



FISCAL YEAR 2022 STATEMENT OF ACTIVITIES

During the fourth year of operation (January 1, 2022 through December 31, 2022), the Downtown Action Organization (DAO) continued to manage the Community Benefit District for Downtown Santa Rosa (District), oversaw the annual budget, administered special services, maintained Downtown assets, progressed ongoing projects, oversaw activation of Courthouse Square and supported the business community.



Santa Rosa Downtown District Assessments

The full anticipated amount collected from property assessments within the District (Appendix A) where special benefit services were conducted in 2022 was \$530,011.12. As of December 31, 2022, \$507,351.72 had been received. This reflects payments due on February 1, 2022 and November 1, 2022 and does not include any delinquent payments made after December 13, 2022.

Annual Budget for Fiscal Year 2022

<i>Special Benefit Category</i>	<i>Amount Budgeted</i>	<i>Amount Spent</i>
Primary District Services/Street Level Services	\$325,000	\$309,443
Annual Priorities / Project Maintenance	\$70,000	\$40,249
District Management/Administration	\$173,900	\$171,054
Contingency Fund	\$32,000	\$0
Total Fourth Year Budget	\$605,900	\$520,746

An unbudgeted amount of \$7,000 was raised to fund events/programming, \$4,531 of which, was spent.

2022 Meetings of Downtown Action Organization

Minutes for all 2022 meetings can be found in the Annual Report at downtownsantarosa.org/districtnews.

2022 Board of Directors for Downtown Action Organization

<i>Chair</i>	Leeanna Ausiello-Kane, Ausiello's / AGA
Hugh Futrell, Hugh Futrell Corp.	Zach Berkowitz, Downtown Property Owner
<i>Past-Chair</i>	Raissa de la Rosa, City of Santa Rosa
Natalie Balfour, Airport Business Center	Chris Denny, The Engine is Red
<i>Vice-Chair</i>	Caitlin Kurasek, La Rosa Tequileria & Grill
Pauline Block, Cornerstone Properties	Charles Evans, Downtown Property Owner
<i>Secretary</i>	Bernie Schwartz, California Luggage
Doug Van Dyke, E.R. Sawyer	Stevan Stankovich, Simon Properties
<i>Treasurer</i>	Peter Stanley, Archilogix
Joe Dietzen, Westamerica Bank	Don Tomasi, TLCD Architecture

Special Benefit Services for 2022 Fiscal Year

Special benefit categories and services provided during the past fiscal year for the District include:

PRIMARY DISTRICT SERVICES / SIDEWALK OPERATIONS

Primary District Services were fulfilled by StreetPlus through mid-June 2022 and by NexStreet from mid-June through year end. Highlights below reflect work that took place in the from June 19 to December 31.

- 3,166 hours worked
- 950 bulk items removed
- 109 hours pressure washing
- 1,198 pieces of graffiti removed
- 832 quality of life checks
- 327 responses to informational inquiries by members of the public and tourists

Special Benefit Services for 2022 Fiscal Year (continued)

DISTRICT MANAGEMENT / ADMINISTRATION

- Management of procedures and protocols for District and DAO
- Filing of all required state and federal paperwork as 501c3 organization
- Oversight, goal setting, advocacy and consultation functions by the CEO of Chamber
- Provided clerical, receptionist and support staff
- Managed HR and administrative expenses including IT, equipment, supplies, utilities and other office related expenses
- Rent, meeting and office space for DAO and street level services team
- Full-service bookkeeping, financial reporting and accounting
- Secured and provided general liability as well as Directors and Officers Insurance
- Regular communication to business and property owners through monthly newsletter, surveys, business visits and meetings
- Oversight and management of all scheduled meetings for DAO and committees
- Work with City to implement permanent first hour free parking incentive in all City garages
- Twice weekly meetings with Catholic Charities to provide support for Downtown homeless population
- Outreach and information sharing on City's parklet and Façade Improvement Programs
- Advocate for extension of Downtown Development parks policy (through 2026) to ensure funds generated in Downtown stay in Downtown
- Manage ad hoc committee that supports the City's work in launching an Enhanced Infrastructure Financing District

