

Cadance H. Allinson

From: Downtown Action Organization <cadanceh@santarosametrochamber.com>
Sent: Wednesday, December 11, 2019 2:06 PM
To: Cadance H. Allinson
Subject: Santa Rosa Downtown District - December Newsletter

December 2019

DOWNTOWN ACTION ORGANIZATION

Newsletter for Business and Property Owners



FROM THE EXECUTIVE DIRECTOR

I know this has been a challenging time for many of our businesses and there has been a lot of frustration around change not happening fast enough. As the DAO works to support you and our entire Downtown community, we need your feedback and support. Please join us at Board meetings, voice your opinions and touch base with me directly to tell us what you need. We are working to improve and enliven Downtown Santa Rosa, but cannot do it without your support and involvement.

Cadance Hinkle Allinson, Executive Director
cadanceh@santarosametrochamber.com

REMINDER TO COMPLETE MONTHLY SURVEY

We need your participation in our monthly survey (a link will be included in every newsletter moving forward). Responses will be critical to the DAO and City partnering together to create positive change Downtown. Please take a few minutes every month to complete this simple six question survey.

Click here to complete the [NOVEMBER SURVEY](#).

DECORATION AND BEAUTIFICATION UPDATES

Red bows will be hung Downtown by our StreetPlus Team in the next few days. Next year we hope to have more significant holiday decorations to display, so please

share ideas for how you'd like to see Downtown decorated for the holidays in the future.

Plans are also underway for additional lighting and refurbishing of potted plants. If you have any input or ideas, please plan to attend our Board Meeting next week where these items will be discussed.

The new Crepe Myrtles are scheduled to be planted early next year. We're excited to get this project done and add a little more color and dimension to the Square!

TAKE ADVANTAGE OF OUR SOCIAL MEDIA

The Downtown District has accounts on Facebook and Instagram that exist to help promote your business and connect you to our audiences. If your business uses social media, make sure to tag @downtownsantarosa and we will try to reshare the post in our stories. If you're interested in being featured as our Business of the Week, please let us know.

DOWNTOWN PARKING UPDATE

Metered parking is now operating from 9am-6pm. A huge thank you to everyone who helped make that happen!

PARKING IS FREE in all City Garages on weekends through the end of the year. If you don't have a poster or flyers announcing this, please let us know and we'll bring some to you.

DOWNTOWN PARKING STATISTICS - MONTH OF NOVEMBER

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

Lot/Street Parking: 145,011

Garage without Permit: 37,774

Garage with permit: 26,066

STREETPLUS STATISTICS - MONTH OF NOVEMBER

Hours Worked: 785

Pounds of Trash Collected: 1,694

Business Checks: 90

Safety Escorts: 2
Quality of Life Responses: 130
Directions/Information Provided: 101
Graffiti Removal: 7
Hours Power Washing: 40

STREETPLUS HOURS

Monday-Thursday: 6:30am-8pm
Friday: 6:30am-10pm
Saturday: 10am-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

CITY SALES TAX DATA - Q2 (April-June 2019)

City of Santa Rosa: \$2,266,641
Courthouse Square Area: \$234,579.27
Courthouse Square Retail: \$62,027.21
Courthouse Square Restaurant & Bars: \$118,169.05

UPCOMING MEETINGS

(held at Metro Chamber unless otherwise noted)

December 18, 9-10:30am: DAO Board Meeting
January 8, noon: DAO Executive Committee
January 15, noon: DAO Annual Meeting at City Council Chambers
February 12, noon: DAO Executive Committee
February 19, 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.

UPCOMING DOWNTOWN EVENTS

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

January 18 (Sat): **Women's March**

January 20 (Mon): **MLK: "A Day On, Not a Day Off"**

March 8 (Sun): **Rosie Rally - International Women's Day**

March 15 (Sun): **St. Patrick's Day 5k**

April 4 (Sat): **SAY Soiree**

April 25 (Sat): **Earth Day OnStage**

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.

Santa Rosa Downtown District
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