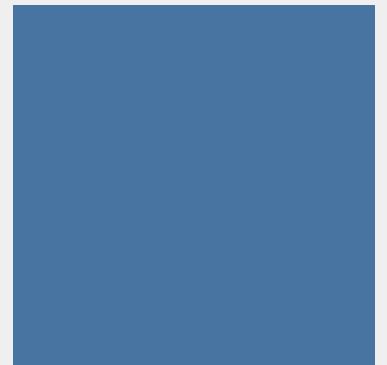


Downtown Action Organization

Annual Report

Overview of work conducted
by the Downtown Action
Organization in the Downtown
Santa Rosa Community
Benefit District in fiscal year
2023 (January 1 through
December 31, 2023)



Cadance Hinkle Allinson
Executive Director


**SANTA
ROSA**
DOWNTOWN DISTRICT

During 2023, the fifth 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 assessment amounts in the 2023 Fiscal Year. The full anticipated amount collected from properties located within the District (page 3) where special benefit services were conducted in 2023 was \$530,011.12. As of December 31, 2023, \$523,414 had been received. This reflects payments due on November 1, 2022 and February 1, 2023 and does not include any delinquent payments made after August 1, 2023.

Budget and Expenditures for 2023 Fiscal Year

Special Benefit Category	Amount Budgeted		Amount Spent	
	\$	%	\$	%
Primary District Services / Street Level Services	\$363,897	61%	\$374,356	62%
District Management / Administration	\$174,900	29%	\$172,442	29%
Annual Priorities / Project Maintenance	\$24,000	4%	\$41,024	7%
Marketing / Website	\$14,500	2%	\$12,697	2%
Contingency	\$18,554	3%	\$0	0%
Total	593,351	100%	\$600,519	100%

An unbudgeted amount of \$9,481 was raised to fund additional projects, \$9,481 of which was spent.

↑ 10

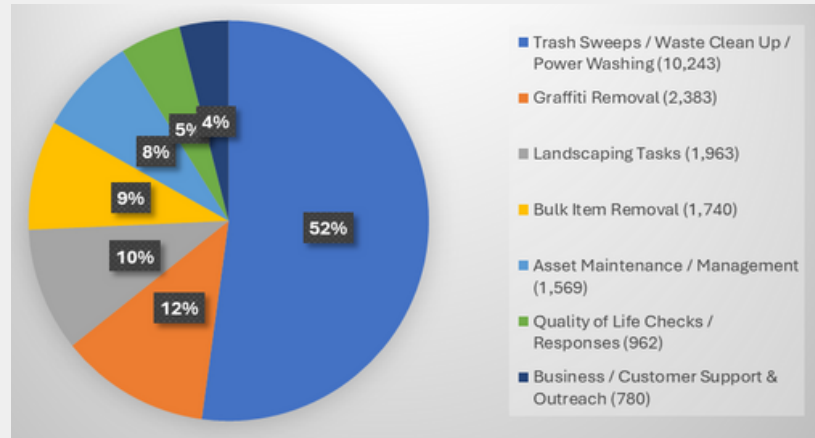
New Businesses
within the District
in 2023



Special Benefit Services for 2023 Fiscal Year

Primary District Services / Street Level Services

Street level services are fulfilled through the DAO's contract with NexStreet, which employs four dedicated staff members within the District. The chart reflects a summary of tasks completed during the 2023 fiscal year.



District Management & Administration

District management includes DAO staffing, office space, ongoing management of all legal requirements, financial and administrative services and communication to Downtown community.

In 2023, the DAO worked with City staff and elected officials on policies with direct impacts to Downtown community, including:

- Launching the EIFD PFA
- Increasing the size of Downtown Enforcement Team
- Updating the City's camping ordinance
- Providing feedback on vacancy ordinance

Annual Priorities / Project Maintenance

- Implementation and installation of Wayfinding program
- Ongoing maintenance of Courthouse Square seasonal furniture, sidewalk planters and trees, Redwood lights and Jeju Way
- Installation of community instruments within Jeju Way

Marketing & Website:

- Management of website and social media platforms
- Launch of Downtown Passport
- Holiday Art & Decor Installations
- Ongoing work for SRNow marketing package



