

DOWNTOWN  
ACTION  
ORGANIZATION



# 2025 ANNUAL REPORT

Overview of work conducted by the Downtown Action Organization (DAO) as the management organization of the Downtown Santa Rosa Community Benefit District during fiscal year 2025 (January 1 through December 31, 2025)

Prepared by Cadance Hinkle Allinson



# ASSESSMENTS & METHODOLOGY

## District Assessments

There was no change to property assessment calculations in 2025. The full anticipated amount collected from properties within the District (page 4) where special benefit services were conducted in 2025 was \$554,175. This reflects payments due on November 1, 2024 and February 1, 2025 and does not include any delinquent payments made after August 1, 2025.

## Assessment Calculations

Zone	Building Square Footage Amount	Lot Size Square Footage Amount	Linear Frontage Amount	Per Parking Space Amount
1	\$0.147	\$0.021	\$4.515	n/a
2	\$0.105	\$0.021	\$3.150	n/a
3	\$0.147	n/a	n/a	n/a
4	n/a	n/a	n/a	\$37.80

## Total Parcel Assessment Methodology

Parcels in Benefit Zones 1 and 2, except for Single Family residences, are calculated as follows. Single Family Residences within Zones 1 and 2 are assessed based on Building Square footage only.

Total Street Frontage x current per foot Zone amount +  
Total Lot Square Footage x current per square foot Zone amount +  
Total Building Square footage x current per square foot Zone amount

Zone 3 parcels, located within Santa Rosa Plaza, are assessed based on Building Square footage x current building square footage Zone 3 amount. Zone 4 parcels, City Parking Lots and Garages, are assessed per parking space.

## BUDGET & EXPENDITURES

### Budget & Expenditures for 2025 Fiscal Year

Special Benefit Category	Amount Budgeted		Amount Spent	
	\$	%	\$	%
<b>Primary District Services</b> safety, sanitation and maintenance services	362,928	61	368,424	66
<b>District Management</b> advocacy and project management, staffing and administrative support	173,900	29	171,673	31
<b>Project Maintenance</b> maintenance of improvement projects	35,000	6	15,977	2.75
<b>Marketing / Website</b> website and social media support	7,750	1	846	.25
<b>Contingency</b>	19,400	3	0	0
<b>Total</b>	<b>\$598,978</b>	<b>100%</b>	<b>\$556,905</b>	<b>100%</b>

### Budget Surplus

In January 2025, \$90,235.06 in surplus revenue was carried forward from Fiscal Year 2024. At the close of the 2025 Fiscal Year, \$89,020 in surplus revenue was carried forward into Fiscal Year 2026.

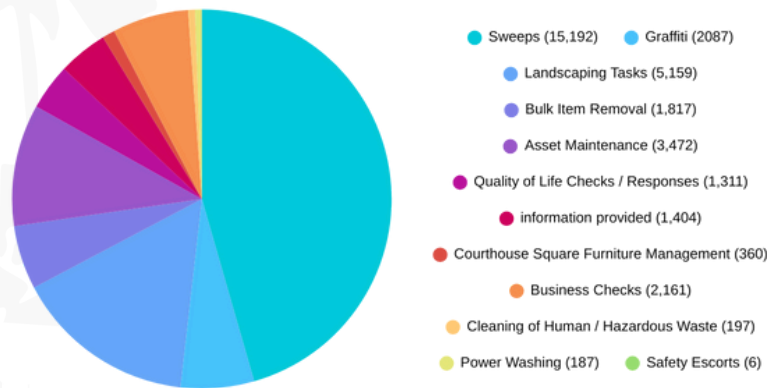
### Other Contributions

Other contributions in Fiscal Year 2025 include \$4,998 from an annual agreement for services with the Museum of Sonoma County and a \$15,000 grant from Sonoma Clean Power for the purchase of a new street level services utility vehicle.

# SPECIAL BENEFIT SERVICES

## Primary District Services

Street level services, focused on sanitation, maintenance and safety within the District, were fulfilled through the DAO’s contract with NexStreet. The chart below reflects a summary of tasks completed during 2025. Data was 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.



## District Management, Marketing & Special Projects

District management fees allow for advocacy and project management, vendor oversight, DAO staffing, office space, website and social media management, bookkeeping, ongoing management of all legal, financial and administrative requirements as well as communication to the Downtown community.

