



PARTICIPANT INFORMATION GUIDE

SB Open Streets 2015

Saturday, October 24

10 AM- 4 PM

*2.2 Miles of Cabrillo Blvd from
Anacapa Street to the Bird Refuge*

We are seeking organizations, businesses and individuals to join us in activating 2.2 miles of beachfront Cabrillo Blvd. that share the open streets vision:

OUR VISION:

SB Open Streets strives to improve public health for people of all cultures, incomes, and physical abilities. We envision a community is free from pollution, focused on preserving our environment with ample open spaces for creativity to soar. We believe fitness is not just about physical strength but also about community connectivity and builds the network that serves as our web of life. We strongly believe communities and families that play together, stay together and believe in the value of Open Streets and Ciclovía Initiatives across the globe to instigate healthy changes in a community.



If this is a vision you share, come help us make it a reality by contributing you're your passion on Saturday, October, 24th where we close 2.2 miles of beachfront Cabrillo Blvd. to motorized traffic and open it to the community for a free, safe and family-friendly recreation and fitness zone on our public roadways! With no motorized traffic for a day, designated streets come alive with adults and children engaging in fitness, art, music, dance and cultural activities. Routes feature local businesses and attractions, and strive to improve public health for people of all cultures, incomes, and physical abilities.

APPLY ONLINE HERE:

<http://sbopenstreets.org/activity-provider-application/>

We're looking for the following Types of Participants:

PERFORMERS

(Group Stage Performance / Solo or Acoustic Street Performance)

Rock. dance. sing or otherwise perform along the 2.2 mile route! SB Open Streets is a great venue

props on our website, event day signage, press releases, newsletters and Facebook page. Please specify your performer type (amplified band/group, or acoustic solo/group), and a description of your group or act in the application form so we can discuss getting you some publicity. This is a grass roots community initiative and we currently do not have funds to pay our performers but if you appreciate the vision and want to join us– please do!

COMMUNITY ORGANIZATIONS/BUSINESSES/ARTISTS

(Examples: Health, Wellness, Fitness, Gyms, Skateboard, Bike Shops, Non-Profits, Conservation, Art Display or Activity)

Share your expertise with the community by offering an interactive, informative or creative space where participants can partake, learn or be artistic. The emphasis is on getting the public involved! Here's how:

- Bring your own 10'x10' booth, table, chairs, signage and info that show off what you do best, and set up along the event route. Offer an activity at your booth or in the area near by your booth to engage the community. (All activities offered must be free of charge.) OR...
- No booth? No problem! Come as a group and bike, walk or move together throughout the event route, sharing your enthusiasm or message with others!



Photo by Braydon Russell

GROUP FITNESS ACTIVITY/ LESSONS OR DEMONSTRATION *(Examples: Yoga, Fitness Class, Zumba, or Bike Safety Classes; Capoeira, Jujitsu)*

Lead a group fitness activity or demonstration at SB Open Streets...on the road, in the grass, by the beach or on one of our stages. The goal is to get people active and having fun doing it! If you own or run a business, we encourage you to offer SB Open Streets participants or volunteers special deals or discounts as an incentive for their business after event day. This could include discounted membership rates, free or reduced-price classes, or a price-break on purchases made within X days of SB Open Streets.



Participants may be required to sign a liability release waiver before engaging in a group activity or lesson or if you are conducting the activity you may want to have your audience sign in a waiver in advance. Activity providers may be required to furnish proof of liability insurance.

Guide to a successful Open Streets Experience!

1. Choose what level you'd like to participate. Out for:

- a. **Nonprofit Standard Rate - \$50 Donation**
Bring your own table, chairs and other set up necessary.
Standard Listing on website, and at SBOS info booth with time of activity.
 - b. **For Profit Standard Rate - \$100 Donation**
Same as above.
 - c. **Bronze Level Sponsor Upgrade for Activity Providers**
- \$150 cash + \$350 in kind value of activity/class/demo)
Includes logo on SBOS Website, option to include promo materials in event day volunteer swag bags, pre-event opportunity to display promo materials and post event logo placement in slideshows.
2. Fill out the online application before the **priority deadline of Sept. 1st** to get best street placement and inclusion on all marketing opportunities.
3. Send in and photo that represents your business and high resolution logo (if you've opted for a sponsorship to sbopenstreetsinfo@gmail.com with any other questions you have.
4. Communicate with an Open Streets representative to get your activity approved, placed along the street and added to the schedule/line up.
5. If you plan to sell ANYTHING at SB Open Streets, you must obtain a one-day vending permit from the City of Santa Barbara and have it displayed prominently at your booth or activity area. This is a quick, simple form and a \$10 fee to the City of Santa Barbara. If you are a non-profit organization or hold a current City of Santa Barbara business license, the City will waive the fee, however you must still fill out and submit the form. Download the SB Seller's Permit form (.PDF) by clicking [HERE](#). If you want to be a food vendor, contact Katie Hershfelt at katiehershfelt@gmail.com to discuss. Participating as a food vendor is a separate process.
6. Market SB Open Streets, your specific activity and time on your social media outlets, e-newsletters and classes or programs in the weeks leading up to SB Open Streets to best ensure a great turn out for your activity as well as a great turn out for the event.
7. Forward SB Open Streets marketing emails/imagery as appropriate to your contacts.
8. Consider recruiting volunteers to support SB Open Streets. We need over 200 to make the event a success and our volunteers have fun! More details and benefits here: <http://sbopenstreets.org/volunteer/>
9. Be sure to bring your business cards, pamphlets, coupons, fliers and info sheets to make available for participants.
10. Providers are responsible for their own setup (including signage) and breakdown.
11. Please plan to arrive and set up at least one hour before your planned start time to be sure you can start on time.
12. Plan your access accordingly based on your designated location and start time. (Zone Maps

13. Please be prepared to break down your activity area or booth between 4 – 5 PM and if you are located in the street, ALL materials MUST be moved off the street (but not blocking the sidewalk) by 5PM (when motorized traffic resumes on Cabrillo Blvd.)!
14. Waste may be left designated trash and recycling locations. Please try to recycle all applicable items to the best of your ability.
15. Please refer to our [FAQ](#) Page for answers to many other questions.



SB Open Streets 2015 Contacts:

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| Andrea Opher | SB Open Streets Activities & Outreach Assistant andreaopher@gmail.com , |
| Jialu | SB Open Streets Dance Group Coordinator, xujialu.213@gmail.com |
| Christian Adams | Yoga & Rejuvenate Zone Manager, marinelayer@pacific-ocean.com |
| Katie Hershfelt | Food Vendor Coordination, katiehershfelt@gmail.com |
| Zack Bertges | SB Open Streets Run Wild 5K Coordinator, zackbertges@gmail.com |
| Sat Siret | Volunteer Coordinator, 805-455-8637, sat@sbhustlers.org |
| Robin Elander | SB Open Streets Director/ Global Good Impact Director
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