's Ace Hardware
Pizza Express
Sink or Swim Tattoo
Greatful Threads
Diamond Adult World
Shamrock Thrift Store

154 South Eighth Street ❖ Grover Beach, California 93433 ❖ FAX (805) 489-9657 ❖ www.grover.org

Administrative Services/Water (805) 473-4550 ❖ City Council/City Manager (805) 473-4567 ❖ City Clerk (805) 473-4568
Community Development - Building, Planning & Economic Development (805) 473-4520 ❖ Human Resources (805) 473-4564
Parks & Recreation (805) 473-4580 ❖ Police/Non-Emergency (805) 473-4511 ❖ Public Works (805) 473-4520