



DOWNTOWN ACTION ORGANIZATION 2024 ANNUAL REPORT



Overview of work conducted by the
Downtown Action Organization in the
Downtown Santa Rosa Community
Benefit District in fiscal year 2024
(January 1 through December 31, 2024)

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www.downtownsantarosa.org

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During 2024, the sixth year of operation, the Downtown Action Organization (DAO) continued to oversee the budget, manage special projects, maintain assets and administer special services for the Downtown Santa Rosa Community Benefit District.

Santa Rosa Downtown District Assessments

There was a 5% increase in property assessments in the 2024 Fiscal Year (January 1 through December 31, 2024). The full anticipated amount collected from properties located within the District (page 4) where special benefit services were conducted in 2024 was \$564,504. This reflects payments due on November 1, 2023 and February 1, 2024 and does not include any delinquent payments made after August 1, 2024.

Budget and Expenditures for 2024 Fiscal Year

An unbudgeted amount of \$98,331 was raised to fund special projects and programming. \$94,596 of which was spent.

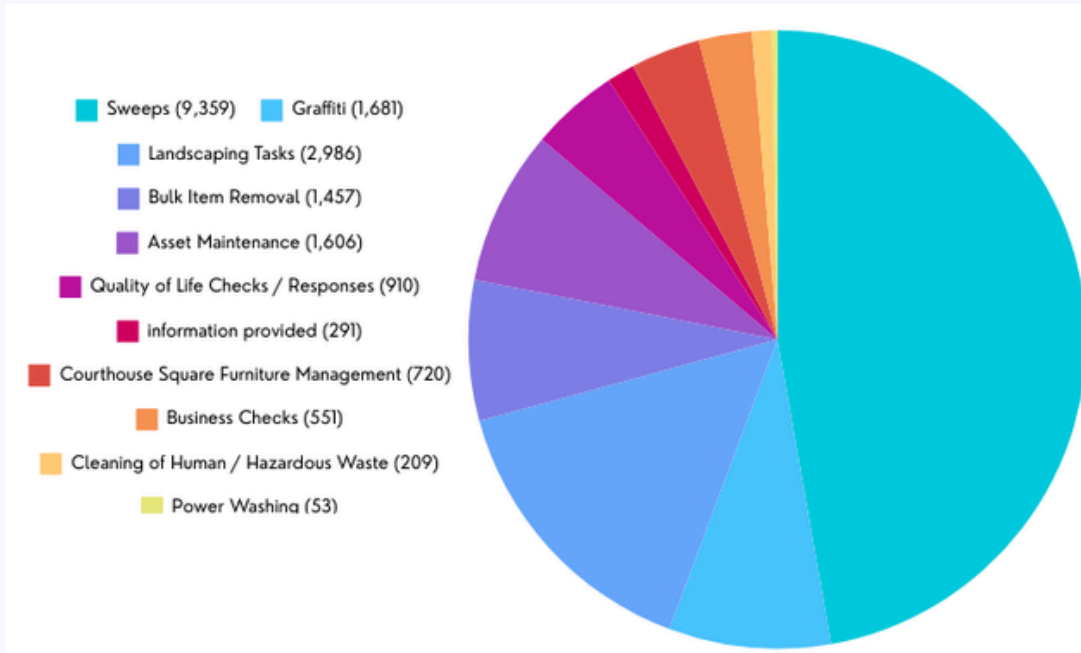
Special Benefit Category	Amount Budgeted		Amount Spent	
	\$	%	\$	%
Primary District Services safety, sanitation and maintenance services	346,000	61	345,697	62
District Management advocacy and project management, staffing and administrative support	173,900	30	172,378	31
Project Maintenance maintenance of improvement projects	17,000	3	30,709	6
Marketing / Website website and social media support	14,000	2.5	5,425	1
Contingency	19,602	3.5	0	0
Total	\$570,502	100%	\$554,209	100%

SPECIAL BENEFIT SERVICES FOR 2024 FISCAL YEAR

PRIMARY DISTRICT SERVICES

Street level services, focused on sanitation, maintenance and safety within the District, are fulfilled through the DAO's contract with NexStreet. Nexstreet employs five dedicated staff members in Downtown Santa Rosa. The chart below reflects a summary of tasks completed during the 6,808 hours worked in 2024.

Data is collected via Jia, NexStreet's technology solution that tracks employees in the field, manages tasks and collects task data to help predict trends in the District.



PROJECT MAINTENANCE

Past infrastructure or improvement projects installed or managed by the DAO require ongoing maintenance and attention throughout the year by experienced contractors. They include:

- Sidewalk Planters
- Sidewalk Trees
- Decorative Lighting
- Wayfinding Signage

SPECIAL BENEFIT SERVICES FOR 2024 FISCAL YEAR

DISTRICT MANAGEMENT

District management fees includes advocacy and project management, DAO staffing, office space, ongoing management of all legal requirements, financial and administrative services and communication to Downtown community. In 2024, the DAO worked with City staff and elected officials on policies with direct impacts to Downtown community, including launching the Vacant Building & Land program and ongoing work for the SR Now marketing package and website.

2,453
new social
followers

In March, a new Downtown website was launched that has seen over 88,000 visits in 2024. The website promotes community events, new businesses and programming taking place in the Downtown. 54% of the audiences that engage with Downtown social channels (Facebook and Instagram) live in Santa Rosa.

SPECIAL PROJECTS

In 2024, the DAO raised \$67,875 through local funders to pilot the Rose-E Trolley program and test the feasibility of cross town transportation as a means of addressing connectivity issues. The pilot program proved a greater need for regular family friendly activities and programming geared toward tourists. A shortened, more consistent trolley service might be warranted, though it was not recommended to expand the program as it was piloted.

