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

# # #

Distribution:
Media: Times Press Recorder / The Tribune / Coast News / New Times;
KCOY-TV: fax # 349-9965 or e-mail news12@kcoy.com
KSBY-TV: fax# 597-8520 or e-mail: news@ksby.com
Mayor and City Council Members
Department Directors and Managers
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