

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

[View this email in your browser](#)



Please take a moment to read the details below which introduce our new street level service company and share information about incentives in the parking garages, the permanent parklet policy, landscaping and important resources for your business. As always, do not hesitate to be in touch if there is anything we can do to support you and your Downtown business.

Cadance Hinkle Allinson

Santa Rosa Downtown District, Executive Director

[cadanceh@santarosametrochamber.com](mailto:cadanceh@santarosametrochamber.com)

---

### **NEW STREET LEVEL SERVICES PROVIDER**

As of June 20, [NexStreet](#) has replaced StreetPlus as the provider of street level services in the Downtown District. NexStreet is run by Christian Martin (CEO) and Matthew Allen (COO), who many of you will have met over the last couple days. They have kept Steve, Danielle and Serafin on staff who will be reachable at the same phone number (707-318-7777) for your sanitation and maintenance needs. We are excited to make this change and bring in a Bay Area company that understands the needs of the District, has a detail and data oriented approach and puts a strong emphasis on the care of their employees.

If you have any questions, feel free to reach out to me or Matthew at 415-960-7228 or [matthew@nexstreet.com](mailto:matthew@nexstreet.com).

---

### **PARKING GARAGE CHANGES**

### **FREE FIRST HOUR AND HOLIDAY WEEKENDS**

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

---

annually on weekends from the day after Thanksgiving through New Years Day. We are working with the Parking District to promote these incentives and look forward to sharing materials with you.

---

### **PERMANENT PARKLET PROGRAM ESTABLISHED**

The City has approved a permanent parklet program that goes into effect in September. Businesses will need to follow strict code guidelines and get permission from neighboring businesses to apply. Details are available [here](#).

Gabe will be sending out information to all temporary parklet holders to share next steps.

---

### **DOWNTOWN LANDSCAPING**

The Downtown District has contracted with BrightView Landscaping Services to better address the landscaping needs of the District. This includes sidewalk weeding, leaf removal and pruning of trees up to 12 feet. They will be cycling through every section of the District with the goal of reaching each portion once every month. If you have any immediate needs in front of your business, please let me know and we can direct them to address it. They will also be replanting the black planters on 4th in the next few weeks.

They will be tagging trees they intend to prune with orange tape. If you have any issues with the planned pruning, please let me know immediately.

---

### **TAKE ADVANTAGE OF SONOMA SBDC RESOURCES**

The [Sonoma County Small Business Development Center](#), located at the Metro Chamber, provides free virtual and in-person trainings and workshops designed for business development on a variety of key topics. This is a fantastic resource for existing businesses to learn about financial opportunities for grants and other funding, obtain relevant need-to-know information and hear from peers working through business recovery.

Please don't hesitate to reach out to [Louise Dawson](#), Sonoma SBDC Director, if you have any questions, need resources or would like to connect with an

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

This is an extremely valuable asset for our small business community and you are highly encouraged to see how they can support you, your staff and your business.

---

### **inRESPONSE MENTAL HEALTH SUPPORT TEAM - (707) 575-4357**

While you can always call the NexStreet for assistance in dealing with challenges related to the Downtown homeless population, the City's new inRESPONSE Mental Health Support team is a very important resource for you to be aware of, and take advantage of, when you see someone experiencing a mental health crisis.

The team is comprised of a licensed mental health clinician, a paramedic, a homeless outreach specialist, and supported by a wrap-around support services providers. inRESPONSE is trained in de-escalation and social work interventions as well as physical and mental health evaluations. While inRESPONSE works in partnership with the Santa Rosa Police Department, the inRESPONSE team is unarmed and best equipped to support and provide mental health resources to individuals and families experiencing a crisis.

The inRESPONSE Team currently operates 7 days a week from noon-10pm, though hours will be expanding soon. Please utilize this team and their resources if you see someone experiencing a mental health crisis.

inRESPONSE Mental Health Support Team: (707) 575-4357

---

### **UPCOMING EVENTS IN COURTHOUSE SQUARE**

Every Wed.: Wednesday Night Market

Thur., June 23: Summer on the Square Music Series: [John Courage](#)

Fri., June 24: Family Fridays with performance from Sonoma County Pomo Dancers

Thur., June 30: Summer on the Square Music Series: [Tru Lyric](#)

Sun., July 3: Fri., Guelagueza in the Wine Country

Sat. & Sun., June 25 & 26: Spring Patchwork Show

Thur., July 7: Summer on the Square Movie Night: *Encanto*

Fri., July 8: SOCO Market

Thurs., July 14: Summer on the Square Movie Night: *Luca*

Fri., July 15: Family Fridays with performance by Ballet Folklorico

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Fri., July 29: Family Fridays - Sonoma County Pride Family Affair  
Thur., Aug. 4: Summer on the Square Movie Night: *The Goonies & Ghostbusters*  
Fri., Aug. 5: SOCO Market  
Thur., Aug. 11: Summer on the Square Music Series: [Stella & The Starlights](#)  
Thur., Aug. 18: Summer on the Square Music Series: [Gill Brothers Band](#)  
Sat., Aug. 20: Local Roots Makers Market  
Thur.-Sun., Aug. 25-29: Santa Rosa Marathon  
Thur., Sept. 1: Summer on the Square Movie Night: *Back To The Future*  
Sat. Sept. 17: Navratri Celebration  
Sat., Sept. 24: Local Roots Makers Market  
Sat., Oct. 8: Pinot on the River  
Fri., Oct. 28: Fall Fun Fest

As a reminder, you can find a calendar of upcoming events on our website:  
[www.downtownsantarosa.org](http://www.downtownsantarosa.org).

---

## NexStreet Services & Schedule

Please do not hesitate to reach out to the team at 707-318-7777 for any maintenance and sanitation needs. Here are their current hours:

Monday: 6:30am-7pm

Tuesday: 6:30am-7pm

Wednesday: 6:30am-8:30pm

Thursday: 6:30am-10pm

Friday: 6:30am-10pm

Saturday: 6:30am-10pm

Please remember that if you experience any theft or vandalism, to report it using the City's online reporting tool [here](#).

---

## Upcoming DAO Meetings via Zoom

All DAO Board meetings are open to the public, and participation from Downtown business and property owners is highly encouraged. Meeting dates and agendas (uploaded 2 days prior to the meeting) can be found here:

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼



*Copyright © 2022 Santa Rosa Downtown District, All rights reserved.*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

