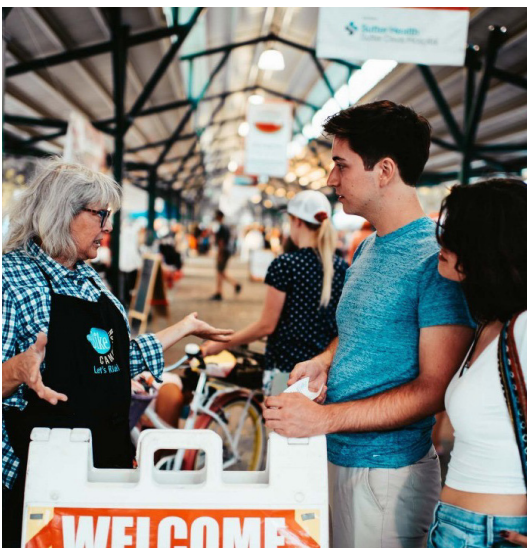


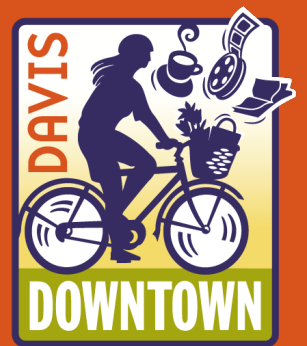


# Powered by the People



# 2022-2023

DAVIS DOWNTOWN DBID REPORT



**Davis Downtown**  
 PO Box 72497  
 Davis, CA 95617

530-756-8763  
 INFO@DAVISDOWNTOWN.COM  
 WWW.DAVISDOWNTOWN.COM

Chris Lossin Photography

# ABOUT DAVIS DOWNTOWN



**THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (DBID)** was formed in 1989 and covers a 32-block area of the downtown. The DBID empowers downtown businesses to self-assess annual fees to be used in support of the economic well-being of the DBID. Activities of the DBID include marketing and promotion, events, and advocacy.

Davis Downtown was organized concurrently with the formation of the DBID in 1989 and is the entity approved each year by the Davis City Council to execute the business of the DBID.

| Group    | Business Descriptions 2022           |            |
|----------|--------------------------------------|------------|
| BID I    | Individual licenses held             | 58         |
| BID II   | Retail, manufacturing, and utilities | 167        |
| BID III  | Services                             | 108        |
| BID IV   | Professional and wholesalers         | 145        |
| BID V    | Financial institutions               | 16         |
| BID VI   | Branch location                      | 11         |
| BID VII  | Commercial leasing businesses        | 105        |
| BID VIII | Commercial leasing branch            | 32         |
| Total    |                                      | <b>642</b> |



