

Second Sundays Report

An overview of our
Downtown Family Fun series!



Summer 2025



srcity.org/DoingBusiness
biz@srcity.org

Program Summary



This summer, the City of Santa Rosa launched a new family-friendly event series at Courthouse Square called Second Sundays. In partnership with local organizations, the series brought fun activities downtown alongside the weekly Certified Farmers Market. Held from 10:00 a.m. to 2:00 p.m. on the second Sunday of June, July, August, and September, Second Sundays was warmly embraced by the community, the farmers market team, local businesses, and the many families who attended.

Goals & Objectives:

- Activate and enliven Courthouse Square
- Expand family-friendly programming in Downtown Santa Rosa
- Feature a farmers market with a strong focus on produce and agriculture
- Partner with local organizations to draw families and increase foot traffic downtown
- Encourage active transportation and connectivity between Courthouse Square and Railroad Square
- Host Courthouse Square events that support and complement the downtown business community



Participation & Attendance



SECOND SUNDAYS

10 a.m. to 2 p.m.
Old Courthouse Square in downtown Santa Rosa

June 8	August 10
July 13	September 14



SRCity.org/SecondSundays

Attendance:

JUNE - 795

JULY - 1200

AUGUST - 300

SEPTEMBER - 468

On July 13, attendance at Second Sundays increased due to another event scheduled later in the afternoon. Many attendees and vendors for the evening event arrived early, which boosted participation in Second Sundays.

Organizations/Partners:

We had **29** total organizations join us over the four events, which are detailed on page 4. Some of these groups included non-profits, and others were child-focused businesses. All organizations provided games, engaging activities, crafts, or prizes.

We partnered with the **Downtown Action Organization** and business community on a **Sidewalk Sale** for the last Second Sunday of the season.



City Department Support:

We had support from various internal City Departments to make these events a success. The **Police and Fire Departments** tabled and offered resources and giveaways during the events. The **Water Department** was present with their Hydration Station, and the **Recreation department** provided staff to assist with setup and breakdown of the events as well as free face painting at the September Second Sunday. Recreation also partnered with us to allow the use of Rosie the Trolley.



Highlights & Details



Music:

Each month featured new musical talent, from soul, blues, and jazz to Latin and acoustic.

June - Maxima Frecuencia

July - Gabe Duran

August - King Street Giants

September - Jewn

Organizations:

Common Ground Society, 6th Street Playhouse, Sonoma County Bicycle Coalition, Children's Museum, En Garde Fencing, Sonoma County Library, Girl Scouts, Cloverdale Creative, Inclusive Compass, Santa Rosa Mother's Club, Capoeira, Forgotten Felines, Museum of Sonoma County, Snoopy's Home Ice, Flying Frog Academy, Land Paths, SoCo Kids Craft, Russian River Hula Hoops, Massage By Becca, Miss Daisy Face Paint, Kiddos Chu Chu, Photobooth, Wee Play Santa Rosa, Rebounderz, i9 Sports

Budget Expenditure:

- Bike Valet - \$2,800
- Sensory Regulation Station - \$2,400
- Children's Museum on the Go - \$1,000
- Music - \$3000
- Supplies - \$128
- Marketing Posters - \$743
- Rosie the Trolley - \$720
- Part Time Staff - \$414

TOTAL COST- \$11,205

This cost does not factor in full time staff time for planning and coordination of the events as well as working on site all four Second Sundays.

The budget for Second Sundays came partially from the Economic Development Strategic Plan fund, and partially from SRTBIA, the Santa Rosa Tourism Business Improvement Area fund.



Connectivity



FREE ROSIE THE TROLLEY RIDES

10 a.m. to 2 p.m.

ROSIE'S ROUTE:

Old Courthouse Square

Hotel E Side

Museum of Sonoma County

Starting at 11:00am

Santa Rosa Plaza Mall

B Street Entrance

Railroad Square

Welcome Center/SMART Train Station

WAIT
HERE



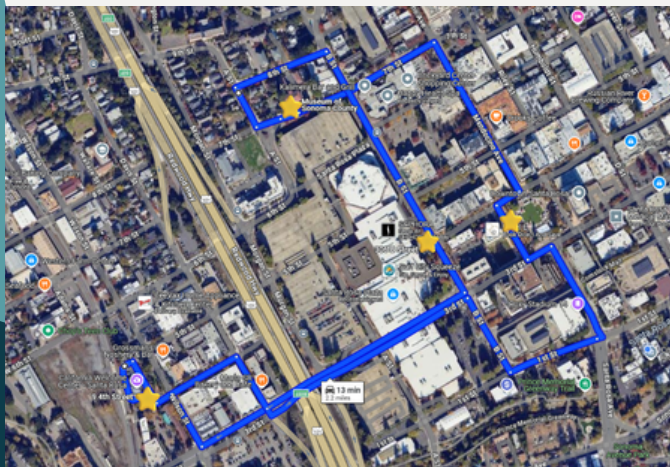
SRCity.org/SecondSundays

Ridership:

JULY - 113

AUGUST - 78

SEPTEMBER - 103



A key goal of the Second Sundays program was to promote active transportation and strengthen connectivity between Courthouse Square and Railroad Square. To support this, free Rosie the Trolley rides were offered during the July, August, and September events, operating on a continuous loop between Courthouse Square and Railroad Square with additional stops at the **Museum of Sonoma County** and **Santa Rosa Plaza**. This service made it easy for families and attendees to arrive by **SMART Train**, park at Santa Rosa Plaza, or explore multiple downtown destinations during their visit. The trolley was extremely popular—many attendees enjoyed the convenience of the 15-minute loop as well as the historic insights shared by Joe, the driver.



Partner Report



Inclusive Compass

Inclusive Compass was invited to host our Sensory Regulation Station to the Second Sundays Family Friendly Farmers Market this past July and September. We tracked usage at both events and found that 289 guests engaged with the station in July and another 122 in September. Guests used the space in many ways—some stopped for a shaded rest in our comfy seats, others grabbed earplugs, sunscreen, or fidgets, while many enjoyed hands-on sensory play.

The feedback was overwhelmingly positive:

- “I love that this event thought about families like ours.” ~ Family with autistic child
- “The Sensory Station gave my kids a reset, which means we can go check out the rest of the vendors now instead of heading home.”
- “It was such a thoughtful touch—it shows the city cares about inclusion.”

By making the market more accessible, the Sensory Regulation Station directly supported both community engagement and vendor success.

We are grateful for the chance to support Second Sundays and would love to explore additional opportunities to partner with the City of Santa Rosa—both at future markets and other community events—as we work together to strengthen accessibility and enhance the city’s inclusion practices.

Inclusively,

Emily Hope Parker

President, Inclusive Compass



Challenges & Next Steps



Challenges Encountered:

- **Competing Summer Events** – Attendance was influenced by other family-friendly and kid-focused activities held during the summer months, such as the Sonoma County Fair.
- **First-Year Pilot** – As the inaugural year, the program faced typical start-up challenges, including limited public awareness and logistical considerations.



Resolution Steps:

- **Feedback Survey** – A survey was distributed to all participating organizations and partners, with six responses received to date.
- **Partnerships** – Following the June Second Sunday, partner organizations continued to cross-promote the event, expanding outreach and engagement opportunities.

Future Considerations

- Adjust **future scheduling** to avoid overlap with major regional events when possible.
- Launch marketing **earlier and expand** outreach through social media, schools, and community partners.
- Highlight **unique aspects** of Second Sundays to distinguish it from other summer offerings.
- Continue working with the Downtown Action Organization and **business community** to partner on promotion and events like the Sidewalk Sale.