



PMLB logo 4pms.eps

Parks and Recreation Commission
September 11, 2019

Downtown Green 2019

July 19 to August 29, 2019

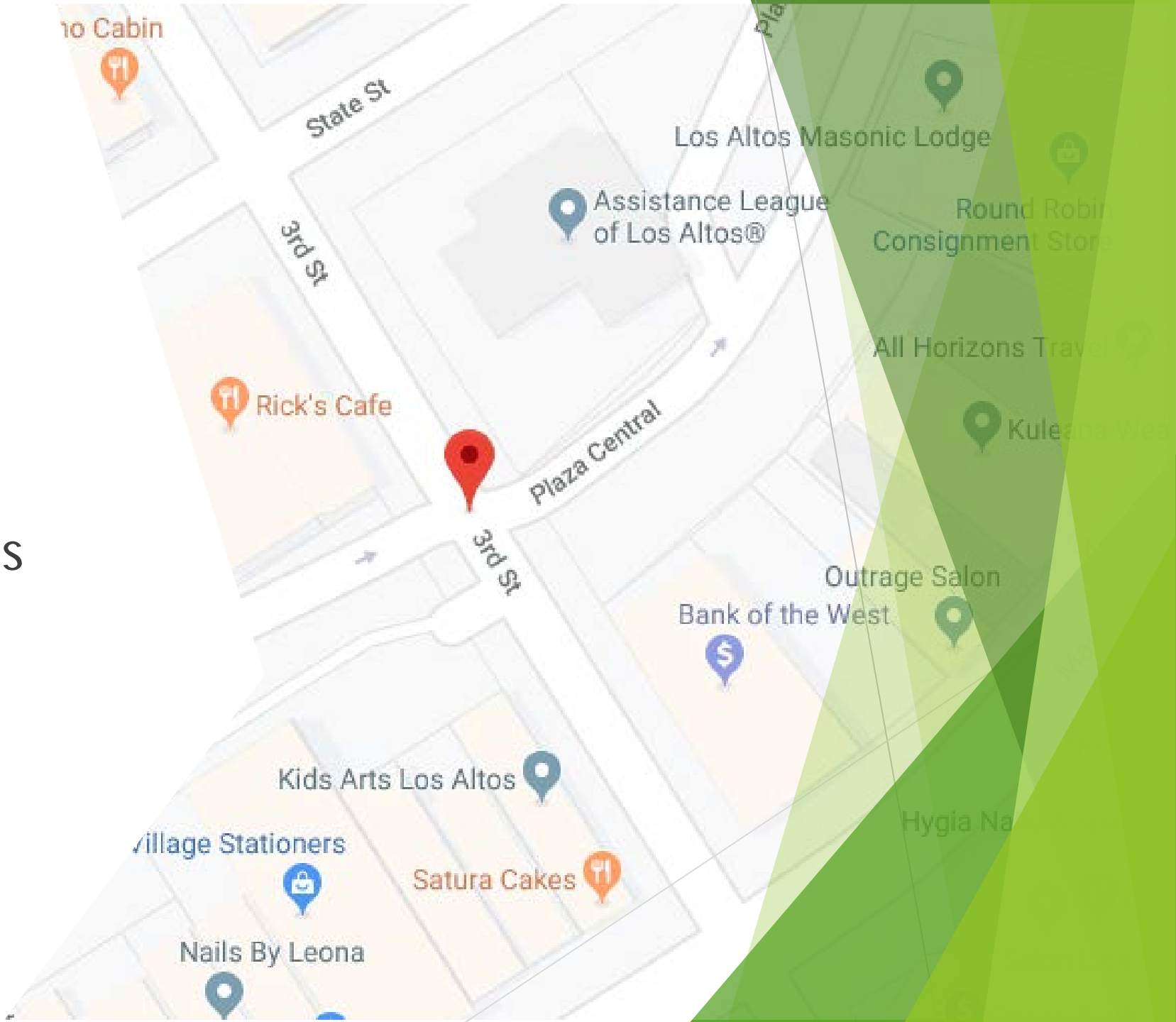


Presented by
Jaime Chew, Recreation Manager

**Parks
Make
Life
Better!**

Location

- ▶ 3rd Street between Main & State Streets





Partnerships and Collaboration

CITY OF LOS ALTOS - MULTIPLE DEPARTMENTS

LOS ALTOS COMMUNITY INVESTMENTS

LOS ALTOS CHAMBER OF COMMERCE

LOS ALTOS FORWARD

CLUB 55

LOS ALTOS PROPERTY OWNERS DOWNTOWN

GREEN TOWN LOS ALTOS

LOS ALTOS VILLAGE ASSOCIATION

LOS ALTOS POLICE OFFICERS ASSOCIATION

LOS ALTOS TOWN CRIER

Budget = \$50,000

\$25,000

- ▶ City of Los Altos - Community events operational program budget in the Recreation and Community Services Department

\$25,000

- ▶ Sponsorship by Los Altos Community Investments

2019 Adjustments

- ▶ Lights were raised
- ▶ Directional signage in parking plazas 5 and 6
- ▶ Concerts moved from Fridays to Thursdays
- ▶ Early and direct outreach to downtown businesses
- ▶ No portable restrooms

DOWNTOWN GREEN

A POP-UP PARK

DOWNTOWN LOS ALTOS | THIRD STREET
BETWEEN MAIN & STATE STREETS

STARTS JULY 19 | 6 WEEKS OF GREEN!

SUN	MON	TUE	WED	THU	FRI	SAT
#DOWNTOWNGREEN2019						JULY 19 FIRST DAY OF GREEN
JULY 20 THAT FITNESS ON THE GREEN WITH BARRES	JULY 21 THAT FITNESS ON THE GREEN WITH BARRES	JULY 22 THAT FITNESS ON THE GREEN WITH BARRES	JULY 23 THAT FITNESS ON THE GREEN WITH BARRES	JULY 24 THAT FITNESS ON THE GREEN WITH BARRES	JULY 25 THAT FITNESS ON THE GREEN WITH BARRES	JULY 26 THAT FITNESS ON THE GREEN WITH BARRES
JULY 27 THAT FITNESS ON THE GREEN WITH BARRES	JULY 28 THAT FITNESS ON THE GREEN WITH BARRES	JULY 29 THAT FITNESS ON THE GREEN WITH BARRES	JULY 30 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 1 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 2 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 3 THAT FITNESS ON THE GREEN WITH BARRES
