



FROM THE EXECUTIVE DIRECTOR

We have a lot of excitement on the horizon in Downtown Santa Rosa, including further improvements to Courthouse Square and events with a focus on downtown businesses. If you'd like to know how your business can be involved in, please come to our info session on August 8 at 9am. We're also excited to announce that pressure washing will begin the week of July 22! Our StreetPlus team worked closely with the city to get all the necessary permits and supplies in place so that they can safely clean our sidewalks.

Please reach out if you have any questions!
Cadance Hinkle Allinson, Executive Director
cadanceh@santarosametrochamber.com

STREETPLUS JUNE STATISTICS

Hours Worked: 749
Pounds of Trash Collected: 1,100
Business Checks: 324
Safety Escorts: 79
Social Service Contacts: 277
Directions Provided: 105

STREETPLUS WEEKLY HOURS

Monday/Tuesday: 6:30am-3pm
Wednesday-Friday: 6:30am-8pm
Saturday: 11:30am-8pm
Sunday: closed

STAFF: Danielle Muro, Juan Hernandez, Steve Elmore, Fernando Coba

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

PARKING UPDATES

Our new validation program will be rolling out later this summer and you'll get access to marketing materials and new opportunities to provide free parking to your customers. A list of interested businesses is already forming, so please let us know if you'd like to participate and stay tuned for more details.

DOWNTOWN PARKING STATISTICS - MONTH OF JUNE

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

Lot/Street Parking: 156,457
Garage without permit: 48,716
Garage with permit: 32,103

COURTHOUSE SQUARE UPDATES

Further improvements to Courthouse Square will hopefully begin later this summer. Currently scheduled are: planting of four crepe myrtle trees, installation of flower urns and hanging baskets, bench painting and new bench dividers. Discussions have begun about the re-installation of the Asawa Fountain and potential public art for the north side of the square.

FRIDAYS ON 4TH

Join Downtown businesses as we launch our new "Fridays on 4th" program, encouraging locals and visitors to come downtown Friday evenings between 6 and 10pm. We'll be hosting a meeting on **AUGUST 8 at 9AM** to talk about this program, Winter Lights and other events where there are opportunities to promote downtown businesses. Let me know if you'd like to attend.

UPCOMING MEETINGS

(held at Metro Chamber unless otherwise noted)

July 16, 10am @ City Council Chambers Joint City Council & Planning Commission

Meeting regarding Downtown Station Area Specific Plan

July 16, noon @ City Council Chambers \$15 Minimum Wage Study Session

July 17, 9-10:30am: DAO Board Meeting

August 8, 9am: Downtown Event Info Session - open to all interested businesses

August 14, noon: DAO Executive Committee Meeting

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

September 11, noon: DAO Executive Committee Meeting

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

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

UPCOMING DOWNTOWN EVENTS

June 19-August 28 (Wed): Wednesday Night Market

July 24-28 (Wed-Sun): IRONMAN 70.3/IRON Kids/Community 5k (*setup begins Sun., July 21*)

August 24-25 (Sat-Sun): Santa Rosa Marathon

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

Oct. 3-5 (Fri.-Sun): Levi's Gran Fondo (*community meeting on July 22 at 2pm at the Chamber*)

November 29 (Fri): Winter Lights (*stay tuned for information about how members of the Downtown District will be able to participate in this year's event.*)

Santa Rosa Downtown District
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