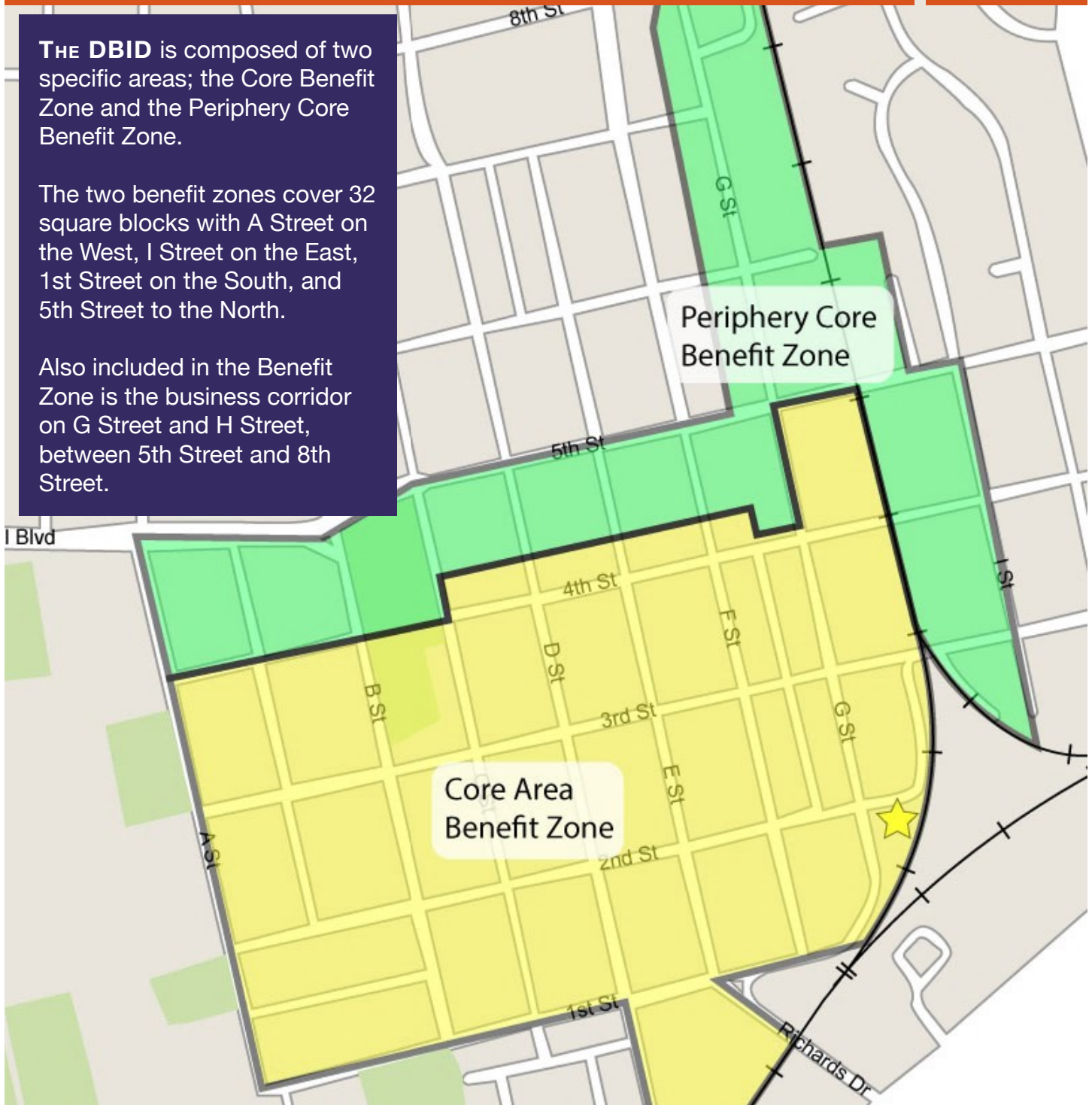
# ABOUT DAVIS DOWNTOWN



**THE DBID** is composed of two specific areas; the Core Benefit Zone and the Periphery Core Benefit Zone.

The two benefit zones cover 32 square blocks with A Street on the West, I Street on the East, 1st Street on the South, and 5th Street to the North.

Also included in the Benefit Zone is the business corridor on G Street and H Street, between 5th Street and 8th Street.



**WE ARE AT THE CENTER** of an eclectic community which pairs a world-class university with the agricultural heritage of a city striving to retain its small-town feel.

Alive with activity seven days a week, downtown Davis draws residents and visitors alike to experience fine food and wines, retail, services, arts, and entertainment in an extraordinary and sustainable gathering place.

# OUR TEAM 2022-2023



**DAVIS DOWNTOWN** accomplishes its administrative, advocacy, event organizing, and marketing activities with four staff members, an 11-member volunteer Board of Directors, and three organizational Board Liaisons (representatives from the City of Davis, UC Davis, and the Yolo County Visitors Bureau).

