



Tualatin Valley Creates drives the development of inclusive, resilient, creative communities using arts, culture, heritage, and humanities.

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501c3 Nonprofit  
Tax ID 30-0254528

June 21, 2024

Dear Hillsboro Downtown Staff, Property Owners and Residents,

We're excited to join forces again with our business community and the City of Hillsboro to welcome visitors, creative energy, and local spending into Downtown Hillsboro during the annual summer **La Strada dei Pastelli Chalk Art Festival**. As we build upon our learnings from last year, to ensure a positive experience for businesses, artists and residents, we are providing these advanced updates to let you know what's coming next month.

**IMPORTANT - Please post this letter in a staff resource area and share with staff, save the dates in your calendar, help share with residents, and/or any affected parties, including deliveries and rideshares, about street closures:**

- **Streets within the layout will begin No Parking enforcement at 1:00pm on Friday, July 19; barricades will then be placed by 2:00pm.**
- The alleys accessible from Lincoln, Washington and 4<sup>th</sup> will not be affected, however it is important that drivers do NOT attempt to use these alleys as a means to drive into the layout itself as it directly impacts pedestrian safety.
- There will be a **Monday Chalk Art Stroll** to create a draw for residents and visitors to see the art, dine, and shop on what is traditionally a lighter traffic day. The Monday experience also allows health-concerned community members to stroll Downtown without the bustle of high-density crowds.
- The **power washing for safe artwork removal will begin on Monday evening July 22**, instead of overlapping with the post-event dinner rush and pedestrian traffic on Sunday evening. Although the Festival itself will have concluded Sunday evening, this schedule creates multiple benefits for business activity, safety, and community engagement.
- **Affected streets will re-open to vehicle traffic by 10:00am Tuesday, July 23 following a final street sweep.**
- Please help relay all this to your employees, tenants, customers and congregations.
- I'm including the **City's Downtown Public Parking Lots map** here to help direct any regular patrons.
- More FAQs about these updates and facts about chalk festival prep and clean-up are on the TVC website at [www.tvcreates.org/lastrada](http://www.tvcreates.org/lastrada) (bottom of page).

**Take advantage of the foot traffic!** Our Programming Manager, Jayne Dahl who is overseeing vendors wants to encourage merchants to take advantage of the **40,000+ attendees anticipated over the weekend**. On average, arts audiences in our County spend \$21.00-25.00 per person while attending cultural activities\* We have designed the **layout** (included here) to maintain an open line of sight to your front door in hopes that you'll take advantage of this energy. Last year's La Strada generated an estimated **\$1-million in local spending!** Here are some of Jayne's suggestions to draw people into your shop(s):

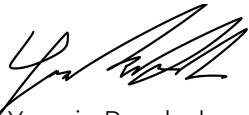
- Advertise a "Festival Sale" in advance or on event day with a sidewalk signage;
- Offer water to those who enter your shop;
- Offer coupons or stickers with store information to attract people into your shop that day or to plan a return visit; or
- Offer a sidewalk sale by putting a table with items outside your front door.

*If you have vendor questions or are looking for more ideas on how to activate your store front, please contact Jayne Dahl at [programs@tvcreates.org](mailto:programs@tvcreates.org).*

Lastly, the 2024 La Strada Block Party hosted by the Hillsboro Downtown Partnership will be Friday, July 19th, 6:00-10:00p. Set up will begin at 4pm and the event starts at 6pm and concludes at 10pm. Break down for the event lasts until 11:00pm. There will be a stage set up between 3rd and 4th playing live music, and Downtown Hillsboro bars will be allowed to set up outside so visitors can walk the streets of Downtown Hillsboro in this open container event. Activities, games and dancing will be set up on Main St. between 2nd and 4th Avenue. This OLCC permitted event will only be on Friday Night. For the rest of the weekend, La Strada will NOT be an open container event and will not be coordinating alcohol service, rather we want to usher those patrons into the Downtown businesses who already provide these libations. Please relay this to servers and keep any alcohol consumption contained within restaurant parameters as required or permitted by OLCC.

Along with my update letters, you can always find festival details on our website at [www.tvcreates.org/lastrada](http://www.tvcreates.org/lastrada) and on social media [@tvcreates](https://www.instagram.com/tvcreates). Feel free to reach out to our TVC team if you have any questions. I can be reached at 503-567-1713 or [director@tvcreates.org](mailto:director@tvcreates.org).

