

September 2019

DOWNTOWN ACTION ORGANIZATION
Newsletter for Business and Property Owners



FROM THE EXECUTIVE DIRECTOR

Our first Fridays on 4th was a huge success! Thank you to all who participated and attended. If you'd like to participate in the future, please let me know.

There are many new opportunities for you in the coming months, so please read through to see what is of interest. I encourage you to attend any and all Info Sessions (RSVP required) that might affect your business and find a way to get involved in Downtown Winter Lights. Also, please check out our brand new website - www.downtownsantarosa.org! It will be continually updated and linked to your business's website over the next few months. Please contact me with any questions, comments or concerns.

Cadance Hinkle Allinson, Executive Director
cadanceh@santarosametrochamber.com

AUCTION ITEMS NEEDED

The Chamber's annual Gala is taking place October 19 on Courthouse Square, and we want to be able to feature Downtown businesses by creating a "Downtown Date Night" Auction package, which will unique experiences and gift certificates you can only find in Downtown Santa Rosa. Please let us know if your business is interested. This is an excellent opportunity to showcase your business to locals.

DOWNTOWN WINTER LIGHTS - NOVEMBER 29

There are three ways to participate in Downtown Winter Lights this year.

1. **Fridays on 4th** - We'll have a special Fridays on 4th geared toward families and our holiday shoppers - it's the perfect time to join in if you haven't already!
2. **Downtown Shopping Guide** - If you're interested in featuring your business in the Chamber's Holiday Shopping Guide, stay tuned. More details will be sent out shortly.
3. **Downtown District 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.

GROUP ADVERTISING

The Sonoma County Visitors Guide has created an opportunity for Downtown Santa Rosa to feature 16 businesses in one ad. With distribution to 125,000 visitors, this publication has great visibility to area visitors. The cost to participate is \$295 per business. If you're interested, contact Cadance. Deadline is 9/30.

STREETPLUS STATISTICS - MONTH OF AUGUST

Hours Worked: 737
Pounds of Trash Collected: 1,635
Business Checks: 61
Safety Escorts: 6
Quality of Life Responses: 202
Directions Provided: 22

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 AUGUST

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

Lot/Street Parking: 175,102

Garage without permit: 45,324

Garage with permit: 34,580

SOCIAL MEDIA POLICY

We're really excited to have our Instagram and Facebook accounts available to promote downtown businesses, and have gotten many requests to create and share content already. In order to be able to manage these accounts, we'll continue to promote one business per week. If you'd like to be featured, just let us know and we'll add you to the calendar. We will also be promoting District events (Fridays on 4th) and sharing events happening in Courthouse Square. If you'd like us to share something that your business has already posted, make sure to tag @downtownsantarosa and email Cadance with your request. We'll do our best to share everything requested via our stories.

UPCOMING DOWNTOWN EVENTS

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

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

Oct. 3-5 (Fri-Sun): **Levi's Gran Fondo**

Oct. 5 (Sun): **Pinot on the River**

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@jqwevents.com)

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

November 29 (Fri): **Winter Lights**

December 31 (Tues): **Ring in the New Year**

UPCOMING MEETINGS

(held at Metro Chamber unless otherwise noted)

September 11, noon: DAO Executive Committee Meeting

September 17, 8:30-10:30: Emergency Preparedness for Business ([click here for details](#))

September 18, 8am: Info Session: Homelessness Downtown - [click here to RSVP](#)

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

October 9, 9am: Info Session: Trash & Recycling with Recology - [click here to RSVP](#)

October 9, noon: DAO Executive Committee Meeting

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

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
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