



CITY OF
ARROYO GRANDE
CALIFORNIA

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Thursday, June 11, 2015

ANNUAL STRAWBERRY FESTIVAL FOLLOW-UP WORKSHOP

On Thursday, June 18th, 2015 at 6:00pm, the City of Arroyo Grande Community Development Department is hosting a public workshop to discuss the Annual Strawberry Festival.

Strawberry Festival Background

The Strawberry Festival is an annual arts and crafts event hosted by the Arroyo Grande Village Improvement Association. The event is held annually on Memorial Day weekend, with various setup and teardown activities occurring in the days before and after the event itself. The 2015 event marked the 32nd consecutive Strawberry Festival held in the City. In order to help ensure a safe and successful event, numerous City streets are closed, associated traffic detours are implemented, and various other locations are utilized for associated activities and organization. As a result of the impacts this type of community event may have, the City is interested in working to identify areas of community concern to continue to ensure a safe and successful event for years to come.

Strawberry Festival Workshop Objectives

This follow-up workshop will provide an opportunity for City staff, Arroyo Grande Village Improvement Association, and public input on the Annual Strawberry Festival event, with the following specific objectives:

- A presentation by the Arroyo Grande Village Improvement Association regarding the Annual Strawberry Festival event; and
- To discuss and receive feedback from businesses and the public regarding the Annual Strawberry Festival event.

The City encourages all those interested to attend the workshop. If you are unable to attend but have comments you would like to submit, please feel free to send comments to:

Community Development Department
ATTN: Strawberry Festival Workshop
300 E. Branch Street
Arroyo Grande, CA 93420

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CONTACT INFORMATION:

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