

Press Release  
Thursday Nights in The Davisphere

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**Davis Downtown's "Davisphere" Events Draw Huge Crowds, Benefits the Community**  
*The new event series launched in September and plans on returning in 2023*

*Photos upon request*

10/31/2022, Davis, CA – The Davis Downtown Business Association (Davis Downtown or DDBA) wrapped the final event in its inaugural series, "Thursdays in The Davisphere," on Thursday, October 27<sup>th</sup>, 2022. Held in Central Park each Thursday September 1<sup>st</sup> through October 27<sup>th</sup>, 5:00pm to 9:30pm, the Davisphere series boasted an eclectic and electric mix of live musical performances, food, drinks, nonprofit organizations, and vendors, drawing over 25,000 people in its first year.

"Davis Downtown was thrilled to bring these events to the community," said Brett Maresca, Executive Director, DDBA. "The idea was based on the simple premise that positive energy builds when people get together and enjoy themselves. With very short lead time, we were able to create a vibrant, communal atmosphere with entertainment for all ages and walks of life."

The Davisphere's Beer & Wine Garden was hosted by Downtown Davis' own University of Beer, featuring craft brews and cider on tap plus local wine. A portion of alcohol sales benefitted a featured local nonprofit organization every week, totaling over \$4,000, helping support Yolo Crisis Nursery, Soroptimist International of Davis, International House Davis, Davis Arts Center, U.S. Bicycling Hall of Fame, Davis Odd Fellows, Bike Davis, and Davis Phoenix Coalition.

Several dozen food vendors, retail vendors, service providers, nonprofits, and government agencies/departments were showcased. "These were the best events we have done all year," said Davis Cards & Games. "Thank you for putting this on, and we can't wait to participate next year!" Additional family entertainment included an instructional and creative arts and crafts table, 360 photo booth, face painting, balloon twisting, a themed selfie backdrop, and a featured family movie night.

The event on October 27<sup>th</sup>, 80's Night, was one of Davisphere's largest, featuring a flashy performance by eighties cover band Tainted Love. Thousands flocked to the park to stake out their spots early in the evening, many dressed in their finest eighties attire. "The event was fun

for my entire family,” said one attendee. “The band and food were great. I was even able to find a new vegan restaurant.”

The Davisphere was made possible by seed funding provided to Davis Downtown through a City of Davis grant. The grant was awarded to help revitalize the local business community and overall economy as Davis continues to emerge from the COVID-19 pandemic. “Davis Downtown’s goal is to make the event series financially sustainable for decades to come,” said Maresca. “After a shortened inaugural season in 2022, we plan on bringing the series back in 2023 for a longer season, May through October.”

Davis Downtown actively leads and energizes the downtown as the primary business, entertainment, and cultural center of Davis. Alive with activity seven days a week, downtown Davis draws locals and visitors alike to experience fine food and beverages, retail, professional services, arts, and entertainment in an extraordinary and sustainable gathering place. “The DDBA produces and promotes many events throughout the year,” said Maresca. “We encourage the entire Davis community to stay connected with us via our newsletter or social media – and to mark their calendars for The Davisphere 2023!”

- **For more information on Davis Downtown:** <https://davisdowntown.com>
- **For more information on the Davisphere, including musical acts, vendors, sponsors, nonprofits, and how to get involved in 2023:** <https://thedavisphere.com>

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**About Davis Downtown/DDBA:** For 33 years the Davis Downtown Business Association has worked on behalf of our members to help build the vibrant and beautiful downtown community we enjoy today. We work every day to help our members grow and enhance the positive influence of their industries within our community. Learn more and get involved at [davisdowntown.com](https://davisdowntown.com).