

A Community Celebration



RE:IMAGINE GARDEN GROVE



“A lot of fun stuff happens when you go out on a bike compared to a car. **You’re more in the environment.** It’s enjoyable.

- Stone Gossard



A Downtown “Open Streets” Event

A Community Celebration



An "Open Streets" event that invites you to explore Downtown Garden Grove in a new way!

The car-free route of Re: Imagine Garden Grove will traverse sections of Nutwood St., Stanford Ave., Acacia Pkwy, Main St., Euclid St., 8th St., and Garden Grove Blvd. The route will create a temporary public open space for pedestrians, cyclists, skateboarders, joggers and all other forms of non-motorized transportation to utilize.

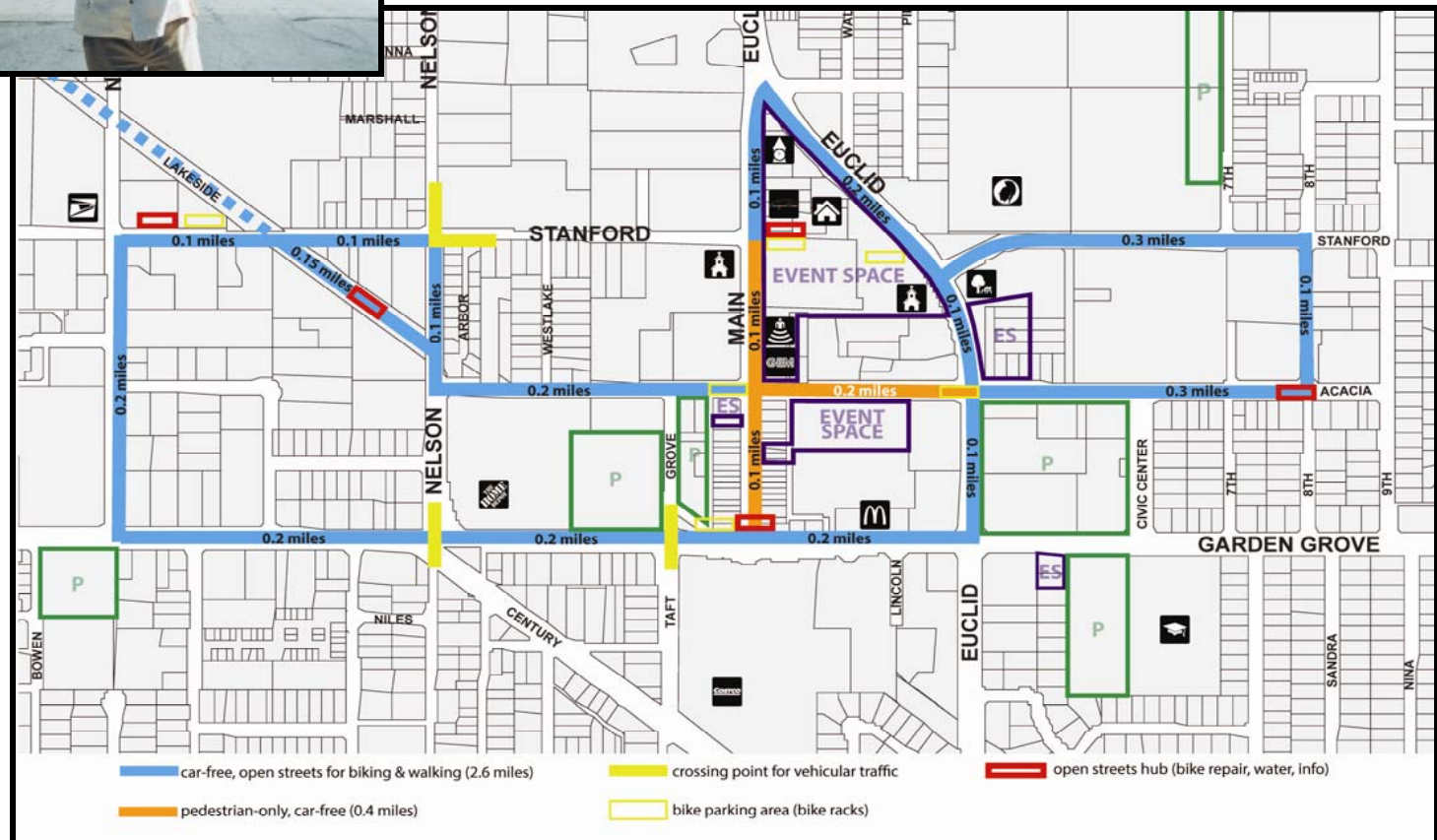


A Community Celebration



COME AND JOIN US

International Music, Dance, Demonstrations, Interactive Workshops and Activities to fill the car-free streets of Downtown Garden Grove



A Community Celebration



Based on the Re:Imagine Downtown Campaign

A way to rebrand Garden Grove as an active, healthy, lively, culturally diverse and engaging city...