Sincerely,



Yasmin Ruvalcaba  
Executive Director

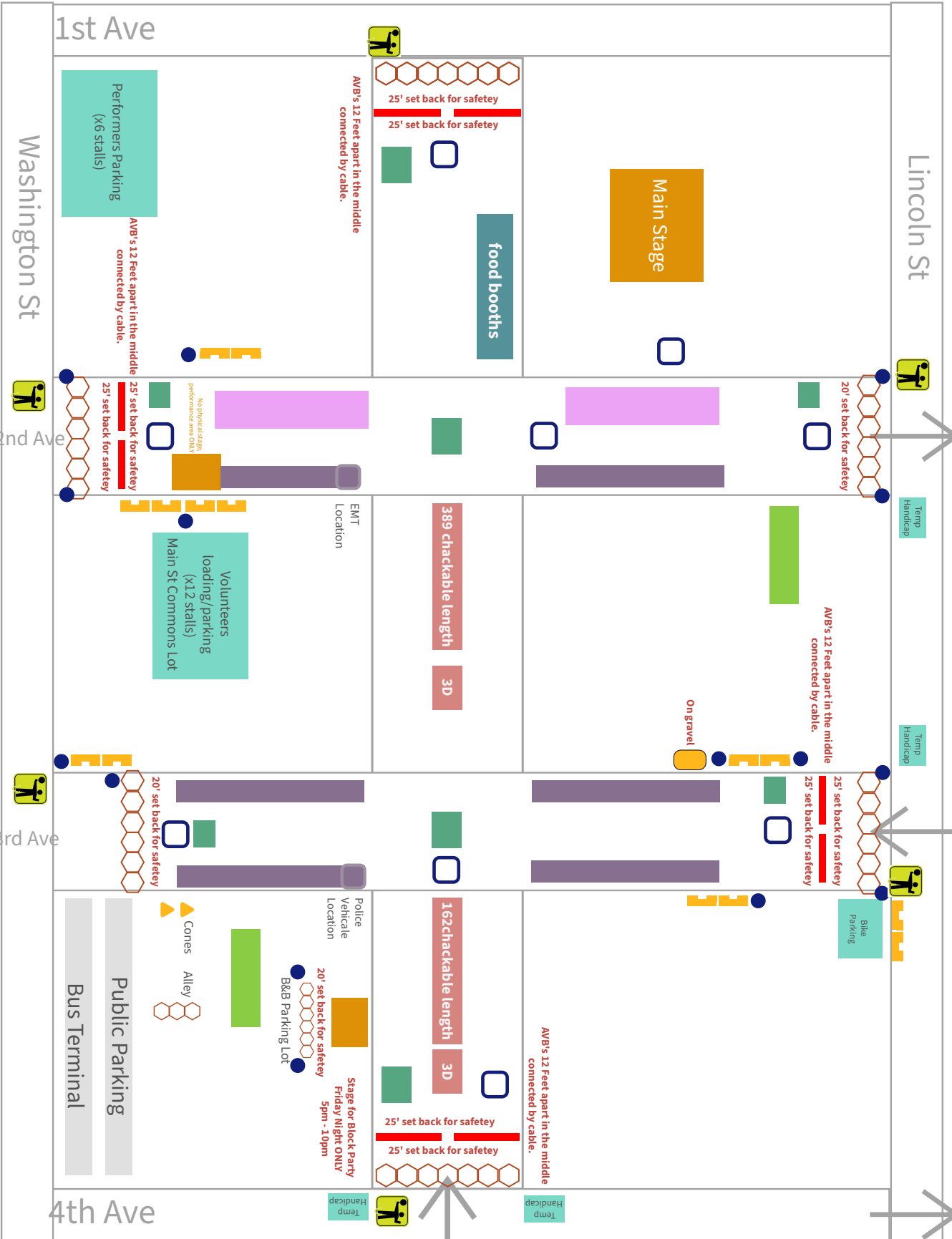
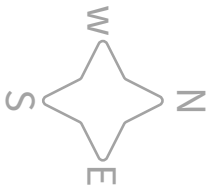
**Now is the time to sign up to volunteer:** Volunteers are vital to the success of La Strada. Shifts are 4-hours long and include assisting the performers, professional chalk artists, Community Activities (happening on 2<sup>nd</sup> Ave) and more! Visit the La Strada page for more information:

[www.tvcreates.org/lastrada](http://www.tvcreates.org/lastrada)



\*Based on Americans for the Arts' Arts & Economic Prosperity Study 5 ([www.tvcreates.org/arts-economic-study](http://www.tvcreates.org/arts-economic-study)), performed in part by TVC and released in 2017, arts organizations and audiences in Washington County generate more than \$21 million a year in economic activity.