## DAVIS DOWNTOWN STAFF



**BRETT MARESCA**  
EXECUTIVE DIRECTOR



**AUTUM FOSS**  
EVENT COORDINATOR



**KENDALL DOTEN**  
PROJECT COORDINATOR



**KATELYN WILLOUGHBY**  
MARKETING MANAGER

## OFFICERS



**TIM MECH**  
PRESIDENT  
THREE MILE BREWING



**KEVIN WAN**  
VICE-PRESIDENT  
SOPHIA'S THAI KITCHEN



**KEVIN DUNCAN**  
TREASURER  
FIRST NORTHERN BANK



**SUMEI YEE**  
SECRETARY  
CHEN BUILDING

## BOARD AND LIAISONS



**LYNNE YACKZAN**  
BOARD MEMBER  
YACKZAN GROUP



**LORI PRZMICH**  
BOARD MEMBER  
PRZMICH & ASSOCIATES



**YELENA IVASHCHENKO**  
BOARD MEMBER  
BOHEME CLOTHING & GIFTS



**JULIE HELMUS**  
BOARD MEMBER  
HELMUS OPTOMETRY



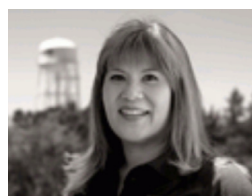
**DAWN CODER**  
BOARD MEMBER  
CODER REAL ESTATE



**SHELLI RAMOS**  
BOARD MEMBER  
PINKADOT



**ERIN ARNOLD**  
BOARD MEMBER  
AVID READER BOOKSTORE



**MABEL SALON**  
BOARD LIAISON  
UC DAVIS



**TERRY SELK**  
BOARD LIAISON  
VISIT YOLO



**SARAH WORLEY**  
BOARD LIAISON  
CITY OF DAVIS

# DAVIS DOWNTOWN COMMITTEES

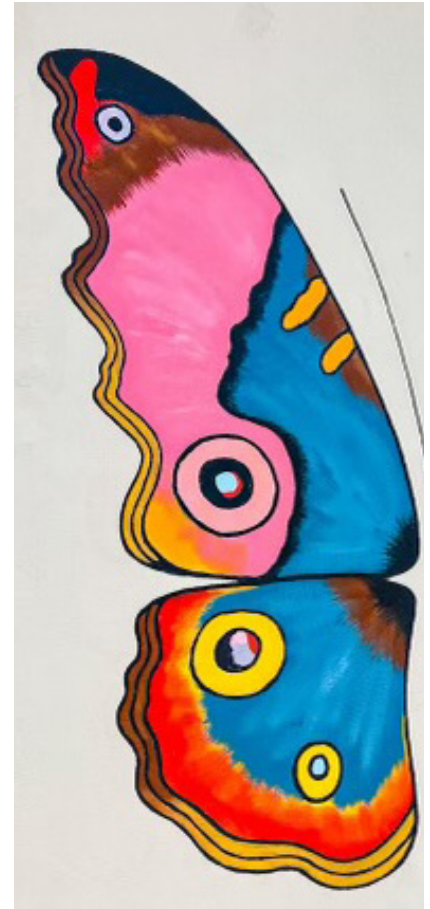


**THE DAVIS DOWNTOWN BOARD OF DIRECTORS** rely on the efforts of its advisory committees to assist in the support and the well-being of the Downtown Business Improvement District (DBID).

Davis Downtown advisory committees operate as work groups and provide two elements in downtown activities.

- Advisory committees provide tactical support for Board activities and initiatives. With a number of advocacy and marketing efforts taking place every year, support from our committees assists in distributing the workload and improving opportunities for organizational success.
- Advisory committees provide input and recommendations to the Board. Input and recommendations from the various committees helps the Board take appropriate action and to better serve our member businesses.

**ADVISORY COMMITTEE MEMBERSHIP** is open to businesses within the DBID and to all members of our community. This open membership model creates an inclusive environment where ideas can be shared between business owners and community stakeholders. Through email and our website, Davis Downtown actively invites member businesses and the community to participate on one of our four advisory committees.



## ADVISORY COMMITTEES

**THE VISIONING & CIVIC RELATIONS COMMITTEE** proactively explores and reviews the current direction of downtown Davis, as well as the “big picture” possibilities for the future of the DBID with a specific focus on economic development and beautification.

**THE PARKING & TRANSPORTATION COMMITTEE** works with the City of Davis to understand, develop, monitor, and communicate information regarding downtown Davis transportation and parking utilization/policies, and their impact upon downtown businesses, employees, and customers. The committee has been meeting ad hoc this year.

**THE MARKETING & OUTREACH COMMITTEE** assists in developing and executing marketing strategies to promote downtown Davis. This effort includes oversight of events that both originate and take place within downtown Davis.