...a complete community where children can thrive, families can prosper, and where a vibrant and distinctive downtown is part of the city's identity.

The Event has two themes, the first is to:

Celebrate Downtown as the **LIVING ROOM** of our **COMMUNITY**



“Civic spaces are an extension of the community. When they work well they serve as a stage for our public lives. If they function in their true civic role, they can be the settings where celebrations are held, where social and economic exchanges take place, where friends run into each other, and where cultures mix.”



The second theme of the event is to:

Bring the Downtown of the *FUTURE* into the *PRESENT*



Bring to life the Re:Imagine Downtown visioning process, showcasing the desires of the community through a pop-up version of the newly imagined heart of the city and highlighting the potential of downtown as a unique and impressive public space.



Event Layout



Main Stage



Performers include:

Kaba Modern – an Urban Collegiate hip-hop dance group from UC Irvine

Mariachi Divas – Grammy-award winning female mariachi ensemble



The southeast corner of Village Green Park, east of the Courtyard Center will play host to the event's main stage. Several performances will be scheduled throughout the day. A beer and wine garden, sponsored by the Garden Grove Community Foundation, will be located in and around the Courtyard Center.



Civic Center Park - Active Stage and Workshops



An Active Stage will be sited at the southeast corner of Stanford Ave. and Euclid St. in Civic Center Park. This stage will host martial arts demonstrations as well as dance and fitness demos and classes. Garden Grove Regional Library booths will be located throughout Civic Center Park.



The southern portion of Civic Center Park, closer to Acacia Parkway, will host a series of interactive art workshops for all ages, including a workshop to create a wall mosaic, a gardening workshop and photo booth. The Police Department's Community Liaison Division will lead a bicycle safety course in the parking lot to educate the public on safe riding skills.



Culinary Stage, Food Booths, Play Zone



A culinary stage on Main Street will present live cooking demos led by popular Orange County chefs, showcasing the region's eclectic dining options. Local eateries will spill onto the car-free street with outdoor service and seating. International food booths will be set up on Main Street north of Acacia Parkway.



Acacia Pkwy., between Main St. and Euclid St., will showcase a play zone, with ping pong tables, a giant chess board and a rock climbing wall.



BMX Demo, Street Performers, Chalk Bikes



A pop-up BMX demonstration area will be open on Euclid St., between Stanford Ave. and Acacia Pkwy.

Strolling performers including the Vanguards Lion Dance Team and Stilt walkers will traverse Main St. and other portions of the open streets route.

In the parking lot behind McDonalds, kids will have a chance to make art with chalk attached to bikes.

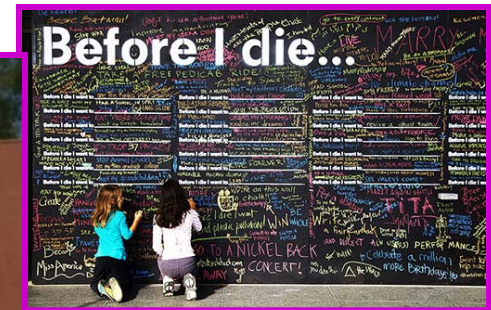


Art Installations Large and Small



A large scale mixed media temporary public art installation, created by the artist team known as Non Designs, will be on display along Acacia Pkwy between Nelson St. and 8th St. and spanning the OCTA Right-Of-Way.

Other installations include yarn-bombed bikes by the Knots of Love Organization, a Before-I-Die-I-Want-To... wall and a mural by Todd Marinovich on the wall of the Gem Theater.



Girl Scouts, Alyssa Johnson and Patricia Laukat, from Troop 1224 will be finishing up their fourth utility box at Main St and Garden Grove Blvd during the Event.



Opportunities for Businesses



Re:Imagine Garden Grove

Opportunities for Businesses on October 12, 2014




photos courtesy of CicLAvia

HOW CAN RE:IMAGINE GARDEN GROVE BENEFIT MY BUSINESS?

Many businesses benefit tremendously from open streets events like Re:Imagine Garden Grove, some noting record sales as thousands of potential customers pass by open storefronts throughout the day. We encourage you to participate in Re:Imagine Garden Grove, even if it's just by greeting people who walk or bike by your front door. This is a great opportunity to reach new customers.

