

The BLVD Association Offices
44911 Elm/Ehrlich Avenue
Executive Director ~ Kat Ladniak
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Twitter: @TheBLVDinCA
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ABOUT THE BLVD ASSOCIATION

The BLVD Association is a Property-Based Improvement District (PBID) composed of all property and business owners located within the BLVD District. Originally formed as a Parking and Business Improvement District in 1989, property owners voted in 2013 to transform the organization into a PBID, thus substantially expanding the Association's financial resources to better achieve its mission to develop, promote and protect the downtown area. The PBID and its activities aim to build upon the massive streetscape revitalization effort implemented in 2010 via promotions and marketing, enhanced security, and cleanliness/maintenance initiatives.

MARKETING UPDATE

The Marketing & Promotions committee initiated a variety of campaigns successful in promoting The BLVD this year, including: newspaper, television/cable, direct mail, radio, billboards and a new website. We will be continuing to use these and additional marketing avenues to reach new and existing customers to invite them to visit The BLVD in 2015. In the 4th quarter of 2014, The BLVD Association introduced The BLVD Gift Certificate. These Gift Certificates can be purchased through The BLVD website at www.theblvdlancaster.com/gift, at Aven's Furniture, and The BLVD Office located at 44911 Elm/Ehrlich Ave. When a Gift Certificate is redeemed, please contact Executive Director Kat Ladniak for full reimbursement at kat@theblvdlancaster.com or 661-435-7930.

Committee Chair: Shirley Griffiths 661.209.8737
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BLVD EVENTS

As in years past, the City hosted its highly anticipated Celebrate Downtown Lancaster Series on The BLVD. In September, ArtWalk on The BLVD was launched in partnership with MOAH to support the local art community. The BLVD Association hosted several events in the 4th Quarter. BLVD Gifts of Health & Beauty and Music of the Season were held for the second and third year, respectively. Two new events were established as well. November 29th was Small Business Saturday. The Association took this opportunity to showcase and promote the fantastic locally owned small businesses on The BLVD. This event featured retail and restaurant product displays and raffle giveaways. Santa's Village took place at the Western Museum Hotel on November 29 and December 5, 6, 12, 19 and 20. On these 6 nights, guests to The BLVD could have their photo taken with Santa and enjoy a movie under the stars projected on The Veteran's Affairs building wall.

CLEAN & SAFE UPDATE

In 2014, a partnership with Desert Haven was formed with the goal of keeping The BLVD looking beautiful. These hardworking individuals take great pride in the job they do to keep our streets clean and tidy. The C&S Committee also performed a CPTED walk in conjunction with city personnel to continue the efforts of the revitalized streetscape. Please be aware that you may be contacted for improvements to your building and/or property to ensure the safety and comfort of our guests. Also in 2014, The BLVD Patrol was created. The BLVD Patrol is a team of private security guards (member business, Security Defenders) that patrol The BLVD district during high-traffic periods to act as ambassadors to heighten the experiences of guests and employees of BLVD businesses.

Committee Chair: Myrle McLernon 661.816.4553
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DATES to KNOW

****BLVD Association General Meetings****
8am on the 1st Wednesday of the 2nd Month of each Quarter

- February 4th
- May 6th
- August 5th
- November 4th

- *Farmer's Market Summer Hours 4-9pm, April-Oct*
- *Toyota Concert Series, June – October*
- *AV Fair Parade, August 22*
- *Celebrate America, September 12*
- *Streets of Lancaster, September 25-27*
- *BooLVD Halloween & Harvest Festival, October 24*
- *Small Business Saturday, November 28*
- *Chamber of Commerce Christmas Parade, December 5*
- *A Magical BLVD Christmas, December 12*

NEW BLVD BUSINESSES in 2014

Advanced Reconveyance Inc. ~ Asian Health Center ~ Bee Honey ~ Bee-Free Holistic Empowerment Center ~ Behold 3D.Me ~ BLVD Bazaar ~ Cornerstone Coffee Roaster ~ Golden Note School of Music ~ Katz Zumba Studio & Bar Barbershop ~ Loft 20 Nine ~ Mi Snack House ~ New York Flowers & More ~ On The BLVD Market ~ Revive Hair Studio ~ Rio Brazilian Grill ~ Simone's Crystal Pure Water ~ Sound Shop ~ Your Favorite Tattoo ~ Zero Degrees Frozen Custard & Ice

New to The BLVD? Contact Kat Ladniak at kat@theblvdlancaster.com or 661-435-7930