The DAO also worked with the City to install planters and banners on Courthouse Square, bringing color and dimension to the heart of Downtown. The DAO will manage these installations moving forward.



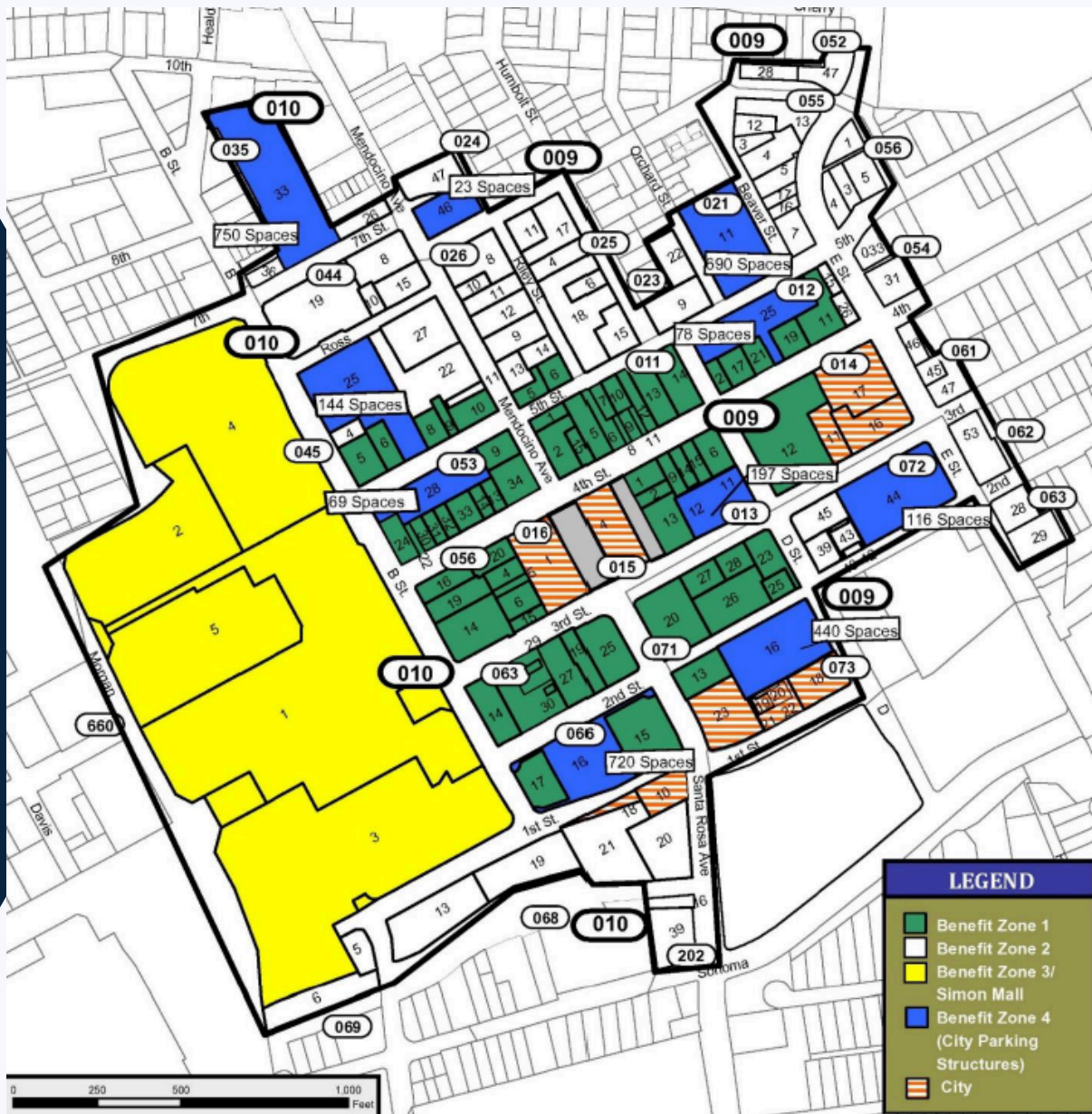
DOWNTOWN SANTA ROSA DISTRICT BENEFIT ZONE MAP

↓ 13

Businesses
closed in 2024

↑ 17

Businesses
opened in 2024



DOWNTOWN ACTION ORGANIZATION BOARD OF DIRECTORS

The DAO is a 15 member Board of Directors led by a five member Executive Committee. All meeting agendas and notices are published 72 hours prior to each meeting online as well as at 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404.

Minutes from all meetings can be found at downtownsantarosa.org/districtnews.

2024 DAO Board Members

*indicates new member in 2024

Chair: Hugh Futrell, Hugh Futrell Corporation

Vice-Chair: Pauline Block, Cornerstone Downtown

Secretary: Chris Denny, The Engine is Red

Treasurer: Danielle Nelson, Simon Properties / Santa Rosa Plaza

Past Chair: Natalie Balfour, Airport Business Center

Beau Anderson, Sonoma Clean Power*

Leeanna Ausiello-Kane, AGA Acquisitions / Ausiello's

Zach Berkowitz, Downtown Property Owner

Britt Cooper, Exchange Bank

Daryel Dunston, City of Santa Rosa

Nicole Gaddis, California Luggage

Caitlin Kurasek, La Rosa Tequileria

Ken Lafranchi, Lafranchi Architecture & Development

Argo Thompson, The California Theatre

Don Tomasi, TLCD Architecture



THANK YOU

The support of City of Santa Rosa staff and members of council, as well as property and business owners within the District has been instrumental to another impactful years of operations in Downtown Santa Rosa.

Please don't hesitate to reach out with any questions or suggestions for how we can continue to improve and grow our community.



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www.downtownsantarosa.org