- **PLAN ON BEING OPEN THE DAY OF THE EVENT, SUNDAY, OCTOBER 12, 11:00AM-4:00PM.**
- **MAKE YOUR STOREFRONT VISIBLE** with signs, banners and sandwich boards.
- **BRING YOUR BUSINESS OUTSIDE.** For the day of the event only, businesses along the route are encouraged to advertise using banners or other outdoor signage and to bring their merchandise out on the sidewalk. Feel free to bring products, music or seating outside. (Please note: no stationary objects are allowed in the street itself).
- **TAKE PART IN THE RE:IMAGINE GARDEN GROVE DISCOUNT PROGRAM.** To encourage participants to stop by your business on the day of the event (and for the weeks that follow), offer

- a Re:Imagine Garden Grove special or discount. Have your discount featured for free on the Re:Imagine Garden Grove website and on a printed flyer to be distributed to all participants on the day of the event.
- **OFFER AN EXCITING PRIZE FOR THE RE:IMAGINE GARDEN GROVE FREE DRAWING.** Promote your business to all participants by donating a fun prize to be included in the Re:Imagine Garden Grove Free Drawing. Participating businesses and prizes will be featured for free on the Re:Imagine Garden Grove website and on signage on the day of the event.
- **HELP GET THE WORD OUT IN ADVANCE.** Put up a Re:Imagine Garden Grove flyer in your storefront or distribute Re:Imagine Garden Grove postcards to your customers.

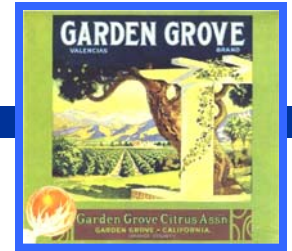
Contact Regina at regina@carsla.net or 213-365-0324 to take part in the Re:Imagine Discount Program or Free Drawing, and to receive event postcards and flyers.



Business owners are encouraged to participate in Re:Imagine Garden Grove as a great opportunity to reach new customers.

GOAL 1

Celebrate A Healthy Community



- Active living: biking, walking and active transportation
- Gardens and groves: parks, trees and community gardens
- Healthy eating and healthy living
- Agricultural history of Garden Grove
- Rebranding of Garden Grove as a complete community



Celebrate Children and Families



- Garden Grove's excellent school district
- Children and families as the bedrock of the community
- A great place to raise children
- Attract more college educated parents



Celebrate Coming Together



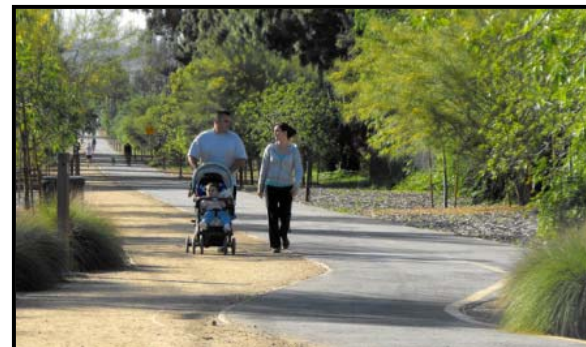
- Celebrating the multiculturalism of Garden Grove.
- Showcasing the many ethnic cultures of Garden Grove and how each celebrates health, family and the City of Garden Grove.
- East meets west, north meets south - highlighting Downtown as the heart of the city, a place that identifies Garden Grove as a complete and robust community.



Re:Imagine the R-O-W into a Trail



- Event will feature the first section of a paved bike trail
- The Right-of-Way as a multi-use path and linear park
- Use for local recreation and to connect with other regional bike/pedestrian trails



Consultant

- The City partnered with Community Arts Resources (CARS) to produce the event and curate the programming
- CARS produces L.A.'s CicLAvia open streets event and other acclaimed cultural and community programs like the Getty Family Festivals and the Santa Monica Festival

"The event programming is being designed to showcase all of the unique cultural diversity that the city of Garden Grove has to offer. Bringing that culture to life on car-free streets will give the community a whole new perspective of the downtown environment," Aaron Paley, President and Co-Founder of CARS.



CicLAvia



- Inspired by ciclovía, the original, weekly street closure event in Bogota, Colombia
- CicLAvia opens Los Angeles streets to pedestrians and bicyclists, creating temporary public space on which residents can walk, bike, socialize, celebrate and learn more about their own city.



A slice of CicLAvia



PED KING

Thank you.

“Garden Grove is transforming from a homogenous post-war suburb into a progressive, semi-urban diverse community.”

-Eric Brightwell, KCET

“Walk to work, even if it’s four miles. Ride a bike to work. Drive a different way. On your way there, try to find beauty. You’d be surprised how much more of the neighborhood you can perceive and experience when you’re looking for unique spots of beauty.”

-Nolan Bushnell