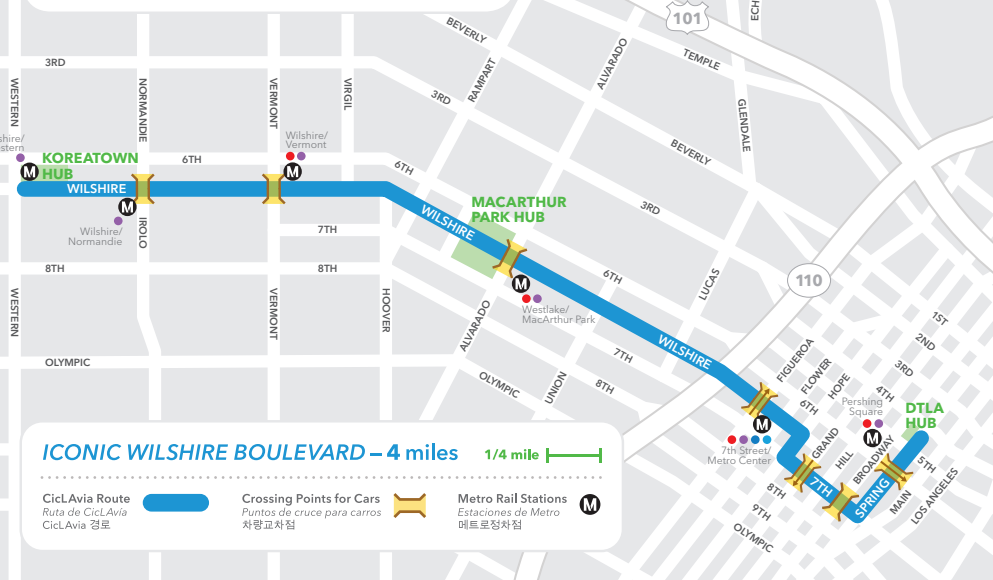




Sunday
December 10, 2017
9am-3pm



CICLAVIA

ICONIC WILSHIRE BOULEVARD

Presented by Metro

Sunday, December 10, 2017 from 9am-3pm



OPEN STREETS
MADE POSSIBLE BY



“The single biggest day of daytime business in the history of Downtown Culver City is when CicLAvia comes to town! Our whole community has a great day.”

- The Culver Hotel, Downtown Culver City



City of
Los Angeles

Questions or Concerns?

Email info@ciclavia.org
or call 213.355.8500.

*Para preguntas en español
email info@ciclavia.org.*

For concerns regarding the Los Angeles street closure permit, contact LA Bureau of Street Services, Investigation and Enforcement Division, Special Events at 213.847.6000.

CicLAvia is a 501(c)(3) non-profit organization. CicLAvia events are a partnership with the City of Los Angeles, Metro, and CicLAvia, Inc.

Business Opportunities at CicLAvia

CicLAvia transforms streets into safe, car-free spaces for thousands of people to bike, walk, play and smile. CicLAvia is free and connects people to communities and to each other.

- CicLAvia's event hours are 9:00am-3:00pm on Sunday, December 10, 2017. The 4-mile route of CicLAvia streets will be closed to all cars from 7:00am to 5:00pm. No vehicles or on-street parking will be allowed on the route during this time. Parking restrictions and towing will be enforced starting at 1:00am on Sunday, December 10. There are crossing points at several intersections where vehicles can cross the route (see map). Expect medium-to-long delays on nearby streets if you must drive or travel by bus that day.

What Will You See at CicLAvia?

- Tens of thousands of participants on the car-free streets from all over the region eager to explore the neighborhood
- Happy people looking for their new favorite spot
- Police and Department of Transportation Officers responsible for traffic and crowd control along the route
- CicLAvia staff and volunteers on the route assisting participants with questions and concerns
- Restrooms, free water, first aid, trash/recycling, bike parking, free bike repair, and information booths at hubs along the route
- Safe, fun and family-oriented activities

TAKE ADVANTAGE OF THE THOUSANDS OF POTENTIAL CUSTOMERS PASSING BY YOUR DOOR!

- 1 PLAN TO BE OPEN ON THE DAY OF THE EVENT (9am–3pm).** Make your storefront visible with signage and banners.
- 2 BRING YOUR BUSINESS OUTSIDE.** If you have permission to use the sidewalk in front of your business, feel free to bring products, music or seating outside. If you activate your sidewalk you must maintain a 4' clearance for ADA access. (Please note: under the terms of CicLAvia's permit, no stationary objects are allowed in the street.)
- 3 GET FEATURED ON THE CICLAVIA DIGITAL MAP.** Businesses that offer a special CicLAvia discount can be listed for free on our interactive digital map: map.ciclavia.org. See below for details on joining the CicLAvia Savings program.
- 4 HELP GET THE WORD OUT IN ADVANCE.** Put up a CicLAvia poster or give CicLAvia postcards to your customers! Contact info@ciclavia.org for more information and suggestions.

PARTICIPATE IN THE CICLAVIA SAVINGS PROGRAM

IS YOUR BUSINESS ON THE ROUTE?

Encourage participants to stop by on the day of the event by offering a special discount to CicLAvia participants. We'll highlight your family-friendly business* for free on the CicLAvia website and digital map, subject to approval. Follow these guidelines to join ►

*e.g. restaurants, movie theaters, toy stores, clothing shops, hair salons, banks

- Offer a discount on the day of CicLAvia during business hours.
- Send the name of your business, discount offer, business address, and website link (if available) to pr@ciclavia.org or call **213.355.8500** by December 4. Include name, email, and contact information for your business.



How Will Car Access and Parking be Handled?

- **ALL DRIVEWAYS ON THE ROUTE WILL BE BLOCKED** and inaccessible beginning at 7:00am on Sunday, December 10.
- If your vehicle is parked in your driveway and you need to use it after 7:00am on December 10, please park elsewhere as the vehicle will be inaccessible until approximately 5:00pm. Vehicles will not be allowed to enter or exit the route during this time.
- Street closures begin at 6:00am, with full route closures in place by 7:00am. The event runs from 9:00am–3:00pm, and streets will be fully open to cars by approximately 5:00pm.
- Cars can cross the route at selected major streets (see map). Pedestrian crossings will also be available along the route to give people access to businesses and buildings on both sides of the street. All other cross-streets will be closed at the route. Streets adjacent to the route will remain open to local access for residents and businesses.
- **NO PARKING** allowed on the route after 1:00am on Sunday, December 10. **Parking restrictions will be posted and towing will be enforced.**
- Additional street parking near the route may be restricted. Please check posted parking restrictions in your neighborhood.
- **Parking reimbursement:** If you are a resident or business directly on the route, CicLAvia **can reimburse** you up to \$20 per vehicle for any parking costs you incur from 8:00pm on Saturday, December 9 through 5:00pm on Sunday, December 10. For reimbursement, mail a copy of your parking receipt and proof of residence or employment to CicLAvia, 525 S Hewitt St, Los Angeles, CA 90013.

FOR CICLAVIA SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

Alex Merlino, Finance Director / 917.721.3127 / alex@ciclavia.org