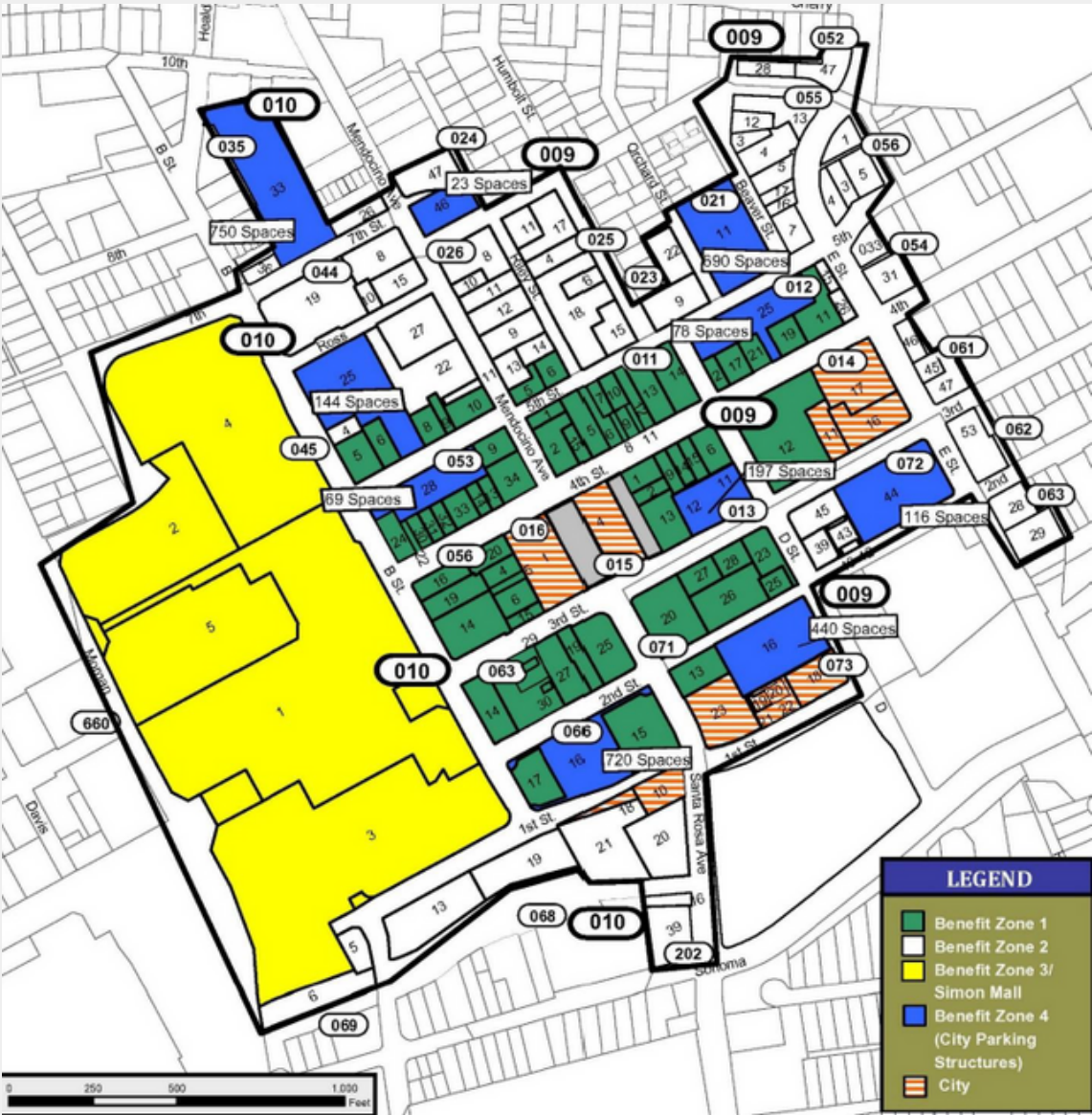
588k

Annual reach from
Downtown social
media channels



111
Property
Owners

Santa Rosa Downtown District Benefit Zone Map



Board of Directors

The Downtown Action Organization operates with a 15 member Board of Directors. 2023 saw multiple mid-year transitions and new members. The Board and Executive Committee met monthly in 2023, with all meeting agendas and notices 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.

Executive Committee

Chair

Hugh Futrell, Hugh Futrell Corporation

Vice-Chair

Pauline Block, Cornerstone Downtown

Past Chair

Natalie Balfour, Airport Business Center

Secretary

Stevan Stankovich, Simon Properties / Santa Rosa Plaza (through August)

Danielle Nelson*, Simon Properties / Santa Rosa Plaza (from August)

Treasurer

Joe Dietzen, Westamerica Bank

Directors at Large

*indicates new member

Chad Asay*, Sonoma Clean Power (through March)

Leeanna Ausiello-Kane, AGA Acquisitions / Ausiello's

Zach Berkowitz, Downtown Property Owner

Britt Cooper*, Exchange Bank (from May)

Raissa de la Rosa, City of Santa Rosa (through July)

Chris Denny, The Engine is Red

Daryel Dunston*, City of Santa Rosa (from August)

Nicole Gaddis*, California Luggage

Caitlin Kurasek, La Rosa Tequileria

Ken Lafranchi*, Lafranchi Architecture & Development (from May)

Peter Stanley, Archilogix (through March)

Argo Thompson*, The California Theatre

Don Tomasi, TLCD Architecture

*7

New Board Members
in 2023



15

Board Members

11

Property Owners/
Representatives

7

Current members
representing
customer facing
businesses



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 in a successful five years of operating the DAO. Please don't hesitate to reach out with any questions or suggestions for how we can continue to improve Downtown over the next five years.



707-636-2845



50 Old Courthouse Square, Suite 110



www.downtownsantarosa.org