



September 1, 2011

Dear CityPlace Residents, Tenants and Visitors:

On Saturday, September 10, the Downtown Long Beach Associates (DLBA) will host the 3<sup>rd</sup> Annual Latin American Parade & Festival in partnership with the office of 1<sup>st</sup> District Council Member, Dr. Robert Garcia.

This full-day festival is one of Southern California's most significant celebrations of Latin American culture and will bring thousands of visitors to Downtown Long Beach to enjoy live music, dancing, a vendor fair, children's activity area and authentic Latin American cuisine.

You are receiving this letter because you live, work and/or park in an area that will be impacted by this event and we wanted to provide you with detailed information about the day's activities and how they may impact you.

### **Parade Closures**

As you can see on the enclosed map, the parade will travel from 6<sup>th</sup> & Pine Avenue to the intersection of 3<sup>rd</sup> & Promenade. The parade route will be entirely closed to vehicular traffic from approximately 2:30PM-4:00PM. In addition, there will be 'soft' closures of 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> streets between Pacific Avenue and Pine Avenue (meaning that vehicles can enter/exit to park or leave the area but there no thru traffic will have access) during this time.

### **Festival Closure**

The festival will take place within the CityPlace Shopping Center on Promenade between 3<sup>rd</sup> and 5<sup>th</sup> and on 4<sup>th</sup> Street between Pine Ave. and Long Beach Boulevard. These streets will be closed from 11AM-Midnight to accommodate the festival. Closures will, however, be executed in such a way that access to all CityPlace parking structures will be maintained (with some exceptions during the parade).

### **CityPlace Parking Structure A**

The CityPlace A parking structure will be minimally impacted throughout the day. Access to this structure will be maintained via the 5<sup>th</sup> Street entrance/exit all day. During the parade (2:30PM-4:00PM), access to 5<sup>th</sup> Street will be available from Long Beach Boulevard only.

### **CityPlace Parking Structure B**

The CityPlace B parking structure will be minimally impacted throughout the day. Access to this structure will be maintained via the 5<sup>th</sup> Street entrance/exit all day. During the parade (2:30PM-4:00PM), access to 5<sup>th</sup> Street will be available from Long Beach Boulevard only. Access to the 4<sup>th</sup> Street entrance/exit will be maintained throughout the day with the exception of 2:30PM-4:00PM, when the parade is underway. During that time, the 4<sup>th</sup> Street entrance/exit will be inaccessible.

## CityPlace Parking Structure C

The CityPlace C parking structure will be impacted and will be completely inaccessible during the parade, from 2:30PM-4:00PM. During this time, vehicles will not be able to enter or exit this structure. Prior to and after the parade, access to this structure will be maintained using the 4<sup>th</sup> Street entrance (via Pine Avenue) and the 3<sup>rd</sup> Street exit.

## Live Music and Entertainment

In addition to the above-mentioned street closures, please also note that the festival will feature live music and entertainment using amplified sound that may be audible inside of businesses and residences. We hope that this will not create any inconvenience for you and invite you to come out and enjoy the festivities. The entertainment schedule is as follows:

### Stage A

DJ Agustin 3:00 – 3:45PM  
Rumbankete 4:00 – 4:45PM  
Iliana Rose Band 5:00 – 5:45PM  
Leandro Fossi 6:00 – 6:45PM  
Rio Brasil Samba Shows 7:00 – 7:30PM  
El Presidente 7:45 – 8:30PM  
La Santa Maria 8:45 – 9:30PM

### Stage B

DJ Steve 3:00 – 3:45PM  
Adelante resentations 3:45 – 4:15PM  
(Salsa Rhythms for Children)  
LA Influence Dance Company 4:30 – 4:45PM  
Folkloristas de California 5:00 – 5:30PM  
Julie Simon's Tropicaleiza 5:45 – 6PM  
Ballet Folklorico Maria 6:45 – 7:15PM  
La Flor 7:30 – 8PM

We hope this information is helpful to you. Should you have any questions or if you would like additional information, please visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org) or contact the DLBA office at (562) 436-4259.

