



CITY OF
CARPINTERIA

Downtown Digest

Downtown "T" Business Advisory Board Newsletter

2026 issue 7



Rods & Roses and Independence Day Parade Saturday, June 27 Linden Avenue

On Saturday, June 27, hundreds of stars and stripes-clad locals and visitors will flock to downtown Linden Avenue for the Rods & Roses car show and annual Independence Day Parade. The car show will take place from 10 a.m. – 2 p.m. The DTBAB-sponsored parade begins at 3:30 p.m. and features dozens of local nonprofits, public agencies, businesses and social groups. Sidewalks will be lined with the familiar faces of friends and neighbors along the parade route: Carpinteria Avenue to 6th Street. Businesses with patriotic window dressings will receive a call out from parade announcers.

DTBAB Boardmembers

Chair & Assessment Paying Member:
Andre Jackson

Vice-Chair & Assessment
Paying Member: *Kristina Calkins*

Assessment Paying Members:
*Kevin Murphy • Mary Beth Radley
Justin Fitzgerald*

At-Large Members:
Lorraine McIntire • Nathan Pratt
Staff Liaison: *Stephon Downes*

HELPING TO CREATE A VIBRANT DOWNTOWN CARPINTERIA



For 46 years, the Downtown "T" Business Advisory Board (DTBAB) has promoted economic growth in Carpinteria's business district. Funded by local assessments and governed by a board of business owners and residents, we advise the City Council on how best to invest the funds to promote a vibrant, stable downtown for all local businesses.

SHARE YOUR THOUGHTS AT A DTBAB MEETING

We hold our meetings at 8:30 a.m. on the first Thursday of every other month at City Hall, 5775 Carpinteria Ave. You're invited to attend! Come share your thoughts on how we can best promote our downtown district for the benefit of our whole community. Upcoming meetings are in August, October and December.

WHAT DO YOU WANT FROM DTBAB?

The purpose of the assessment district is to support improvements for a thriving downtown economy. This is only possible with the cooperation and collaboration of our downtown businesses. Help us help you by sharing your comments and concerns to DTBAB@carpinteriaca.gov



Get Excited for Downtown Events: BUSINESSES PLAN FOR FOOT TRAFFIC

JUNE – OCTOBER

FREE CONCERT SERIES

Lynda Fairly Carpinteria Arts Center's free concert series takes place monthly all summer. Saturdays from 6 - 9 p.m. The 2026 dates are June 20, July 18, Aug. 15, Sept. 19 and Oct. 17.

JUNE 27 • RODS & ROSES AND INDEPENDENCE DAY PARADE

See page 1 for all the details.

JULY 10 • JUNIOR LIFEGUARDS CARP COMP

City Beach will be a sea of swimming, running and paddling when hundreds of families from up and down the coast come to Carpinteria for a full day of competition in the sand and surf.

JULY 25 – 26 • CHALK WALK

Fun for the whole family, this FREE event starts with a chalk pick-up at the Lynda Fairly Carpinteria Arts Center and ends with your hand-drawn masterpiece on the sidewalk.

AUGUST 15 • SURF 'N' SUDS

This popular beer festival bubbles up annually at Linden Field and brings hundreds of revelers to downtown Carpinteria for the day.

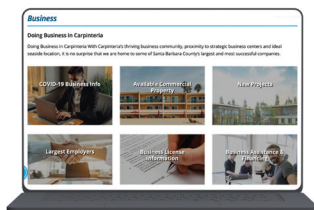
SEPTEMBER 17 • CULINARY CRAWL

Ticket holders stroll and sample favorite dishes from local eateries, then stroll and sample some more. Proceeds benefit the Carpinteria Community Association's scholarship fund.

OCTOBER 2 – 4

CALIFORNIA AVOCADO FESTIVAL

Carpinteria's biggest event of the year highlights the avocado and serves it with a generous side of live music, shopping, great eats and cold beverages on the first weekend in October.



Looking for business resources? We got you!

Whether you are launching a new restaurant, considering expanding your services, or looking to go green, the City of Carpinteria has a business resource portal that provides essential tools to help businesses in the 93013 thrive.

EXPLORE KEY RESOURCES

Business Licenses:

Access everything you need to apply for or renew your operating permits.

Economic Development:

Discover programs & incentives designed to foster local job creation & stability.

Zoning & Planning:

View interactive maps & guidelines to ensure your location meets city standards.

The Downtown T:

Learn how the DTBAB supports growth & vitality in Carpinteria's commercial core.

Service Requests:

Get the City of Carpinteria app or visit the city website.



Visit the webpage at carpinteriaca.gov/business/ OR scan

MAKE THE MOST OUT OF SUMMER



Summer is right around the corner, and that means Carpinteria is about to get busy! Visitors will escape inland heat at the World's Safest Beach and enjoy all the natural beauty and small-town charm of Carpinteria. If you're a business owner, this is your chance to catch the crowds with your unique offerings.

EVENT SPECIALS:

Summer events like Surf 'n' Suds will draw big crowds to downtown. Consider special promotions: offer a "Festival Recovery Brunch" the next morning or a "Show Your Wristband" discount for a late-night appetizer.

SOCIAL MEDIA PROMOS: Encourage patrons to tag your business to enter a drawing.

SUMMER PASSPORT:

Partner with neighboring businesses to create a Summer Passport with chances to win prizes when the passport is filled.

LOCALS' HOUR MID-WEEK SPECIAL:

Offer locals a discount during slower portions of the week.