ANNUAL PRIORITIES / PROJECT MAINTENANCE

- Maintenance of 100+ planters on 4th Street
- Regular weeding of Downtown sidewalks and pruning of trees
- Maintain festive year-round lighting on 44 redwood trees along 4th Street
- Installed second half of sphere lighting throughout 4th Street redwood groves
- Temporary installation of over 1,000 snowflake ornaments during holiday season
- Installation and removal of Downtown Holiday Banners
- Distribution of free wreaths to interested Downtown businesses
- Continued coordination of Asawa Fountain reinstallation project
- Coordination of Wayfinding project, completing design work for phase one and beginning design work for phase two
- Support City's installation of *Unum* on Courthouse Square
- Replacement and management of temporary furniture and summer games in the Square

MARKETING / EVENTS

- Management of website, www.downtownsantarosa.org
- Management of Facebook (4,700 likes – an increase of 1,800 from 2021) and Instagram (5,000 followers – 45% increase from past year) pages for @downtownsantarosa with 66 posts and hundreds of shares and stories across each platform from January through December to promote businesses, activities and community engagement with the District
- Raised funds for year-round event Downtown event programming
- Oversaw Egg-Cellent Adventure Egg Hunt, engaging nearly 30 businesses and bringing hundreds of families Downtown around Easter
- Oversaw first annual Summer on the Square programming featuring Movie Nights, a music series, family events and series of summer markets and community events.
- Oversaw Fall Fun Fest with business trick-or-treating, games, activities, rides, costume contest and community engagement
- Oversaw Winter Lights programming including community events and synthetic ice rink
- Began work on creation of Business Development initiative to showcase and promote Downtown as feasible destination for new business and development



PROPOSED WORKPLAN FOR FISCAL YEAR 2023

From January 1 through December 31, 2023, oversight of the District by the DAO will focus on administering special services, enhancing street level services, maintenance of Downtown assets, and partnering with the City of Santa Rosa to accomplish goals around safety, beautification and the economic vitality of Downtown.

Upcoming Changes to Assessments within Santa Rosa Downtown District

In fiscal year 2023, there were no changes to the current assessments, which reflect payments due on November 1, 2022 and February 1, 2023. The District anticipates collecting approximately \$530,115 in 2023.

In fiscal year 2024 the DAO plans to increase the assessment by 5%, as permitted by Section 5 of Santa Rosa City Resolution 2018-121, which will impact assessments collected starting November 1, 2023.

2024 Assessment Calculations Based on Benefit Zone

Benefit Zone	2019-2023 Building Sq. Ft. Annual Cost	2024 Building Sq. Ft. Annual Cost	2019-2023 Lot Size Annual Cost	2024 Lot Size Annual Cost	2019-2023 Linear Frontage Annual Cost	2024 Linear Frontage Annual Cost	2019-2023 Parking Space Annual Cost	2024 Parking Space Annual Cost
1	\$0.140	\$0.147	\$0.02	\$0.021	\$4.30	\$4.515		
2	\$0.100	\$0.105	\$0.02	\$0.021	\$3.00	\$3.150		
3	\$0.140	\$0.147	\$0.00	\$0.000	\$0.00	\$0.000		
4	\$0.000	\$0.000	\$0.00	\$0.000	\$0.00	\$0.000	\$36.00	\$37.80

Adopted Annual Budget for Fiscal Year 2023

On December 21, 2022, the DAO board approved the following budget to provide special benefits to the District in 2023.

