



**Contact:** Paul Levikow  
Institute for Public Strategies  
**Phone:** (619) 476-9100

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## **CHULA VISTA ENVISION BROADWAY VIRTUAL BUSINESS MIXER TO FOCUS ON BROADWAY CORRIDOR DURING PANDEMIC**

*Two city councilmembers will take questions during live events*

Chula Vista City Councilmembers Jill Galvez and Andrea Cardenas announced they will co-host a live, online Envision Broadway business mixer to update business owners along the Broadway corridor and South Bay residents on getting back to normal after the pandemic.

The Thursday, Feb. 11, 2021 event, sponsored by Envision Broadway and the Institute for Public Strategies, is free and will be held via Zoom from 5 p.m. to 6:30 p.m.

Participants should register before the event at the Eventbrite link [here](#). Email questions to panelists ahead of the event to [jarellano@publicstrategies.org](mailto:jarellano@publicstrategies.org). Live questions will also be taken via the chat function on Zoom.

“Our Broadway businesses are the reliable backbone of Chula Vista’s economy,” City Councilmember Jill Galvez said. “We believe this is a great time to collaborate and support one another, as new opportunities unfold for continued prosperity in Chula Vista.”

The agenda will include information on reopening the economy; a forum for sharing ideas among the Broadway business owners; goals for improving the Broadway corridor; allowing business owners to get to know each other; and future opportunities with the new bayfront development. The councilmembers will reach out to determine how they can help participants.

“The Broadway corridor has been the economic engine of Chula Vista for many years,” City Councilmember Mike Diaz said. “Today is the time to focus our efforts on transforming Broadway to the gateway of west Chula Vista by making it family friendly and welcoming visitors to all that Broadway has to offer.”

The discussion will also include public safety, police-regulated businesses, preventing alcohol and drug related harm to youth and economic vitality along the Broadway corridor and new ways to increase business by focusing on revitalization. With the Chula Vista Bayfront project under way, business owners want to make sure the

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Broadway corridor is not left behind and to balance business interests and community needs, since residents of all communities deserve health, safety and quality of life.

Envision Broadway is a project of the Institute for Public Strategies, working together with partners to create thriving, multi-cultural business district that serves as the gateway to the Bayfront where tourist and local families can enjoy the fine arts, walking, dining, shopping and live entertainment.

The audience will have an opportunity to submit questions to the councilmembers and see where they stand on important issues that pertain to the Envision Broadway revitalization efforts, since self-policing doesn't work.

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