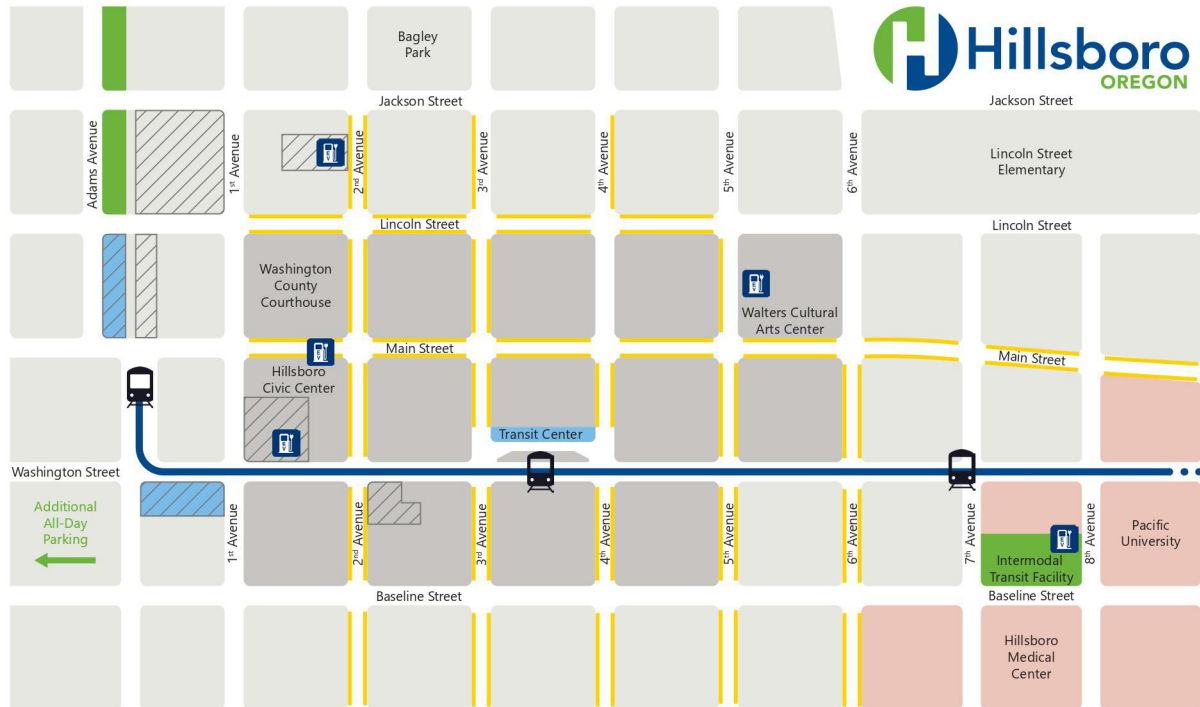
# Downtown Street Dimensions



- Chalk Artists
- Food Vendors
- Info/Welcome Stations
- Vendor/Partner Booths
- Stage & A/V
- Kids Area/Squares
- Assigned Parking
- Porta-Potties, Handwash Stations
- Event Signage
- TWC Intersection Monitoring / Event Greeters
- Baracades: Portable (Steel Type III)
- Baracades: Anti-Vehicle (AVB)
- Baracades: Jersey Barriers
- Pedestrian Zone, A-Frame Signs
- Baracades: Type II

2024 La Strada Layout  
\*not to scale

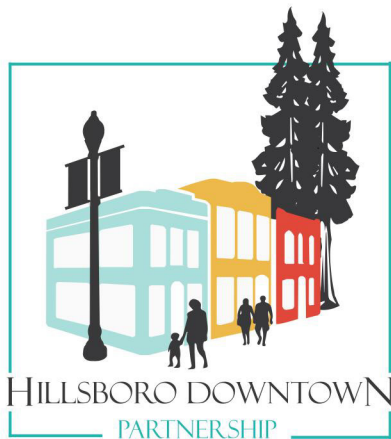
# Downtown Hillsboro Parking Map



**LEGEND**

- On-Street Parking
- Two-Hour Parking
- Evening (after 5 pm) & Weekend Parking
- All-Day Parking
- Health & Education District
- MAX Blue Line & Stations
- Electric Vehicle Charging Station

1/16/24



HillsboroDowntown.com

Additional after 5 pm and weekend parking is available at the following locations:

**Umpqua Bank:** 310 SE Washington Street

**Airgas:** 342 SE Baseline Street



Hillsboro-Oregon.gov/Downtown