**THE BAR AND RESTAURANT COMMITTEE** fosters continuing communication between bars, restaurants, other downtown businesses, city staff and services (PD and Fire), and the community at large. The committee has been meeting ad hoc this year.

# PRIORITIES AND OBJECTIVES



**DAVIS DOWNTOWN** actively leads and energizes our downtown businesses in an effort to maintain downtown Davis as the primary business, entertainment, cultural, and social center of Davis.

**OUR ORGANIZATIONAL FRAMEWORK** is critical to the progress and success of downtown Davis. Our framework serves as an operational guideline and assists in identifying areas where resources, such as staff, time, and funds, can be allocated. It enables us to develop a consistent approach to business activities and serves as a guide for marketing, outreach, and advocacy efforts. More importantly, our framework provides our organization the freedom to adapt to the changing downtown landscape and the flexibility to take advantage of unique opportunities.

## **DAVIS DOWNTOWN FRAMEWORK**

- Promote & publicize the events, services, and products offered downtown.
- Advocate for consistent maintenance and expansion of downtown's aesthetic elements, including landscaping, trees, lighting, and public art.
- Assist with Chamber/Visit Yolo/City/UC Davis planning activities to reduce overlap and competition.
- Advise on City development ordinances, design guidelines, development fees, and the planning process.
- Incentivize optimization and full usage of downtown property; both private and city-owned parcels.
- Advocate for zoning outside of downtown to limit small office use in light industrial and R&D sectors of the city.
- Participate in the review of all city-owned downtown parcels for potential higher uses.
- Identify and promote strategies to increase pedestrian and bicycle transportation to ease the flow of automobile traffic and to reduce strain on parking availability.
- Encourage the establishment of exciting shopping opportunities and support the development of more retail space.
- Support construction and redevelopment in the downtown to increase available office space.
- Encourage the development of more living units and an increase in the number of residents in or near downtown Davis.
- Promote the establishment of more space for entertainment and the arts.



# PRIORITIES AND OBJECTIVES



THE DAVIS DOWNTOWN BOARD OF DIRECTORS evaluates a variety of programs, efforts, and initiatives to determine how best to allocate organizational resources. We seek priorities that increase business opportunities for our member businesses while elevating the community as a whole.



## 2022-2023 BOARD PRIORITIES

- **ENGAGE, ACTIVATE, AND COMMUNICATE WITH MEMBERS AND PARTNERS** - Provide resources and staff time to enrich, deepen, and broaden relationships between Davis Downtown, member businesses, and partner organizations.
- **MARKETING, PROGRAMS, AND EVENTS** - Enhance and expand local and regional marketing, program, and event opportunities. Work towards creating a marketable brand for Davis Downtown.
- **GENERAL PLAN UPDATE** - Assist the City of Davis in updating the Core Area Plan/General Plan to ensure the future growth and success of the downtown and our community.
- **DOWNTOWN PARKING, ACCESS, AND MOBILITY** - Continue to address parking and mobility issues in downtown Davis. Seek City Council support in allocating the resources necessary to formulate an actionable plan for the G Street closure project.
- **DOWNTOWN SAFETY & CLEANLINESS** - Brainstorm ideas, commit resources, and solicit support to improve the visual appeal, safety, and aesthetics of the downtown.
- **COMMUNITY SUPPORT** - Collaborate with our social service provider partners and seek opportunities to meet the needs of all segments of our community.
- **BUSINESS INNOVATION AND DEVELOPMENT** - Continue to provide support for programs, initiatives, organizations, and events that encourage economic development and economic growth in and around downtown Davis.

# FINANCIALS



**DBID SELF-ASSESSMENT FEES** are collected by the City of Davis in conjunction with the annual Davis business license renewal process. DBID assessment fees paid by downtown business and property owners are passed-through to Davis Downtown. The fees are used for marketing, advocacy, and events.

