

June 2011

Dear Business Members of Downtown Los Altos;

The **Los Altos Arts and Wine Festival** is, **July 9th and 10th**. As you know, the Festival is sponsored by the Los Altos Village Association and we are grateful for your continued support of this event and your understanding of any inconvenience the festival may cause you.

PLEASE NOTE: RESTRICTED PARKING IN DOWNTOWN TRIANGLE
Please see the attached map for areas that will be
POSTED NO PARKING
for the Festival

STREET AND PARKING PLAZA CLOSURES:

In order for the festival to be set-up and ready to go on Saturday morning, **we must close Central Plaza, Main and State Streets and 2nd and 3rd Streets between Main and State Streets AND South Plaza between Main and Third Street at 5 p.m. on Friday, July 8th**. Signs will be posted by the Los Altos Police Department, but every effort you can make to inform your customers and clients of the street closures would be appreciated. The streets will be closed until 9 p.m. Sunday evening, July 10th.

PLEASE PUT THE SUPPLIED ORANGE FLYER IN YOUR WINDOW OR OTHER VISIBLE LOCATION ON FRIDAY JULY 8TH!

It is our hope that you look at these two days as a way to support the downtown business environment. This is the major fundraiser for the Los Altos Village Association and enables the organization to host the Easter Egg Hunt, the Halloween Spooktacular, Breakfast with Santa, Farmer's Market, Carriage Rides, Holiday Stroll, Movie Nights, Block Party Saturdays, plus radio, newspaper and magazine advertising that promotes downtown Los Altos as a destination shopping and dining location. These are especially important given the construction activity downtown and the current economic difficulties.

We realize that during the Festival, parking for your customers will be impacted. We make every effort to have festival attendees park away from the downtown area. A free shuttle service will operate from Los Altos High School, dropping off people at the corner of San Antonio Road and Main Street. There will also be a free bike valet service at South Plaza and 3rd Street. To eliminate the need for attendees to ask to use your restroom, LAVA has ordered 40 portable restrooms to be placed on 2nd, 3rd and 4th Streets at the entrances of the North and South parking plazas.

Take this opportunity to attract new customers to your business. Create attractive windows, offer a special discount or give coupons for a discount at a later date.

On behalf of the Los Altos Village Association, please accept our sincere appreciation for your support of the festival. Should you have any questions, please call the Village Association office at 650-949-5282.

Sincerely,

Nancy Dunaway
Executive Director
Los Altos Village Association

David Breaux
Borel Private Bank
Arts and Wine Co-Chair

Alicia Nuzzo
Sereno Group
Arts and Wine Co-Chair