

## Beautification, Cleanliness, & Safety



- ✓Community Patrols & Homeless Outreach
- ✓Children's Art Trash Can Project
- ✓Litter Pick-Up and Graffiti Abatement
- ✓Holiday Lights and Tree

## Government Relations



- ✓Strong Voice with City and County officials
- ✓Ensure resources dedicated to area
- ✓Voting Member of SB Region Chamber of Commerce Government Relations Council

## Promotion



- ✓Bi-weekly column in *Santa Barbara View* & *Sentinel*
- ✓Social Media Marketing
- ✓“Eat Street” promotion to hotels, cruise ships
- ✓Eastside MTD Shuttle
- ✓Design District Creation & Promotion
- ✓“Shop Small Business” Promotion



## Special Events



- Draw patrons to the district:**
- ✓Taste of Milpas™ – “Eat Street”
  - ✓Halloween Trick or Treat
  - ✓Holiday Lighting Contest
  - ✓Holiday Tree Lighting Celebration
  - ✓Holiday Parade
  - ✓“Eat Street” Classic Car Show
  - ✓Bowl Concert nights – Shuttle and Parking

**All for less than an ad in the paper!**