



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 September 2022.

Downtown Business Changes

- The California, home to Left Edge Theatre, opened on 7th Street
- 3rd Street Aleworks, which had previously stopped serving food, is now partnering with Bayou On The Bay for food service, seven days a week on site

Current Challenges

- Eager to work with Subcommittee and Council on both making parks policy permanent and creation of EIFD, which need to be completed quickly
- Benches in Courthouse Square need to be replaced
- Eager to continue conversations around simplifying permitting, TIs and other challenges to get businesses up and running in the Downtown
- Homeless population continues to grow and remains very service resistant despite weekly outreach, though expanded in Response hours are helpful
- 174 bulky items cleared in the month of September (above 1,025 pounds of trash)
- 195 pieces of graffiti cleaned in the month of September (212 month previous)

Beautification / Landscape

- Ongoing work on wayfinding program with aim of completion in early 2023
- Additional lights have been installed on redwoods and wrap lighting fixed
- Developed list of Downtown improvements that need funding
- Working with APCC to get details needed to move Asawa Fountain rebuilding forward

Courthouse Square Events overseen by Chamber

- Fall Fun Fest is taking place on Friday, October 28 with 4th Street closed to create safe environment for trick or treaters
- Four other events happening Downtown in October
- 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 from Snoopy's Home Ice

Parking & Parklets

- Six Downtown restaurants moving forward with parklets

Business Attraction & Development

- Business Attraction initiative is underway and aims to be complete in first quarter 2023 with printed and online materials that incorporate data, relevant information for potential businesses and business friendly policy information to help promote Downtown as a feasible place for new business and development