

DOWNTOWN DREAMIN' COMMUNITY OUTREACH EFFORTS

Outreach Events/Efforts	Date
Created Downtown Dreamin' webpage	Thursday, August 25 th
Postcard mailed to occupants within 1,000 ft. and commercial property owners in the immediate Main Street area	Friday, August 26 th
Storytelling Session	Monday, August 29 th
Distribution of electronic postcard to BID, VHB and Chamber	Tuesday, August 30 th
Postcard uploaded to City's Social Media (Facebook, Instagram and Twitter)	Tuesday, August 30 th
Postcard uploaded to Nextdoor	Tuesday, August 30 th
Announcement in the City News on City Website	Wednesday, August 31 st
Postcard uploaded to Surf City Break	Friday, September 2 nd
Postcard included in Newsletter	Friday, September 2 nd
Banners were placed at the following locations: • 2nd block of Main Street • Hamilton Channel • Newland and Adams • Bolsa Chica and Edinger • Goldenwest and Heil • Graham and Slater	Wednesday, September 7 th
Postcard sent to libraries and senior center, art center	Monday, September 12 th
LA Times Article	Saturday, September 10 th
ABC 7 Local News Announcement	Monday, September 12 th
Storytelling Session	Monday, September 12 th
Community Pop-up Booth at Surf City Nights	Tuesday, September 13 th
Downtown Walk-Abouts (Morning and Afternoon sessions)	Wednesday, September 13 th
Storytelling Session	Monday, September 19 th
Storytelling Session	Monday, September 26 th
Downtown Dreamin' Input Recap Meeting	Monday, October 3 rd