



**Media Contact:**  
Mary Lynn Harms-Romo  
Director of Communications  
[MaryLynn@SBSCChamber.com](mailto:MaryLynn@SBSCChamber.com)

**FOR IMMEDIATE RELEASE**

April 18, 2024

**Meet Me in Old Town Goleta**  
*Free Summer Events Celebrating Goleta's Vibrant Community Spirit*

Goleta, CA – The Santa Barbara South Coast Chamber of Commerce, in partnership with the City of Goleta, is thrilled to announce "Meet Me in Old Town," a series of free summer events taking place on the third Thursday in May, July, and August 2024.

Designed to enhance community engagement, boost local business visibility, and showcase the unique charm of Old Town Goleta, these events will imitate the lively atmosphere of an evening block party, featuring shaded tables, games, and a variety of food and music options. Local businesses will host specials and participate in ways that highlight their unique offerings, from tastings to promotions. This initiative not only promotes visiting local businesses but also encourages them to engage directly with the community and their neighbors in the heart of Old Town.

Residents are invited to join their neighbors in interactive and family-friendly activities. Visitors from neighboring areas can explore the distinctive attractions that Old Town Goleta has to offer and enjoy a lineup of performers such as The Goodlanders, Mezcal Martini, and Tequila Mockingbird.

Grab your favorite fare from an Old Town eatery and head to Magnolia Avenue for live music, games and refreshments, including beer and wine. Community organizations and local vendors will be on-site and Goleta shirts and sweatshirts along with commemorative merchandise will be available for purchase.

Kristen Miller, President and CEO of the Santa Barbara South Coast Chamber of Commerce, stated, "This initiative is a direct response to the City of Goleta's strategic goal to return Old Town to its status as the vital center of the city, as outlined in the Goleta Strategic Plan. This partnership aims to activate local businesses and bring the Goleta community together in celebration of its rich heritage. Come for the fun, stay for the community!"

For more information in English and Spanish, please visit [SBSCChamber.com](http://SBSCChamber.com) or follow us on social media @SBSouthCoastChamber

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**Event Details:**

Free Community Event (food, beverages, and merchandise available for purchase)

TIME: 5 to 7 PM on the following dates

**DATES & ENTERTAINMENT:**

Thursday, May 16 - The Goodlanders

Thursday, July 18 - Mezcal Martini

Thursday, August 15 - Tequila Mockingbird

LOCATION: On Magnolia Ave, Old Town Goleta between Hollister and Gaviota.

PARKING: Public parking for the event is available in the Yardi parking lot at 430 S. Fairview Avenue or the public parking lot next to Community West Bank at 5827 Hollister Avenue.

ACTIVITIES: Live music, local business specials, food truck, refreshments, games, merchandise, community vendors, block party atmosphere.

**About Santa Barbara South Coast Chamber of Commerce**

The Santa Barbara South Coast Chamber of Commerce, from Goleta to Carpinteria, is a regional business organization with the mission to help South Coast businesses, residents, and visitors thrive. Through leadership and collaboration, the Chamber is the principal economic development entity advocating for the business community. We engage with businesses, elected officials, and regional partners in proactive business initiatives that foster the South Coast's unique business environment and create opportunities for our communities. The Chamber is proud to represent local business members who create 70,000 jobs on the South Coast! To learn more, visit [sbscchamber.com](http://sbscchamber.com).

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