

Downtown Action Organization

Management Organization
Downtown Santa Rosa CBD

Cadance Hinkle Allinson
Executive Director





- Administrative structures established
- Web and social launched
- Parking changes for businesses
- Street level service contract established

2019

- Management of Open & Out
- Beautification Projects: Sidewalk Trees and Lights
- Assistance with Courthouse Square activation

2021

- Policy Support
- Wayfinding, instrument & holiday installations
- Contract with Museum
- Assessment changes

2023

2018

2020

2022

- Council formalizes Downtown CBD
- DAO Formed

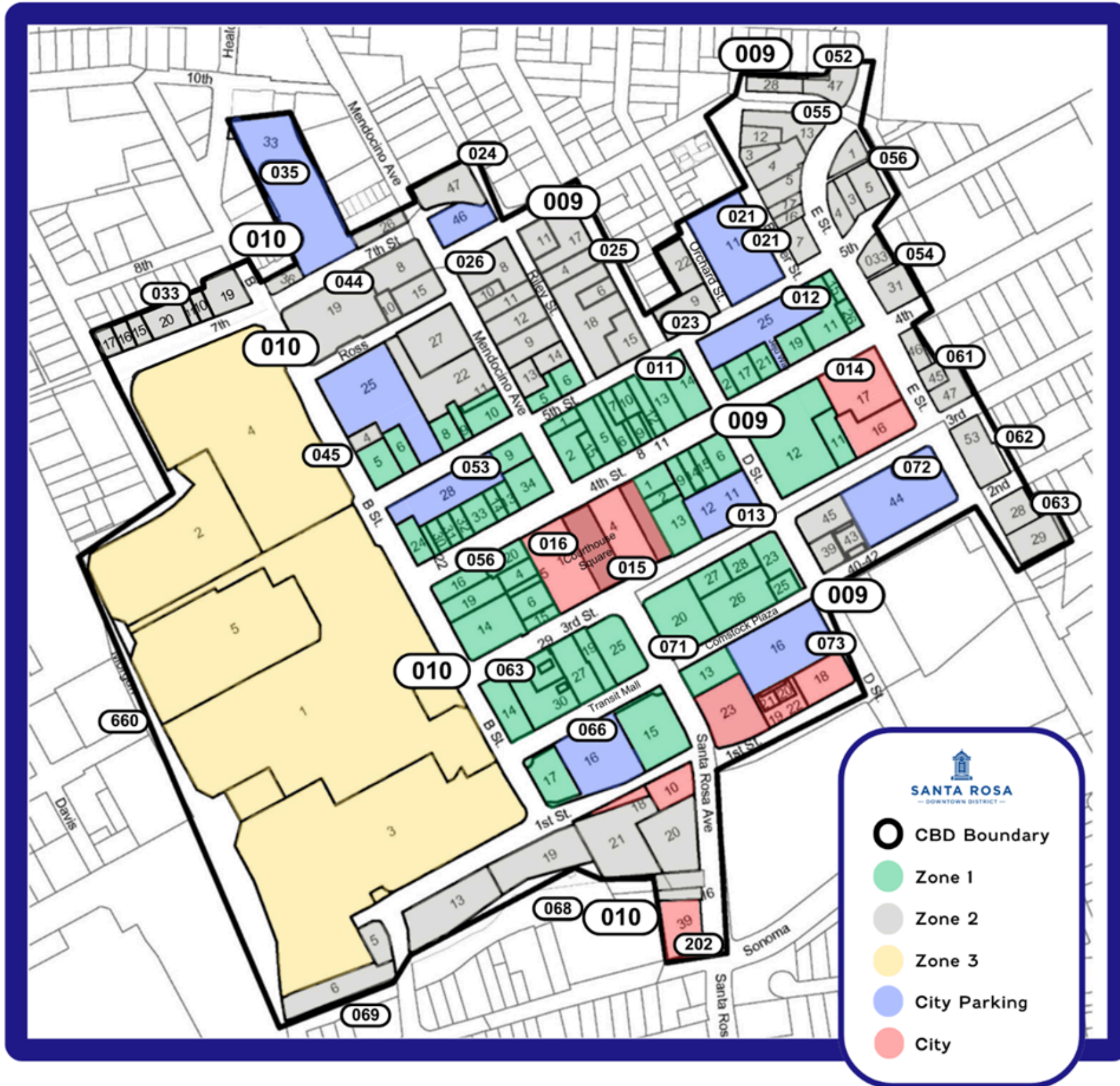
- First beautification project completed
- Programmatic shift due to pandemic
- Management of Open & Out
- Beautification Projects: Lights and Planters

- Garage parking incentives
- Parklet support
- Transition of Courthouse Square activation to SRMC
- New street level service provider

Timeline

CBD Map & Assessments

- 5% assessment Increase (first since 2018)
- \$564,504 anticipated assessments in 2024



Santa Rosa Downtown Community Benefit District
Benefit Zone Map

2024 Budget

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 enhanced marketing and holiday engagements	14,000	2.5	5,425	1
Contingency	19,602	3.5	0	0
Total	\$570,502	100%	\$554,209	100%

Special Projects

Special Projects are unbudgeted, requiring all funds to be raised in order to complete them.