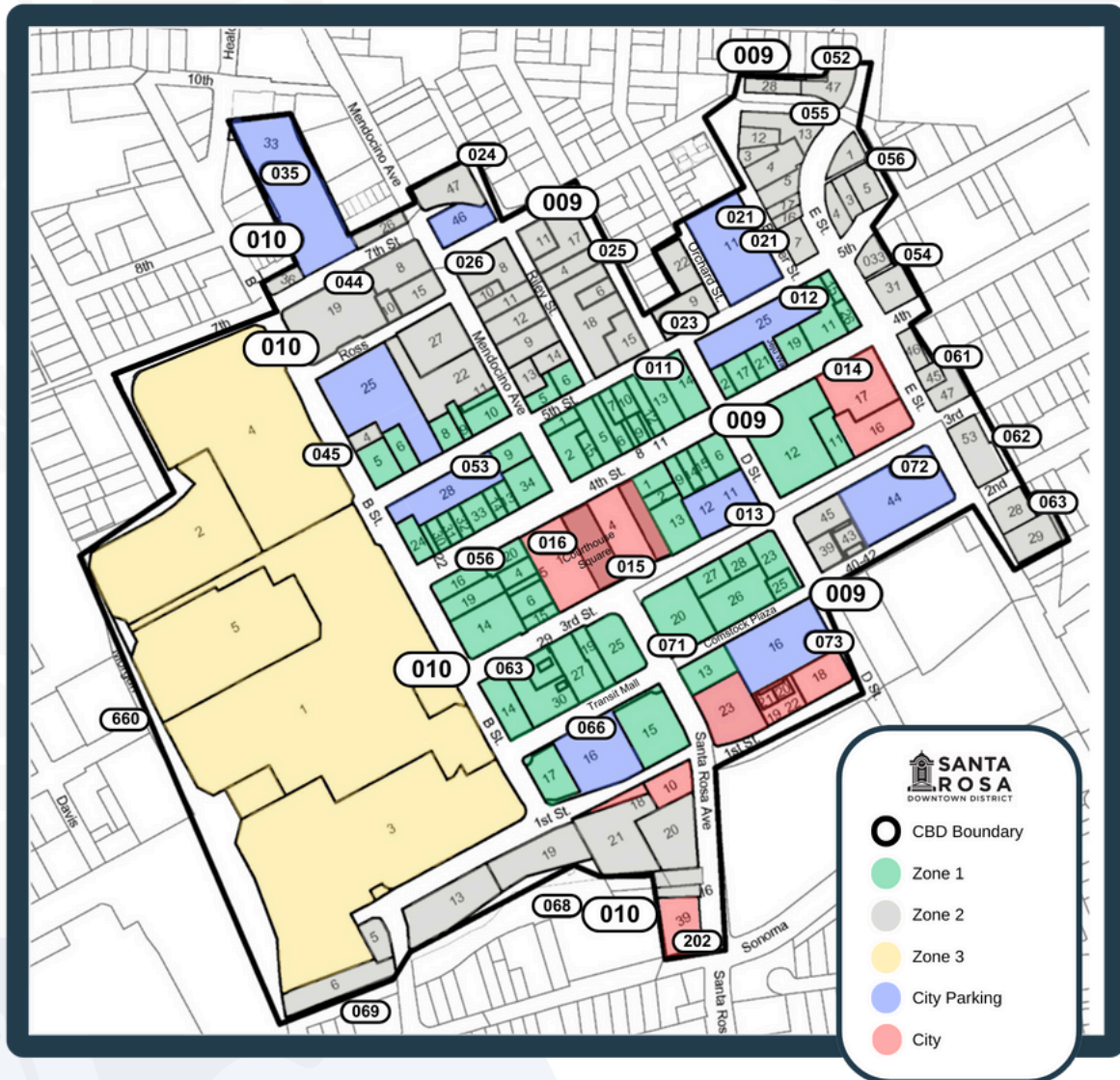
In 2025, the DAO worked with City staff and elected officials to look at avenues for funding and positive changes to Downtown infrastructure. The DAO supported businesses interested in participating in a Sidewalk Sale, coordinated window coverings for vacant spaces (which remain available to property owners) inventoried sidewalk infrastructure and updated the Management District Plan.

## Project Maintenance

Past infrastructure or improvement projects installed or managed by the DAO require ongoing maintenance and attention throughout the year by experienced contractors. In 2025, Courthouse Square planters were updated and a number of dead sidewalk trees throughout the District were removed and replaced.



## COMMUNITY BENEFIT DISTRICT ZONE MAP



↓ 6

Businesses  
closed in 2025

↑ 9

Businesses  
opened in 2025



## BOARD OF DIRECTORS

The DAO is a 15 member Board of Directors led by a five-member Executive Committee. All meeting agendas and notices were published 72 hours prior to each meeting online as well as at 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404. Meetings take place at coLAB at 427 Mendocino Avenue, Suite 100, Santa Rosa, CA 95401.

Agendas and minutes from all meetings can be found at [downtownsantarosa.org/districtnews](https://downtownsantarosa.org/districtnews).

### **2025 DAO Board of Directors**

Chair: Pauline Block, Cornerstone Downtown

Vice-Chair: Chris Denny, The Engine is Red

Secretary: Beau Anderson, Sonoma Clean Power

Treasurer: Danielle Nelson, Simon Properties / Santa Rosa Plaza

Past-Chair: Hugh Futrell, Hugh Futrell Corporation

Leeanna Ausiello-Kane, AGA Acquisitions / Ausiello's

Natalie Balfour, Airport Business Center

Zach Berkowitz, Downtown Property Owner

Britt Cooper, Exchange Bank

Nicole Gaddis, California Luggage

Caitlin Kurasek, La Rosa Tequileria

Ken Lafranchi, Lafranchi Architecture & Development

Gabe Osburn, City of Santa Rosa

Argo Thompson, The California Theatre

Don Tomasi, TLCD Architecture

## THANK YOU

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

## CONNECT

Please don't hesitate to reach out with any questions or suggestions for how we can continue to improve and grow our community. Note that contact information for the DAO has changed effective January 1, 2026.



### EMAIL

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### WEBSITE

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