

November 2019

DOWNTOWN ACTION ORGANIZATION
Newsletter for Business and Property Owners



FROM THE EXECUTIVE DIRECTOR

The DAO has been working on a number of initiatives to support the Downtown District over the past few months and is looking forward to some improvements in and around Courthouse Square and partnering with the City to help tackle the issues that matter most to you. To help us better communicate with City Council around the current economic conditions of Downtown Santa Rosa, we encourage each of you to complete [this survey](#), which you'll be receiving from me monthly.

Please save the date and plan to attend the DAO's annual meeting on January 15 at noon at Council Chambers.

Cadance Hinkle Allinson, Executive Director

cadanceh@santarosametrochamber.com

PLEASE COMPLETE THIS SURVEY ASAP

We have created a short survey that you will receive via email at the beginning of every month. This survey will help us track in real time, the economic status of our Downtown businesses and will help us share data with the City prior to the sales tax report, which has a 6 month delay.

Your participation will be critical to the DAO creating positive change Downtown - please take a few minutes to complete [the October Survey](#) and plan to participate the first week of every month moving forward.

THOUSANDS OF PEOPLE IN DOWNTOWN ON FRIDAY, NOVEMBER 29

Downtown Winter Lights is poised to bring thousands of locals to the Courthouse Square area on Friday, November 29. The event ends at 7pm so that visitors will have time to shop and visit Downtown restaurants afterward. Weather permitting, we'll have local musicians playing on the sidewalks from 7-8:30pm and encourage every business that is able to do the following:

- Stay open until at least 8pm on Friday, November 29
- Decorate your storefront with lights and holiday decor

If you're able to stay open late, or to offer a special or incentive (i.e. 10% off, free gift with purchase, etc.) we'll include your business on our [Fridays on 4th Map](#) for the night. Please let us know.

DOWNTOWN HOLIDAY SHOPPING & DINING GUIDE - FINAL CHANCE

There will be 5,000 Holiday Shopping & Dining Guides distributed during Winter Lights. These guides will encourage locals to shop Downtown and feature promotions available at local businesses from November 29 through January 20. If you're interested in featuring your business, the cost is \$100. Click [here to register](#), [email Cadance](#) or stop by the Chamber for a pdf form.

STREETPLUS STATISTICS - MONTH OF OCTOBER

Hours Worked: 822.5
Pounds of Trash Collected: 1,072
Business Checks: 92
Safety Escorts: 9
Quality of Life Responses: 125
Directions/Information Provided: 72
Graffiti Removal: 18

STREETPLUS HOURS

Monday-Friday: 6:30am-8pm
Saturday: 1:30pm-8pm
Sunday: closed

STAFF: Robert Townsend, Steve Elmore, Donell Curry, Danielle Muro & Juan Hernandez

For any issues or to request assistance, call or text: 318-7777

DOWNTOWN PARKING STATISTICS - MONTH OF OCTOBER

These numbers reflect the number of cars utilizing parking during enforceable parking hours last month:

Lot/Street parking: 160,162
Garage without permit: 35,855
Garage with permit: 30,293

UPCOMING MEETINGS

(held at Metro Chamber unless otherwise noted)

November 20, 9-10:30am: DAO Board Meeting
December 11, noon: DAO Executive Committee Meeting
December 18, 9-10:30am: DAO Board Meeting
January 8, noon: DAO Executive Committee
January 15, noon: DAO Annual Meeting at City Council Chambers

Agendas and minutes for all DAO meetings are now posted in the [District News](#) section of the Downtown Santa Rosa website (www.downtownsantarosa.org) 72 hours prior to each meeting.

UPCOMING DOWNTOWN EVENTS

Every Friday: [Fridays on 4th](#)
November 29 (Fri): **Winter Lights**
December 31 (Tues): **Ring in the New Year**

Free Speech events occur on Courthouse Square on a regular basis, and do not need to follow the same permitting guidelines as other events. These often come up on short-notice and event coordinators do not have to notify downtown businesses of their presence prior to the event. We will do our best to notify you of these, when we know about them ahead of time.

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