In 2024, \$94,596 was spent on special projects.

2024 Review

● District Management

- Vacancy Ordinance Support
- Business Outreach

● District Improvements

- Courthouse Square Installations in partnership with City
- Media Box Inventory and removal in partnership with City

● Project Maintenance

- New Decorative Lighting
- Ongoing tree, planter and wayfinding work

● Marketing / Special Projects

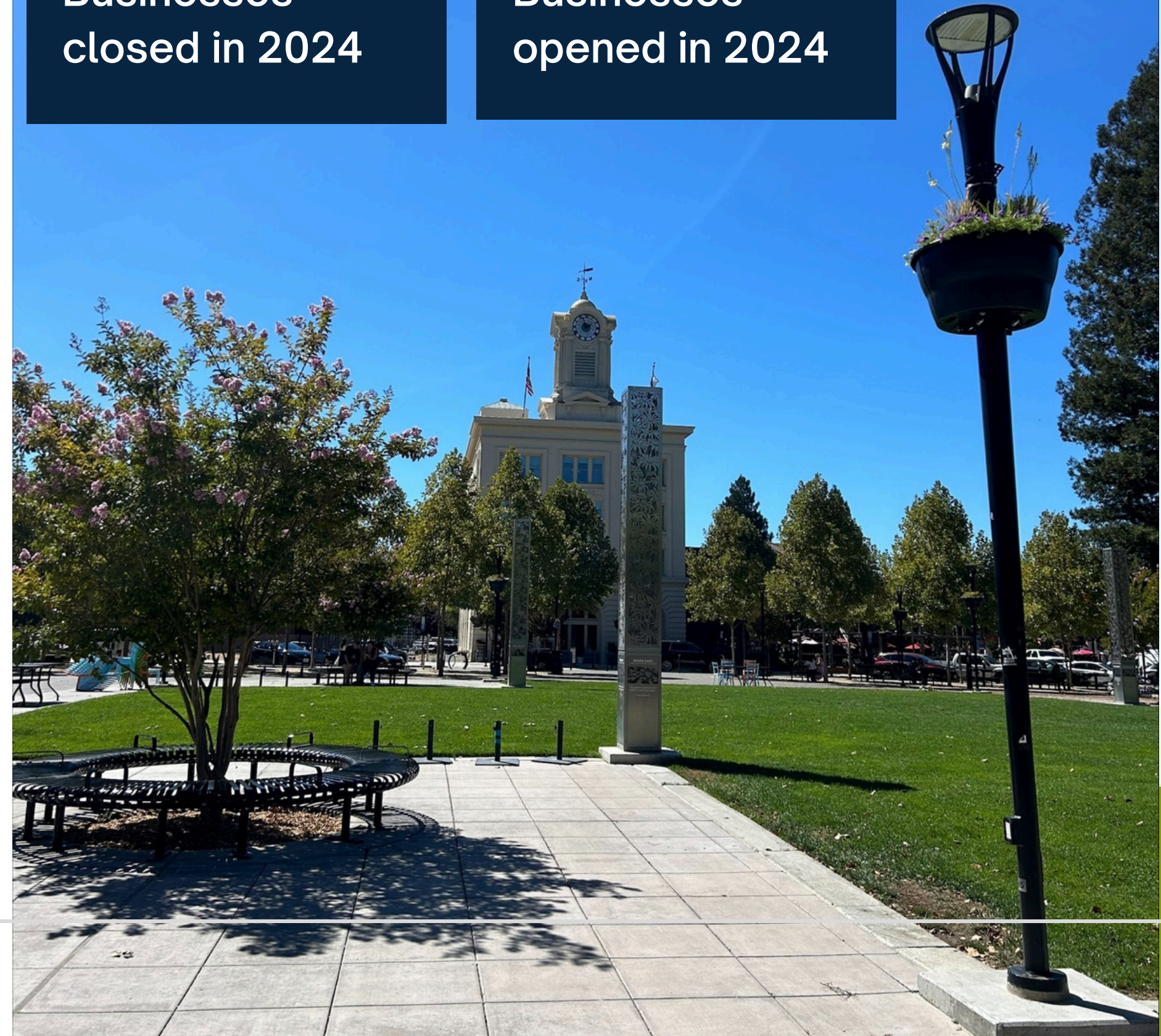
- Santa Rosa Now
- Rose-E Trolley Pilot

↓ 13

Businesses
closed in 2024

↑ 17

Businesses
opened in 2024



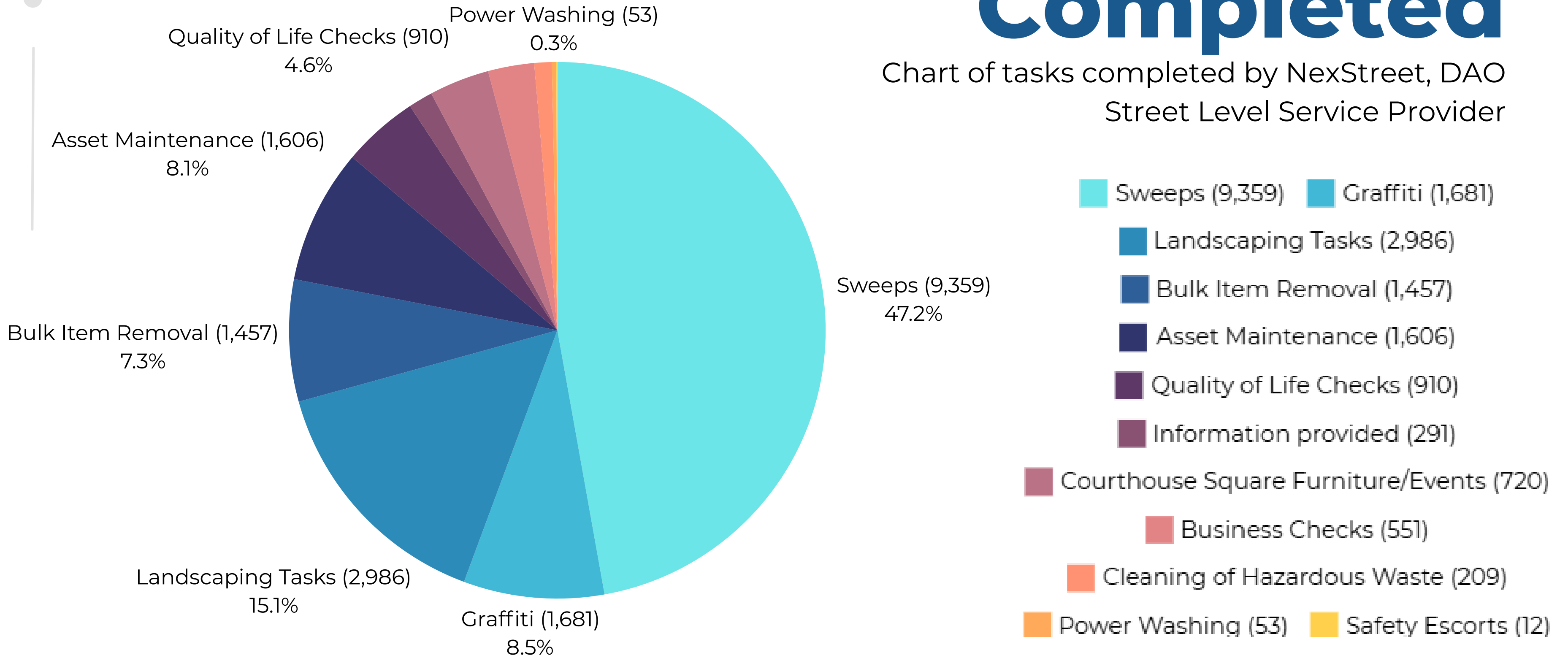
2024 Heat Map

Heat map of tasks completed by NexStreet, DAO Street Level Service Provider



2024 Tasks Completed

Chart of tasks completed by NexStreet, DAO Street Level Service Provider



2025 Adopted Budget

Special Benefit Category	Amount Budgeted	
	\$	%
Primary District Services safety, sanitation and maintenance services	362,928	61
District Management advocacy and project management, staffing and administrative support	173,900	29
Project Maintenance maintenance of improvement projects	35,000	6
Marketing enhanced marketing and holiday engagements	7,750	1
Contingency	19,400	3
Total	\$598,978	100%

2025 DAO Board



Executive Committee

Chair: Pauline Block

Vice Chair: Chris Denny

Treasurer: Danielle Nelson

Secretary: Beau Anderson

Immediate Past Chair: Hugh Futrell

Members at Large

Leeanna Ausiello-Kane, AGA Acquisitions / Ausiello's

Natalie Balfour, Airport Business Center

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

2025 Workplan

Primary District Services

