

During 2025, the seventh 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 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.

Budget and Expenditures for 2025 Fiscal Year

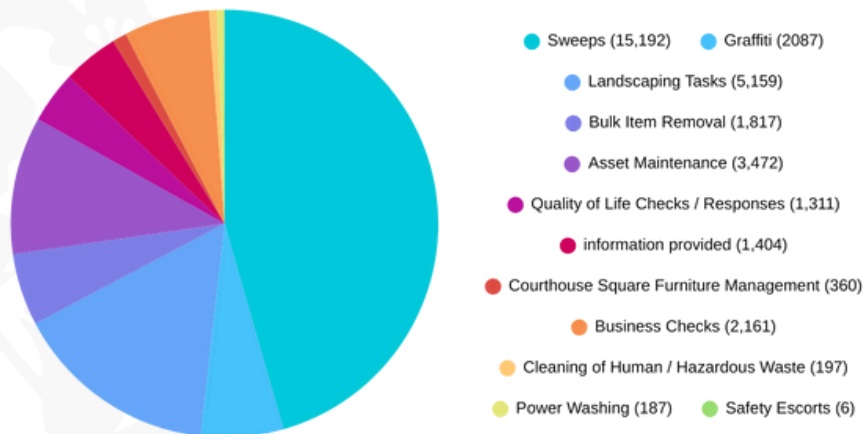
Other contributions in Fiscal Year 2025 include \$4,998 from an annual agreement for services with the Museum of Sonoma County and a \$15,000 grant from Sonoma Clean Power for the purchase of a new street level services utility vehicle.

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

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.

BUDGET SUMMARY

Adopted Budget for FY 2026

On December 17, 2025, the DAO board approved the following budget for fiscal year 2026 (January 1, 2026 through December 31, 2026).

Special Benefit Category	Amount Budgeted	
	\$	%
Primary District Services safety, sanitation and maintenance services	350,000	58
District Management advocacy and project management, staffing and administrative support	170,200	28
Marketing / Website website and social media support	42,500	7
Project Maintenance maintenance of improvement projects	20,000	3.5
Contingency	20,940	3.5
Total	603,640	100%

District Assessments

There was no increase to assessments within the District for fiscal year 2026, though assessment corrections were made. Assessments will be collected as part of the County of Sonoma's Property Tax Bill, due on November 1, 2025 and February 1, 2026. The total amount of District assessments due in 2026 is \$598,277.71.

The DAO Board will annually review whether assessments will be increased in the next fiscal year at their July board meeting. 2027 assessments will be considered at the meeting currently scheduled to take place on Wednesday, July 15 at 9:15am.

Benefit Zone	Building Square Footage Annual Cost	Lot Size Annual Cost	Linear Frontage Annual Cost	Parking Space Annual Cost
1	\$0.147	\$0.021	\$4.515	\$0
2	\$0.105	\$0.021	\$3.150	\$0
3	\$0.147	\$0	\$0	\$0
4	\$0	\$0	\$0	\$37.80

OBJECTIVES & WORKPLAN

Ongoing Objectives for Santa Rosa Downtown District

- Maintain clean sidewalks and streets through regular and proactive street level services
- Work closely with City electeds and staff to address larger issues facing the Downtown community and Santa Rosa community at large
- Advocate for policies that support business attraction, growth and retention in the Downtown District
- Enhance District identity through consistent online presence that supports Downtown businesses and property owners
- Provide regular maintenance of previously funded projects
- Create a community of business and property owners who utilize the District as an essential resource

2026 Workplan for Santa Rosa Downtown District

District Management

- Work with City staff to coordinate expenditures on Downtown projects which could include trash cans, planters, lighting and other improvements to Jeju Way, Courthouse Square
- Empower Branding & Website Advisory Committee to enhance downtown brand and identity and facilitate creation and launch of new Downtown website
- Improve street level services and support for businesses through coordinating transition of street level service providers

Board Policy, Culture & Governance

- Identify mission and ongoing core objectives of organization
- Review and update organization Bylaws
- Create ongoing strategy to obtain better engagement with business community and property owners

District Improvements / Project Maintenance

- Oversee installation of new 4th Street lighting
- Develop a plan to reduce and replace street level planters
- Develop street tree removal and replacement strategy
- Work with City to identify permanent family friendly installations in Downtown Station Area

Special Projects (as funding allows)

- Ross Street Activation Advisory Committee members to support Ross Street Activation through implementation of a Contract with City of Santa Rosa and expenditures of committed funds
- Courthouse Square Improvement Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa

DOWNTOWN ACTION ORGANIZATION

BOARD OF DIRECTORS

The DAO is a 15 member Board of Directors led by a five member Executive Committee. Executive Committee meetings are scheduled for the second Wednesday of every month at 9:30am. Board meetings are scheduled for the third Wednesday of every month at 9:15am.

All meetings are held at coLAB (427 Mendocino Avenue, Santa Rosa, CA 95401) and are subject to the Brown Act. Agendas and details are published 72 hours prior to each meeting online (www.downtownsantarosa.org/districtnews) as well as at coLAB.

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Vice Chair

Chris Denny, The Engine is Red

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Treasurer

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Britt Cooper, Exchange Bank

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Leeanna Kane, AGA Acquisitions / Ausiello's

Caitlin Kurasek, La Rosa Tequileria

Ken Lafranchi, Lafranchi Architecture & Development

Argo Thompson, The California Theatre

Don Tomasi, TLCD Architecture

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Executive Director

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