



For Immediate Release

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Media Contact: Kady Fleckenstein, (805) 291-9389,

pio@cityofsolvang.com

Public Contact: pio@cityofsolvang.com, www.cityofsolvang.com

City of Solvang Begins Public Engagement Efforts Focused on Tourism

Solvang, CA– On October 28, the Solvang City Council voted to proceed with public engagement efforts regarding tourism to help guide the Council’s decisions on tourism marketing, sales and rebranding in December. City staff has been sending out three online surveys to Solvang residents, visitors and businesses via email, websites and social media. Solvang residents will receive printed versions of the surveys with their water bill and are encouraged to fill out surveys online where data is automatically compiled.

Surveys will be available online at www.CityofSolvang.com on the homepage and the Communications Department page. These surveys will be promoted via social media, email and a printed copy will be mailed to residents that can be dropped off at City Hall by noon on December 6, 2019.

In addition to compiling feedback from the three surveys, City staff will host three public engagement workshops at City Hall located at 1644 Oak Street in Solvang on Wednesday, December 4, 2019. The first workshop is at 6:30pm and offers residents an opportunity to discuss the impact of tourism on the community along with recommendations in moving forward with tourism marketing and events. The second workshop at 7:30pm will focus on rebranding the City of Solvang and allows the public to provide input regarding new City graphics, icons and overall look. At 8:30pm, local businesses are invited to discuss tourism

marketing and sales including events, communication between the City and businesses and measuring the City's investment in tourism marketing via data analytics. Attendees of the workshops will have an opportunity to share feedback during public comments.

“For those residents or visitors that are unable to attend the workshop, we encourage them to fill out a survey or send a friend or coworker to speak on their behalf,” says Public Information Officer Kady Fleckenstein. “The public can also attend the special City Council meeting about tourism on Tuesday, December 17 currently slated for 6:30 pm where all of the data compiled from the surveys and workshops will be presented to the Solvang City Council.” More information about the workshops and links to all surveys will be posted on www.CityofSolvang.com on the Communications Department page.

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TOURISM SURVEYS

- Business Survey: <http://bit.ly/cosbusinesssurvey>
- Resident Survey: <http://bit.ly/cosresidentsurvey>
- Visitor Survey: <http://bit.ly/solvangvisitorsurvey>

FOLLOW US ONLINE:

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- Twitter: www.twitter.com/SolvangUSA

@SolvangJulefest:

- Facebook: www.facebook.com/JulefestSolvang (name to change to Solvang Julefest soon)
- Instagram: www.instagram.com/SolvangJulefest

High Resolution photos and flyer available upon request.

Solvang Visitor Center
1637 Copenhagen Drive, Solvang, CA 93463
(805) 686-4056
Open Daily 9am-5pm
@SolvangVisitorCenter- Facebook & Instagram
@VisitorSolvang- Twitter

City of Solvang
(805) 688-5575
1644 Oak Street, Solvang, CA 93463
www.CityofSolvang.com
@CityofSolvang