

February 27, 2018

Mayor Salas, City Council, City of Chula Vista, California

My name is Raquel Cortez and I am here speaking on behalf my company (Rico's on Third) and representing a collaboration of business owners on Third Avenue. Thank you for allowing us to share our ideas that aims to introduce the newly renovated, pedestrian-friendly Third Avenue Village to this and surrounding communities. Our goal is to showcase a new generation of businesses and industries with the magic of historical Third Avenue, Chula Vista. We wish to welcome all residents of the area to fresh storefronts of all business types, to the evolving nightlife, and to the daily buzz of the Village.

Our family business, as well as other local businesses on Third Avenue are stakeholders wishing to promote ourselves using progressive strategies with the goal of increasing commerce within this business district. That strategy uses a multi-targeted and multi-themed approach to attract business exchange to the district using various popular attractions that will bring the public to enjoy the art mediums, sounds, and to feel the buzz of this historic business community. We hope to work closely with the Chula Vista Art department and other local High School Art Departments to showcase local Artist. We propose to do this during the summer months, twice monthly on Tuesdays from 5 to 8pm. This six week series shall be called "Village Summer Nights", and shall target and promote the business industries within the Village. The attractions will not only include various themes for each of the local business industries, and will also have a variation of music sounds and art mediums.

#### **THEMED Tuesday CAR EXHIBITS**

- **Twice a month on Tuesdays from 5pm-8pm starting June 12th**
- Summer Automotive Art Show spotlighting different businesses and Industries each week.
- No Contest or Prizes for Cars the focus is the Businesses

#### **Continued Events for Community Outreach**

- Trunk OR Treat/ Dia De Los Muertos (October)
- Holiday Toy and Canned Food Drive (November)
- Holiday Event for families in need (December)

#### **ADVERTISING**

\*\*\*\*\*Local Radio DJ/Community Activist "Xavier The- XMan" and Radio Station Magic 92.5 has been advertising on Air as well as posting on Websites and Social Media all of our events and drawing attention to 3rd Ave.\*\*\*\*\*

As well as inviting other Public Figures and Hometown Celebrities from Chula Vista to come out to support the community.

### **FACTS FROM PAST CARSHOWS**

- QUOTAS MET ( Fudruckers a big corporate business) made their monthly quota for the first time in years after the last carshow this past September
- Many other small businesses had the foot traffic needed for the upcoming holiday months and thank us regularly for helping them bring people back to the Avenue

### **3RD AVE NETWORKING BUSINESSES**

1. EAZY TOYS
2. RICOS ON 3RD
3. FACTORY OF DREAMS HALL
4. ANTONIO'S TAILOR SHOP
5. DIVA ART & STYLE
6. MY CUP OF TEA UNIQUE GIFTS
7. BARBERSHOP HEAVEN
8. THE NEST
9. KNIGHT JEWELERS
10. CITY MARKET & DELI
11. EL COMAL
12. ILLUSIONS HALL
13. FUDRUCKERS
14. MCLENDON JEWELERS
15. GLAM POWDER ROOM
16. ROYS
17. UPRIGHT CITIZEN
18. FLEET RESERVE ASSOCIATION CLUB 61
19. 3 PUNK ALES
20. CHULA VISTA BREWERY
21. 3RD AVENUE TATTOOS
22. NEXT GEN WIRELESS
23. SILVER DOLLAR
24. EDGAR FOTO
25. VFW
26. ANGELOS TUX SHOP

- 27. RA Art Gallery
- 28. Farmers Insurance
- 29. The Gentle Penguin
- 30. Just java
- 31. The Lockerroom Barbershop
- 32. NoNos Smokeshop

**Downtown Chula Vista**  
**RETURN OF BLAST TO THE PAST August 30th 5-8pm**  
 Event is open to all Car Clubs and classic cars and bikes. Stop by and check out what 3rd Avenue has to offer. 3rd Avenue has many businesses to shop at and a great place to come out for a walk.

**Don't miss out!**

**THIRD AVENUE**  
**RETURN OF Blast from the Past**  
 HOSTED BY XAVIER THE G MAN  
**FREE! TO THE PEOPLE**  
**WEDNESDAY - SEPTEMBER 13 - 5-8 PM**  
 STEP 6 DISCOVER WHAT DOWNTOWN 3RD AVENUE, CHULA VISTA HAS TO OFFER!