JULY 31 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 4 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 5 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 6 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 7 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 8 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 9 THAT FITNESS ON THE GREEN WITH BARRES
AUGUST 10 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 11 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 12 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 13 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 14 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 15 THAT FITNESS ON THE GREEN WITH BARRES	AUGUST 16 THAT FITNESS ON THE GREEN WITH BARRES
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AUGUST 31 THAT FITNESS ON THE GREEN WITH BARRES	 @LOSALTOSREC					










Event Calendar



Ribbon Cutting

July 20, 2019

Saturday Movie Nights



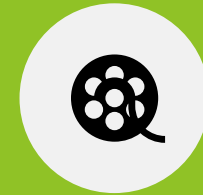
July 20:
Sing



July 27:
Raiders of the
Lost Ark



August 3:
Spy Kids



August 10:
Jaws



August 17:
Oceans Eleven



August 24:
The Secret Life of
Pets & Ferris
Bueller's Day Off



Fitness Saturdays and Sundays

Barre 3

Passion
Fit

Belly
Dancing





Thursday Concerts

July 25 Live Wire

August 8 Neon Velvet

August 15 Dewayne Oakley Blues
Ensemble

August 22 Daze on the Green



Special Events







Farmers' Market Special Features



Kid's Day - Puppet Show



Flower Crown Making



Zucchini Car Races



Terrarium Class



Professional Fruit Caver Show



Internal Staff Recommendations for 2020

- ▶ Directional signage
- ▶ Pre-planning for alcohol sales
- ▶ New location

Downtown Green Steering
Committee Evaluation Meeting



Questions?

Thank you!

**Parks
Make
Life
Better!**SM

Creating Community through
People, Parks and Programs