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Summer is nearly over and that means the holiday season is practically here! The deadline for participating in Fall Fun Fest or the Winter Shopping & Dining Guide is October 1. [Please sign up today.](#)

Below you will also find details about upcoming road closures, other happenings Downtown and helpful reminders of the ongoing resources available to you. As always, do not hesitate to be in touch if there is anything we can do to support you and your Downtown business.

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Santa Rosa Downtown District, Executive Director
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UPCOMING ROAD CLOSURES

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ROAD CLOSURE FOR MURAL DEDICATION ORCHARD STREET - AUG. 19

On August 19 from 5:30-7pm, Orchard Street between 5th and the Parking Garage Entrance will be closed to allow for a dedication and celebration of the mural on the garage. Artists MJ Lindo and Josh Lawyer will be on site, and the City will provide light refreshments if you'd like to attend.

ROAD CLOSURE FOR SANTA ROSA MARATHON 4TH, 5TH AND OTHER DOWNTOWN STREETS - AUG. 27 & 28

You should have received a mailer with the details explaining the multiple road closures taking place as a result of the Santa Rosa Marathon which will impact Downtown traffic. You can also find the information [here](#).

ROAD CLOSURE FOR FALL FUN FEST 4TH FROM B TO E & MENDOCINO FROM 4TH TO 5TH - OCT. 28

Fall Fun Fest's new footprint will close two blocks of 4th and one of 5th to allow for safe trick-or-treating and added space for event activation. The closure will occur from 2-9pm on Friday, October 28.

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Sign up today to distribute candy from your business at our annual Fall Fun Fest event taking place on October 28 from 5-8pm! We expect thousands of people to come Downtown for the event and will be closing 4th Street from B to D to allow for trick-or-treaters to safely move throughout Downtown.

We'll be bringing in the big LED screen, a DJ, carnival games, Ferris wheel, costume contest, treats and more!

To participate, [click here](#). and plan to purchase enough candy for 500-750 trick or treaters. We will distribute balloons to all participating businesses and include you on our trick-or-treating map.

FREE PROMO LISTING IN 2022 WINTER GUIDE

The Chamber is printing a Winter Shopping & Dining Guide that will be distributed to Downtown businesses, area hotels, major employers, chamber members and at the Winter Lights Rink. As a business within the District, you can include a free listing to promote your business.

This is optional, free and a great way to put your business in front of multiple audiences. [Click here to sign up](#). Deadline to participate is October 1.

BLACK PLANTERS AND OTHER LANDSCAPING

BrightView Landscaping will be replanting many of the black planters, which are maintained by the DAO. If you have for some reason planted your own plants in one of those planters and do not want them removed, let me know ASAP.

BrightView will continue to cycle through every section of the District with the goal of reaching each portion once every month. If you have any immediate needs in front of your business, please let me know and we can direct them to address it.

Any trees they plan to prune will be tagged with orange tape. If you have any issues with the planned pruning, please let me know immediately.

TAKE ADVANTAGE OF SONOMA SBDC RESOURCES

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for business development on a variety of key topics. This is a fantastic resource for existing businesses to learn about financial opportunities for grants and other funding, obtain relevant need-to-know information and hear from peers working through business recovery.

Please don't hesitate to reach out to [Louise Dawson](#), Sonoma SBDC Director, if you have any questions, need resources or would like to connect with an experienced advisor in your field.

This is an extremely valuable asset for our small business community and you are highly encouraged to see how they can support you, your staff and your business.

inRESPONSE MENTAL HEALTH SUPPORT TEAM - (707) 575-4357

While you can always call the NexStreet for assistance in dealing with challenges related to the Downtown homeless population, the City's new inRESPONSE Mental Health Support team is a very important resource for you to be aware of, and take advantage of, when you see someone experiencing a mental health crisis.

The team is comprised of a licensed mental health clinician, a paramedic, a homeless outreach specialist, and supported by a wrap-around support services providers. inRESPONSE is trained in de-escalation and social work interventions as well as physical and mental health evaluations. While inRESPONSE works in partnership with the Santa Rosa Police Department, the inRESPONSE team is unarmed and best equipped to support and provide mental health resources to individuals and families experiencing a crisis.

The inRESPONSE Team currently operates 7 days a week from noon-10pm, though hours will be expanding soon. Please utilize this team and their resources if you see someone experiencing a mental health crisis.

inRESPONSE Mental Health Support Team: (707) 575-4357

UPCOMING EVENTS IN COURTHOUSE SQUARE

Every Wed.: Wednesday Night Market

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Thur., Sept. 1: Summer on the Square Movie Night: *Back To The Future* with pre-show entertainment from Kid Galaga

Sat., Oct. 8: Pinot on the River

Fri., Oct. 28: Fall Fun Fest

As a reminder, you can find a calendar of upcoming events on our website: www.downtownsantarosa.org.

NexStreet Services & Schedule

Please do not hesitate to reach out to the team at 707-318-7777 for any maintenance and sanitation needs. Here are their current hours:

Monday: 6:30am-7pm

Tuesday: 6:30am-7pm

Wednesday: 6:30am-8:30pm

Thursday: 6:30am-8:30pm

Friday: 6:30am-8:30pm

Saturday: 6:30am-8:30pm

Please remember that if you experience any theft or vandalism, to report it using the City's online reporting tool [here](#).

Upcoming DAO Meetings via Zoom

All DAO Board meetings are open to the public, and participation from Downtown business and property owners is highly encouraged. Meeting dates and agendas (uploaded 2 days prior to the meeting) can be found here:

downtownsantarosa.org/districtnews. All meetings are currently being held virtually and login information is located within the agenda.



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