Special Benefit Category	Budget	% of total budget
Primary District Services/Sidewalk Operations	\$363,897	68.64%
Program Management/Administration	\$172,400	32.52%
Annual Priorities/Maintenance	\$24,000	4.53%
Marketing/Events	\$14,500	2.74%
Contingency/Reserves	\$18,554	3.5%
Total Fifth Year Budget	\$593,351	100%

2023 Board of Directors for Downtown Action Organization

<i>Chair</i>	Chad Asay, Sonoma Clean Power
Hugh Futrell, Hugh Futrell Corp.	Leeanna Ausiello-Kane, Ausiello's / AGA
<i>Past-Chair</i>	Zach Berkowitz, Downtown Property Owner
Natalie Balfour, Airport Business Center	Raissa de la Rosa, City of Santa Rosa
<i>Vice-Chair</i>	Chris Denny, The Engine is Red
Pauline Block, Cornerstone Properties	Nicole Gaddis, California Luggage
<i>Secretary</i>	Caitlin Kurasek, La Rosa Tequileria & Grill
Stevan Stankovich, Santa Rosa Plaza / Simon	Peter Stanley, Archilogix
<i>Treasurer</i>	Don Tomasi, TLCD Architecture
Joe Dietzen, Westamerica Bank	Argo Thompson, The California / Left Edge Theatre

2023 Meetings of Downtown Action Organization

The DAO will host monthly Board and Executive Committee meetings, and other committee meetings as needed, during fiscal year 2023. Meetings are subject to the Brown Act and agendas, with dates and locations, will be posted at least 48 hours in advance at www.downtownsantarosa.org/districtnews.

Proposed Special Benefit Services for 2023 Fiscal Year

Examples of special benefit services may include, but are not limited to the following:

PRIMARY DISTRICT SERVICES / SIDEWALK OPERATIONS

Primary District Services will remain a top focus and be fulfilled by NexStreet staff as well as contracts with vendors who fill targeted needs. Services may include:

- Sidewalk sweeping, pressure washing (as needed) and timely graffiti removal
- Tree, plant and vegetation maintenance (over and above city services)
- Maintenance of existing and new public spaces (over and above city services)
- Provide safety escorts to members of the public and employees of Downtown businesses
- Provide directions and assistance to members of the public within the District boundaries
- Respond to issues resulting from members of homeless population
- Enhanced trash emptying (over and above city services)
- Assist with beautification efforts, activities and events within District
- Management of summer furniture and other installations

DISTRICT MANAGEMENT / ADMINISTRATION

Program Management and Administrative services are fulfilled by the contract with the Santa Rosa Metro Chamber and may include:

- Full-time Executive Director for the DAO and consultation functions by the Chamber CEO
- Clerical, HR, receptionist and administrative staff
- Full-service bookkeeping, financial reporting, accounting and HR services
- General liability as well as Directors and Officers Insurance
- IT, equipment, supplies, utilities, rent, meeting/office space and other office related expenses
- Oversight and management of all scheduled meetings for DAO and committees
- Regular communication to business and property owners on behalf of DAO and City
- Advocate for changes to policy and collaborate with City to establish programs that benefit Downtown, with a focus on achieving the following:
 - Creation of Enhanced Infrastructure Financing District
 - Creation of Small Business Incentive Package
 - Extension of Downtown Development Park Fee Incentive
 - Creation of Vacancy Ordinance requiring duty to maintain properties
 - Increased mental health services, intervention, enforcement and police presence to address challenges related to homelessness
- Exploration of crosstown trolley / shuttle transportation pilot program

ANNUAL PRIORITIES / PROJECT MAINTENANCE

Beautification and improvements are contingent upon funding and determined by the direction of Board and relevant subcommittees, which may include:

- Implement Wayfinding program throughout District
- Reinstall Asawa Fountain (separately raised funding)
- Supporting the City's removal of vacant media boxes
- Replacement and management of summer furniture and installations
- Enhancements in Jeju Way

MARKETING / EVENTS

Marketing and Event activities are conducted in concert with Santa Rosa Metro Chamber Marketing & Communications staff, and may include:

- Maintenance of District website (www.downtownsantarosa.org) and social media
- Management of and support for events taking place on Courthouse Square
- Management of holiday decor installations
- Creation of Downtown business digital pass
- Creation of business attraction marketing package

CONTINGENCY / RESERVES - TO BE USED AT THE DISCRETION OF DAO BOARD

- Paying any delinquencies or City/County fees