



VILLAGE NEWS

Arroyo Grande Village Improvement Association Newsletter • February 2010

WHAT'S HAPPENING IN THE VILLAGE

by Bob Lund

THERE WILL BE NO GENERAL MEETING IN FEBRUARY!

Ever wonder what it is that the Village Association does for the businesses in the Village and for the community. Let me summarize. Most all of our monies are generated from the Strawberry Festival and most of our expenses were also from the Strawberry Festival. For last fiscal year:

Major income items:

Member dues	\$5,600
Farmers' Market	4,600
Summer Concert Series	15,000
Strawberry Festival	158,000
Other income	800
Total income	184,000

Major expense items:

General advertising	\$5,000
Insurance	6,300
Utilities	4,500
Rent	7,300
Village pots	5,800
Office admin costs	29,000
Christmas events	9,800
Farmers' Market	4,000
Strawberry Festival	81,000
Summer Concerts	13,000
Other costs	16,300
Total costs	182,000

Net income \$2,000

All of the pots in the Village are maintained by Arroyo Grande in Bloom volunteers. The Association pays the in Bloom group about \$5,500.00 each year for their efforts. The care of the pots used to cost the Association about \$6,500.00 each year. The AGIB group is able to obtain a lot of flowers and plants at cost or better so that they are able to do more planting and care than we used to have in the past with a gardener retained by us.

The Association spends about \$10,000 per year on advertising of one sort or another. An additional \$5,000 is spent on our Village brochures that are in the hotels and motels around the county. We print about 15,000 of these brochures each year.

Additionally, we have about 35 banners around town that are changed out for spring, Strawberry Festival, summer, fall and Christmas season. These banners cost about \$100 each and have to be replaced periodically.

We also have a scholarship program where we give a \$500 scholarship to each of four Arroyo Grande graduating seniors each year.

We work very closely with the City of Arroyo Grande, the South County Historical Society, Arroyo Grande in Bloom, Arroyo Grande Chamber of Commerce, Arroyo Grande Centennial Committee, Arroyo Grande Tourism Committee and the Police Advisory Committee.

The Centennial Committee is planning many events for 2011. Our Centennial date is July 10, 2011. We will have special business sponsored banners up all year, centennial bike rides, tours, historical reenactments, gala ball, parade, a Summer Concert series that will celebrate music of each decade, fireworks and many other events.

Our Tourism Committee has developed and logo and a tag line for advertising our community. We will be making a special introduction of this in the near future. Also, on October 2nd and 3rd of this year, there will be a special event called the "Sunset Savor the Central Coast". This event is put on by Sunset Magazine and can produce significant exposure for our Village and City. We are looking at opportunities to have booths at their main event at Santa Margarita Ranch. This will be the first-ever major food and wine event to be held in San Luis Obispo County. More than 8,000 consumers from throughout the West will taste, sip and SAVOR California's Central Coast lifestyle..

We are also now working on a special coupon book for members to advertise their business and encourage citizens to shop our member businesses, promote the many events in the Village and build a database of e-mails of local shoppers who are our target market.

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Village Association



VILLAGE TIDBITS

BY TONI PELLETIER

Hey, Let's Eat! February is a good comfort food month. So I took to the streets to find some.

Have you tried Last Chance Deli? Shaylene makes a great sandwich. I tried the Jalapeno tuna made with chipotle mayo . . . unbelievable!

If you're craving Italian food, Gina's is the place, especially for butternut squash ravioli. First, start out with bruschetta fresca. Yummmm!

Can you say "everything"? Branch St. Deli has it! Hot pastrami, chicken caesar wraps, grilled cheese, soups and smiles for all.

They say "Life is short, eat dessert first". Well, Eclair Bakery is dessert heaven. Eclairs galore not to mention great scones. Lemon bars, cinnamon rolls, and even vegan cupcakes. Remember, life is short.

Que hora es? It's time for Mexican food. Where? El Taco Loco. My very favorite is shredded chicken sauteed with green peppers, onions, tomatoes, and mushrooms. Pollo Don Poncho to be exact. So many choices, so little stomach.

Across the street, Old Village Grill sends the aroma of bacon through town every morning. Used in their salads, it draws you in. The special of the day is usually worth trying. I especially like the chicken caesar salad.

Down Bridge St., the Village offer three eateries. Klondike Pizza is not only a fun place to go but Tuesday night all-you-can-eat is for real pizza lovers. Have you ever had reideer? Come on, give it a try!

And then there's McLintock's, need I say more? The menu goes on and on. Of course, everyone knows they're known for their turkey nuts (you'll get over it). Maybe a 1/2 lb. burger sounds better, like the Black & Bleu. I'm there! Or try spaghetti night or Sunday breakfast.

If you haven't been to the Thai Kitchen, you're really missing out. A quaint, cozy restaurant with good food. I've been there enough to try everything, but my favorite is the sizzling hot plate with chicken or mixed seafood. And they offer 12 soups! Curry on over ...

Another dessert? Yes! At Doc Burnstein's, it's not just an ice cream store, it's the best ice cream store. I'm partial to chocolate mint but I hear Doc's java is to die for. The real treat is on the 26th of Feb. Don't miss it.

On to Alphy's. Could the Cajun salmon sandwich get any better? Yes... a double. How's about a prime rib sandwich or the breakfast burrito. The special is always special.

Roast'n Rooster over by the Post Office is something to cock-a-doodle-doo about. Get there early for seating unless it's warm enough to enjoy the patio by the creek. In case you didn't read the name, there's plenty of chicken - every which way. I love the chicken tortilla soup.

And on your way for a cup of coffee, stop by Desire for a piece of fudge or old fashioned candies.

I said comfort food, didn't I!

Enjoy!