

SOS for Open Space

Saving the Natural Lands of Carlsbad

ENDORSEMENT/STATEMENT OF SUPPORT

February 2012

Carlsbad has beautiful natural lands that are rapidly disappearing. These natural lands give us a high quality of life and preserve property values – good for residents, businesses and visitors. Open space provides places for our children to get in touch with nature. Places for healthy outdoor recreation. Places for us to wind down from our busy lives.

In 2002, the voters of Carlsbad approved Measure C to allocate some of the City’s reserve funds to preserve open space. It has been 10 years and the Carlsbad City Council has not allocated these funds or spent one dime to acquire any open space.

Preserve Calavera, supported by six area non-profit groups, has initiated this campaign to petition the City Council to allocate some of their existing reserve funds for open space acquisition. As a business owner help us send a strong message to the City Council by adding your name to the list of those who want to see these lands , and the quality of life in this community preserved.

We appreciate your support of our open space campaign. With your help we can build a groundswell of public support to urge the Council to preserve some of these remaining natural lands.

Thank you

Please add my/my business’ name to the Open Space Pledge

Your name: _____

Business: _____

Address: _____

Phone number: _____

Email: _____

Initiated by : Preserve Calavera 760-724-3887

Sponsors include : Batiquitos Lagoon Foundation, Buena Vista Audubon Society, Carlsbad Watershed Network, Friends of Aviara, Friends of Buena Vista Creek, North County Advocates

SMALL BUSINESS CALL RAP

Hi there -

My name is XX and I'm with Preserve Calavera/your group's name – I'm looking for the store owner/manager? Thanks.

Hi – my name is XX and I'm with Preserve Calavera/Group Name, a grass roots organization that works to protect, enhance and restore the natural resources of coastal north San Diego County. I'm calling in regards to our current open space campaign. Do you have a second?

Great. Thanks. As you know, Carlsbad is a wonderful place to work and live- and our natural lands are a big part of what makes this area so special.

These natural lands give us a high quality of life and preserve property values – good for residents, businesses and visitors. In 2002, the voters of Carlsbad approved Measure C to allocate some of the City's reserve funds to preserve open space. It has been 10 years and the Carlsbad City Council has not allocated these funds or spent one dime to acquire any open space.

Preserve Calavera, supported by our organization and four other non-profits, has initiated this campaign to petition the City Council to allocate some of their existing reserve funds for open space acquisition

To build this public support, we are reaching out to 100 local businesses and asking them to endorse this campaign. We believe businesses are an important constituency the Council needs to hear from, and your voice will help us urge the council to do what the voters asked them to do 10 years ago.

Would you be willing to sign our Statement of Support?

YES

Great! Thank you so much! I can email you our statement and you can electronically sign. Would that be ok? Excellent. I will email you this letter to you shortly. What's your email? Do you know when you will be able to return it to me? Thanks for your time. Have a great day! Is there another business you can suggest that we call for an endorsement?

MORE INFORMATION

I can definitely send you more information. What's your email? Do you think you will be likely to support our cause? Thanks so much for your time.

NO

Ok – have a good day.

