



Downtown District Report for Downtown Subcommittee
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The following information represents the changes, challenges and work occurring in the Downtown Santa Rosa Community Benefit District for the month of July 2022.

Downtown Business Changes

- New retailer Yarrow Goods opening in 605 4th Street

Current Challenges

- Increases to the homeless population, and the resulting mess and bulky belongings, have negatively impacted local businesses
- Timeliness of permits and delays related to TIs, and other relevant updates, make it a challenge to promote Downtown as feasible location for business

Beautification / Landscape

- NexStreet transition has been going well – team is doing a great job managing the street level needs of the District
- DAO has replanted the black planters on 4th Street
- New mural from Raizes Collective on the side of 3rd Street Aleworks
- DAO Committee working on a wayfinding plan
- Received positive comments on the work that Parks did around pressure washing the Square and maintaining the tree beds

Courthouse Square Events overseen by Chamber

- Summer on the Square events have been seeing great numbers of locals enjoying the activations, especially families
 - Mix of music and movie nights
 - Partnered with Sonoma County Pride on family specific event
- Fall Fun Fest is taking place on October 28 with 4th Street closed to create safe environment for trick or treaters
- Winter Lights Tree Lighting on November 25, with Skating on the Square running from November 25 through December 31
 - Public Skating open Thursday-Sunday
 - Holiday Market on Sundays
 - Multiple on-ice performances
 - Skating workshops

Parking & Parklets

- Supporting the Parking District's changes to the garage hours and incentives
- Eager to continue working together to simplify Downtown parking and make it more accessible and understandable
- Unknown how many businesses will be moving forward with permanent parklets, currently one is in process

Business Attraction & Development

- Business Attraction initiative is underway – will incorporate data, relevant details, business friendly policy information into physical collateral and website to highlight Downtown for new businesses and developers