## Grand Opening Update

May 8, 2018





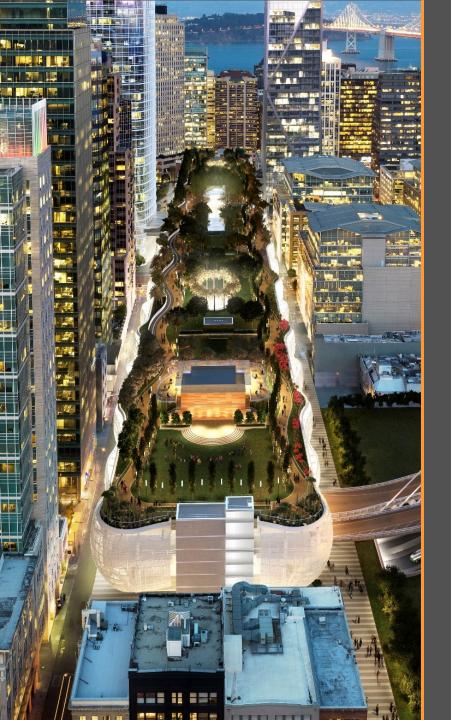
## Salesforce Transit Center Grand Opening A memorable Inclusive Regional Celebration

- Goals
  - Educate & Transition Riders & Customers, Build Awareness and Excitement for Opening, Showcase Transit Center's Transportation, Park, Art & Retail

## Deliverables

- Rider Transition Program (June & August)
- Host Series of Events
  - Tours, Symposium, Media Preview Pre-Opening
  - Grand Opening Ribbon Cutting & Neighborhood Block Party
    - Tours
    - Sponsored Give Aways, Food, Entertainment, Activities





## **Questions?**



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