Sincerely,



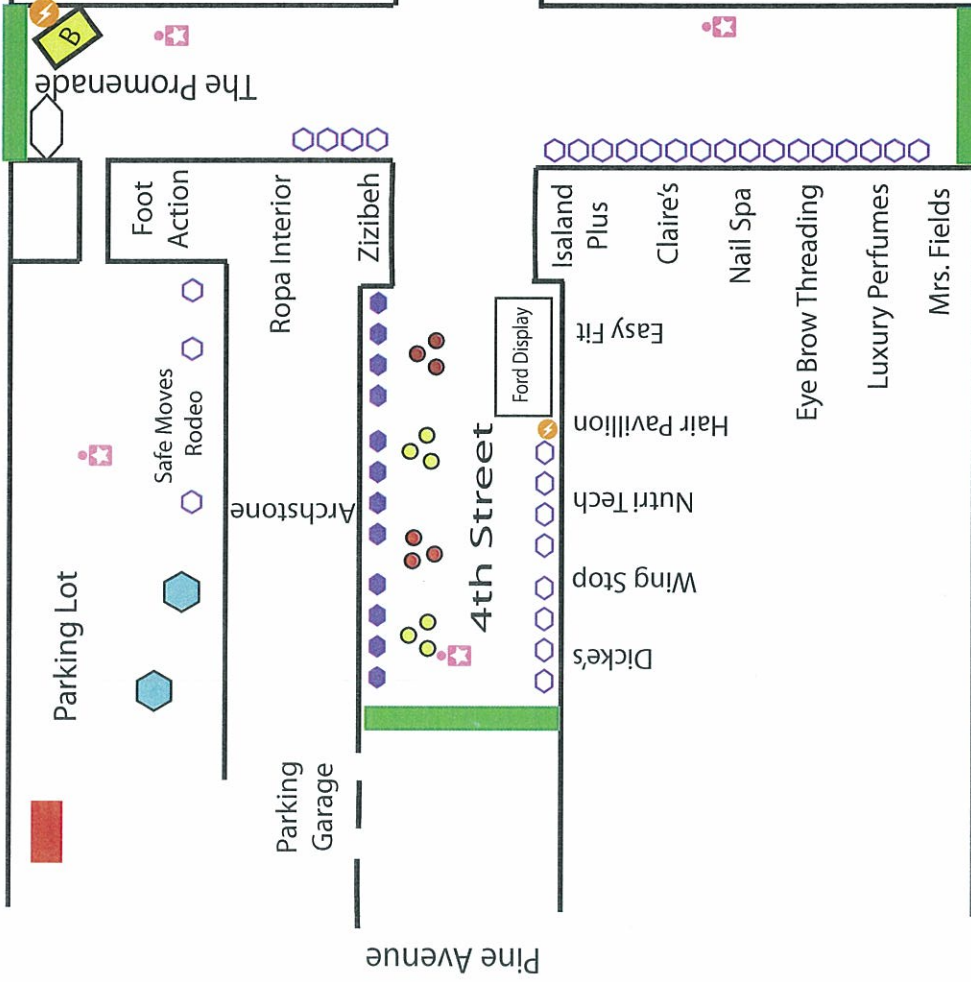
Steve M. Sheldon  
Marketing & Special Events Manager



Esther McCurry  
Marketing & Special Events Assistant Manager

Wal-Mart

5th Street



3rd Street

**LATIN AMERICAN**  
 PARADE & FESTIVAL  
 SEPTEMBER 10, 2011

Festival Layout

**Legend**

Stage	Generator
Food Vendors	Restrooms
Retail/Info Vendors	High Tops
Hard Closure	Dumpster
Bounce House/Slide	Security
DLBA Booth	Green Room
	Balloon Light

# Parade Route & Closure Info

September 10, 2011  
 Parade: 3-3:30PM; Festival: 3-9PM

# LATIN AMERICAN PARADE & FESTIVAL SEPTEMBER 10, 2011

