



# City of Grover Beach

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
Wednesday, September 4, 2013

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## **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 8<sup>th</sup> and 11<sup>th</sup> Streets) on Thursday, September 12<sup>th</sup> 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 8<sup>th</sup> and 11<sup>th</sup> 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 12<sup>th</sup> from 6:00 p.m. – 8:00 p.m.  
West Grand Avenue (between 8<sup>th</sup> and 11<sup>th</sup> Streets) in Grover Beach***

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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 8<sup>th</sup> and 11<sup>th</sup> Streets). On Thurs, September 12<sup>th</sup> 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

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