safety, sanitation and maintenance services

- Contract with NexStreet that provides enhanced street level services to property owners including:
 - sidewalk sweeping / trash pickup
 - pressure washing
 - public asset maintenance
 - landscaping
 - graffiti abatement
 - hazardous waste disposal
 - support for unsheltered population
 - safety escorts

District Management

advocacy and project management, staffing and administrative support

- Advocate for expansion of Downtown parking strategy
- Work with the City to spent Downtown park fees
- Work with partners to expand Downtown marketing, economic development and business recruitment
- Update the District Management Plan and conduct parcel assessment review
- Develop strategies to better engage Downtown business community
- Investigate funding opportunities to address Downtown infrastructure prior to EIFD implementation
- Work with partners to continue addressing impacts of unsheltered population

Project Maintenance

maintenance of past improvement projects

- Redwood tree lighting
- Sidewalk Tree Maintenance and Pruning
- Wayfinding Sign Maintenance
- Courthouse Square Furniture
- Replanting sidewalk and Courthouse Square planters

Marketing

enhanced opportunities & holiday engagements

- Installation of holiday decor and banners
- Downtown Passport program

Thank You

The support of City of Santa Rosa staff and members of council have been instrumental to six years of successful operation of the Downtown Santa Rosa. Thank You.

Cadance Hinkle Allinson
Executive Director
cadanceh@santarosametrochamber.com
707-636-2845