

August 2019  
**DOWNTOWN ACTION ORGANIZATION**  
*Newsletter for Business and Property Owners*



**FROM THE EXECUTIVE DIRECTOR**

Thank you to everyone who attended our Marketing & Events Info Session last week. Lots of great information was shared (a follow up email went out on Tuesday) so if you're interested in learning more, please contact me. We look forward to bringing you additional Info Sessions during the next few months.

**Are you following us on social media?** You can now find @downtownsantarosa on both Facebook and Instagram. We'll be featuring businesses, events and exciting downtown updates.

Cadance Hinkle Allinson, Executive Director  
cadanceh@santarosametrochamber.com

**STREETPLUS STATISTICS - MONTH OF JULY**

Hours Worked: 672.5  
Pounds of Trash Collected: 172  
Business Checks: 215  
Safety Escorts: 10  
Quality of Life Responses: 61  
Directions Provided: 52

**STREETPLUS HOURS**

Monday-Friday: 6:30am-8pm  
Saturday: 11:30am-8pm  
Sunday: closed

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

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

**MARKETING & PROMOTIONAL OPPORTUNITIES**

The DAO has created many opportunities to promote your business over the next few months, including: Fridays on 4th, Downtown Winter Lights, social media, holiday promotions and group advertising. If you are interested in learning more about the ways the DAO is working to connect locals and tourists to downtown, please let me know.

**DOWNTOWN PARKING STATISTICS - MONTH OF JULY**

These numbers reflect the number of cars utilizing parking in July during enforceable parking hours:

Lot/Street Parking: 159,173  
Garage without permit: 50,587  
Garage with permit: 33,508

## **PARKING UPDATES**

Our Parking Committee had its first meeting this month and will be working on a number of different initiatives related to parking downtown.

On August 6, the Parking District got approval from City Council to provide some additional free garage parking options. Parking will be free on Sundays from 3am-midnight at the 5th Street and D Street Garages. To create consistency with metered parking, parking will also be free in all five garages on the following holidays: New Years Day, Martin Luther King Jr. Day, President's Day, Memorial Day, July 4th, Labor Day, Veteran's Day, Thanksgiving and Christmas.

## **FRIDAYS ON 4TH**

Fridays on 4th kicks off on September 6! To participate, you must **COMPLETE A PARTICIPATION FORM BY AUGUST 20** so that we can get the information out to the public. Forms are available at the front desk of the Chamber or by emailing Cadance.

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## **UPCOMING DOWNTOWN EVENTS**

August 18-21 (Sun-Wed): Temporary Interactive public installations coordinated by the **AIA Design-Build Competition**

August 23-25 (Fri-Sun): **JDRF Ride to Cure Diabetes**  
(1,000 participants staying at the Hyatt - expect increased foot traffic)

August 24-25 (Sat-Sun): **Santa Rosa Marathon**  
(downtown street closures - expect increased foot traffic)

September 28 (Sat): **Leukemia & Lymphoma Society's Light The Night Walk**

Oct. 3-5 (Fri-Sun): **Levi's Gran Fondo**

Oct. 19 (Sat): **Santa Rosa Metro Chamber Annual Gala**

November 29 (Fri): **Winter Lights**

December 31 (Tues): **Ring in the New Year**

## **UPCOMING MEETINGS**

(held at Metro Chamber unless otherwise noted)

August 21, 9-10:30am: DAO Board Meeting

September 11, noon: DAO Executive Committee Meeting

September 17, 8:30-10:30: Emergency Preparedness for Business ([click here for details](#))

September 18, 9-10:30am: DAO Board Meeting

October 9, noon: DAO Executive Committee Meeting

October 16, 9-10:30am: DAO Board Meeting

Agenda and minutes for all DAO meetings are [posted here](#) 72 hours prior to each meeting.

*Santa Rosa Downtown District  
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