

CICLAVIA
VIA

Sunday
August 18
2019
9am-4pm



CICLAVIA

MEET THE HOLLYWOODS

Presented by Metro



Sunday, August 18, 2019 from 9am-4pm

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 street closure permit in Los Angeles, contact the LA Bureau of Street Services, Investigation and Enforcement Division, Special Events at 213.847.6000. For concerns regarding the street closure permit in West Hollywood, contact the City of West Hollywood at 323.848.6400.

CicLAvia is a 501(c)(3) non-profit organization. CicLAvia events are a partnership with the City of West Hollywood, 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-4:00pm on Sunday, August 18, 2019. The 6.5-mile route of CicLAvia streets will be closed to all cars from 7:00am to 6:00pm. No vehicles or on-street parking will be allowed on the route during this time and towing will be enforced. Additional parking restrictions will be in place (see inside for more information).
- 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, Sheriff, and Traffic 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–4pm).** Make your storefront visible with signs 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.)
Please note: West Hollywood businesses located along the route are eligible to receive a fee-waiver to activate their storefront during

the event. Contact Event and Film Services at 323.848.6447 or specialeventpermit@weho.org for more information.

- 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.
- Hang a CicLAvia poster inside your business.
- 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 Wednesday, August 14. 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, August 18.
- If your vehicle is parked in your driveway and you need to use it after 7:00am on August 18, please park elsewhere as the vehicle will be inaccessible until approximately 6:00pm. 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–4:00pm, and streets will be fully open to cars by approximately 6:00pm.
- 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** will be allowed on Santa Monica Blvd from San Vicente to La Brea from 4:00am–6:00pm on Sunday, August 18. No parking will be allowed on the remainder of the CicLAvia route (see map) from 1:00am–6:00pm on Sunday, August 18. Parking restrictions will be enforced and vehicles will be towed.
- Additional street parking near the route may be restricted. Please check posted parking restrictions in your neighborhood.
- 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, August 17 through 6:00pm on Sunday, August 18. 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, or email it to info@ciclavia.org, SUBJECT: Parking Reimbursement.

FOR CICLAVIA SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

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