



**Florence-Firestone Community Plan
Florence-Firestone Chamber of Commerce
9th Annual Florence-Firestone Festival
May 24, 2014**



EVENT OBJECTIVE

For the Department of Regional Planning (DRP) to engage the community on the Draft Florence-Firestone Community Plan (Draft Plan) by conducting community outreach at the 9th annual Florence-Firestone Festival.

EVENT DESCRIPTION

On Saturday, May 24, 2014, the Draft Plan project manager attended the 9th annual Florence-Firestone Street Festival located on Compton Avenue between E. 68th Street and Florence Avenue. The 4-day carnival over the Memorial Day weekend drew thousands of community members. The event provides a safe, welcoming, and family-friendly environment for those who live, work, or play in the Florence-Firestone community. Hosted by the Florence-Firestone/Walnut Park Chamber of Commerce in collaboration with the Office of Supervisor Mark Ridley-Thomas, the festival encourages attendees to shop locally and support the local economy and community. On Saturday, May 24th, the event drew approximately 5000 attendees, and the project manager spoke with approximately 50 people who visited the booth. Other county and public partners included the Florence-Firestone Community Leaders, Department of Recreation and Parks, Department of Public and Social Services, and the Florence-Firestone Worksource Center. Staff's goals were to: promote the Draft Plan to community members, initiate a dialogue about the Draft Plan, develop connections for our growing community contact list, and reengage community members during this interim period while the EIR is being completed.

EVENT SUMMARY

The festival took place in the public right-of-way on Compton Avenue, between E. 68th Street and Florence Avenue in Florence-Firestone, near the geographic center of the community. The 4-day event included carnival rides, food vendors, presenter booths (county, non-profit, retail), and a large stage where musicians played. Turnout and spirits were high. The project manager staffed a booth adjacent to the Chamber of Commerce. Having the location next to the event organizer helped bring participants to DRP's booth. The project manager spoke with English- and Spanish-speaking community members about the Draft Plan and other DRP services. Chamber representatives assisted with translation as needed. All community members who visited the booth were interested in the Draft Plan and many signed up to get updates.

The Florence-Firestone Community Plan provides a blueprint for future growth and development in the community. The Plan is a tool to help realize the community's vision, crystallized in the 2009 Florence-Firestone Vision Plan. Once adopted by the Los Angeles County Board of Supervisors, the Community Plan becomes the official policy document against which future development is evaluated.

NEXT STEPS

- Add new contacts from the event to the Florence-Firestone community contact list
- Gain additional feedback from our stakeholders
- Continue developing the Draft Plan as the associated EIR gets closer to completion



Regional Planning staff speaking with community members about the Community Plan



Street scene from the 9th annual Florence-Firestone Festival

ADMISSION GRATIS! FREE ADMISION

ADMISSION FREE! ENTRADA GRATIS

9th Annual Florence Firestone Festival

MEMORIAL DAY WEEKEND

FRIDAY 23 SATURDAY 24 SUNDAY 25 MONDAY 26

MAY 2014

GET ON ALL RIDES \$20 BRACELET SAT-MON 1PM-5PM

ACCESO ILIMITADO A JEGOS MECANICOS \$20 BRAZALETE SAB-LUN 1PM-5PM

EL PUMA DE SINALOA SABADO 6:00pm

Los Angeles, CA 90001

Central Compton Gage Alameda
 Firestone

FLORENCE - FIRESTONE WALNUT PARK CHAMBER OF COMMERCE

El Aviso **REPUBLIC** **ResCare Workforce Services** **Latino**

www.facebook.com/FFWPChamber

Sponsored by: LA County Supervisor Mark Ridley-Thomas

For Event Information: (323) 589-4222 www.FFWPChamber.org