

October 2019

DOWNTOWN ACTION ORGANIZATION

Newsletter for Business and Property Owners



FROM THE EXECUTIVE DIRECTOR

It's been a hectic start to the month, so thank you to all of you for hanging in there while we waited for information and details regarding the PSPS. We're looking forward to improving communication around these events in the future.

Our Info Session on Parking will take place on November 13, followed by Downtown Winter Lights on November 29. Registration for the Holiday Shopping Passport is now open! Details are below, but let me know if you have any questions.

Cadance Hinkle Allinson, Executive Director

cadanceh@santarosametrochamber.com

DOWNTOWN HOLIDAY SHOPPING GUIDE - DEADLINE NOV. 1

There will be 5,000 Holiday Shopping Passports distributed during Winter Lights. Passports 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](#), or [email Cadance](#) or stop by the Chamber for a pdf form.

DOWNTOWN WINTER LIGHTS BIKE PARADE

Join the fun by decorating a bike and participating in the first ever Downtown Bike Parade! Open to downtown businesses only, the parade will feature bikes decorated by you, showcased and ridden by you during the event and promoted throughout the month of December. Email Cadance if you'd like to participate. A minimum of 15 businesses are needed to make the Parade happen.

STREETPLUS STATISTICS - MONTH OF SEPTEMBER

Hours Worked: 758.5

Pounds of Trash Collected: 1,121

Business Checks: 46

Safety Escorts: 0

Quality of Life Responses: 189

Directions Provided: 56

Graffiti Removal: 25

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 SEPTEMBER

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

Lot/Street parking: 150,348

Garage without permit: 40,220

Garage with permit: 32,017

UPCOMING DOWNTOWN EVENTS

Every Friday: [Fridays on 4th](#)

Oct. 11 - Oct. 31: **Blind Scream Haunted House at Sears Auto Center**

(If you are interested in cross-promoting with the haunted house or want more info please contact Judy Groverman Walker at 707-953-3909 or judy@jgwevents.com)

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

November 1-2 (Sat-Sun): **Santa Rosa Dia de los Muertos**

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.

UPCOMING MEETINGS

(held at Metro Chamber unless otherwise noted)

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

November 13, 9am: Info Session: Downtown Parking - [click here to RSVP](#)

November 13, noon: DAO Executive Committee Meeting

November 20, 9-10:30am: DAO Board Meeting

December 11, noon: DAO Executive Committee Meeting

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

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.

Santa Rosa Downtown District
50 Old Courthouse Square, Suite 110
707.636.2845