

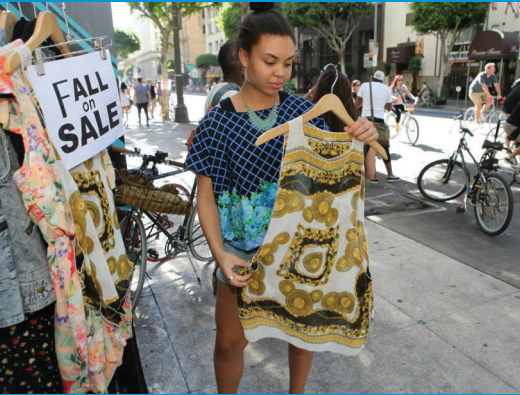
CICLAVIA

CULVER CITY MEETS VENICE

Presented by Metro

Sunday
August 9, 2015
9am-4pm

Opportunities for Businesses on August 9, 2015



How can CicLAvia benefit my business?

Many businesses benefit tremendously from CicLAvia, some noting record sales, as thousands of potential customers pass by open storefronts throughout the day. We encourage you to participate, even if it's just by greeting people who pass by your front door. This is a great opportunity to reach new customers.

- **PLAN ON BEING OPEN THE DAY OF THE EVENT.**
- **MAKE YOUR STOREFRONT VISIBLE** with signs, banners and sandwich boards. Not allowed in Culver City: mylar or rooftop balloons.
- **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. (Please note: under the terms of CicLAvia's permit, no stationary objects are allowed in the street itself.)
- **ADVERTISE YOUR BUSINESS BEFORE THE EVENT.** To encourage participants to stop by your business on the day of the event, you can offer a CicLAvia special or discount. Metro will list your business for FREE on their website. Send the name of your business, discount offer, website link, and address to DestinationDiscounts@metro.net by July 21. Please limit text to 140 characters with spaces.
- **HELP GET THE WORD OUT IN ADVANCE.** Put up a CicLAvia flyer or give CicLAvia flyers to your customers. Contact info@ciclavia.org for a link to a flyer download.

What is CicLAvia?

CicLAvia produces temporary car-free days that transform streets into safe spaces for thousands of people to bike, walk, play, and smile. CicLAvia is free for all participants, connecting them to communities and to each other. Most importantly, CicLAvia allows people to connect with each other in a way that isn't possible in a car.

On August 9, 2015 from 9am-4pm, the 6 mile route of CicLAvia streets will be closed to all cars, with no vehicles or on-street parking allowed on the route. Expect medium-to-long delays on nearby streets if you must drive or travel by bus that day.

Driving and Parking on CicLAvia Day

- **If your business is on the route, you will need to park your car elsewhere before CicLAvia.** All driveways on the route will be blocked.
- Street closures begin at 6am, with full route closures in place by 8am. The event runs from 9am-4pm, and streets will be fully open to cars by approximately 5:30pm.
- **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.

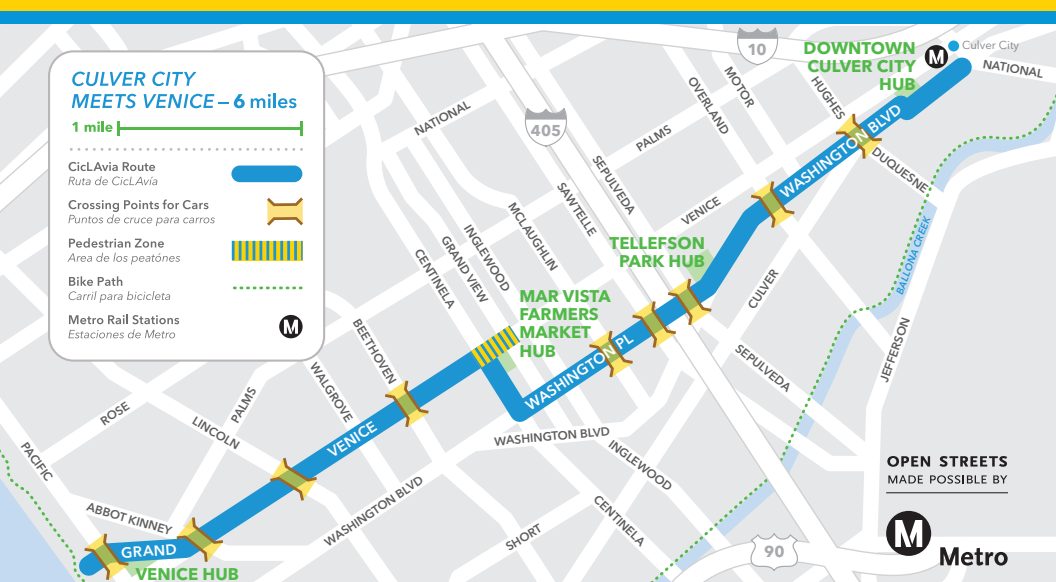
- **Cars parked on the route on CicLAvia day will be towed,** and no cars will be allowed to enter or exit the route during the event hours except at designated car crossing points.
- Additional street parking near the route may be restricted. Check for posted restrictions before the event.

Extra Facilities

- Hubs along the route (see map) offer rest-rooms, free water stations, first aid, trash/recycling and information.

Security

- Significant numbers of police officers and transportation officers will be at CicLAvia and will be responsible for traffic and crowd control.



For concerns regarding the Culver City street closure permit, contact the Culver City Engineering Division at 310.253.5600. 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. If you have any other questions or suggestions please call Rachel or Malia at 213.355.8500 or email info@ciclavia.org.