Davis Downtown develops and submits to the City of Davis an annual budget describing the estimated revenue and expenses for the year. Annual income from DBID fees vary from year-to-year depending upon a variety of factors such as local and national economic health, business mix in our downtown, business activities, and consumer behavior. Annual expenses for Davis Downtown vary depending upon actual expenses, changes in priorities, and unique marketing and promotional opportunities.

## ESTIMATED BUDGET 2023-2024 (SNAPSHOT)

|                                   |           |
|-----------------------------------|-----------|
| Estimated DBID Fees for 2023-2024 | \$195,000 |
| City Beautification Support       | \$10,000  |
| Other Income                      | \$51,075  |
| Estimated Total Income            | \$256,075 |
|                                   |           |
| Misc Expenses                     | \$20,200  |
| General Admin                     | \$44,770  |
| Marketing                         | \$40,400  |
| Downtown Beautification           | \$10,000  |
| Payroll                           | \$229,325 |
|                                   |           |
| Total Expenses                    | \$344,695 |
|                                   |           |
| Estimated Max. Draw From Reserves | \$88,620  |

See **Attachment A** for complete budget information.

Because of potential fluctuations in both revenue and expenses, Davis Downtown develops a financially responsible budget that allows us to continue operations in the event revenue falls below annual estimates and, conversely, allows us to expand our marketing and advocacy efforts if annual revenue exceeds expectations. We will seek additional revenue sources to help bridge the gap in the budget if it appears we will be operating at an unacceptable deficit.



## FINANCIAL RESERVES

Davis Downtown strives to remain financially responsible from year to year by maintaining sufficient financial reserves.

|                         |           |
|-------------------------|-----------|
| Reserves 2021-22        | \$241,000 |
| Target Reserves 2022-23 | \$205,000 |
| Target Reserves 2023-24 | \$150,000 |



# MARKETING AND PROMOTIONS



**MARKETING AND PROMOTIONS** are essential for attracting business and visitors to downtown Davis. As the vibrant core of our community, businesses are attracted by the opportunities of owning a business in downtown Davis. Visitors are attracted to the inviting and walkable downtown which is home to a variety of stores, restaurants, and services.



**DDBA HEALTH & WELLNESS FAIR** - During the spring, we hosted our first Health & Wellness Fair. 2nd Street was lined with over 20 health and wellness related vendors to share their knowledge and expertise with fellow health enthusiasts!



## 2022 DDBA SPRING MIXER

In May, Davis Downtown invited membership businesses to Cork It Again Nashoba Wines Wine Bar for food, drinks, and the opportunity to socialize and network with our Board of Directors and Staff.

**PAWLENTINE'S DAY** - In February of 2022, the DDBA partnered with JL Photography and the Yolo County SPCA to show our Davis foster animals some love! Community members signed up to bring their animals downtown for a mini photoshoot. In exchange, donations were supplied to the SPCA.



# MARKETING AND PROMOTIONS



## DAVIS DOWNTOWN SPOOKTACULAR

In collaboration with the Zombie Bike Ride, Davis Downtown sponsored the Zombie Mash After Party in E Street Plaza where community members could enjoy live entertainment and local food and beverage. On October 31st, downtown businesses signed up to participate in our annual Treat Trail and hand out candy to Davis families.



**DIVE INTO DOWNTOWN** - In September, thousands of new UC Davis students were led on a tour of our downtown for orientation week. This was a great opportunity for our organization to talk directly with new students about our events and activities.



**SUMMER EVENTS** - We kicked off our summer season with the **2nd Annual Father's Day Pub Crawl**. The highly requested event took place on Father's Day weekend, where dads crawled from participating bars and restaurants enjoying local brews and wines. The businesses offered promotions for crawlers, and donated items to our grand prize.

In July, we hosted the **Davis Downtown Burger Battle** in E Street Plaza where 10 downtown businesses entered their burger to be tasted by a panel of four local celebrity judges. Attendees were given fun, burger-themed prizes as well as gift cards to the businesses that participated in the battle.

**Hot Davis Days 2022** consisted of a single event, a Cars & Coffee meet in Central Park. Nearly 50 vehicles were on display for people to admire while enjoying local coffee and pastries.

# MARKETING AND PROMOTIONS



**THURSDAYS IN THE DAVIS PHERE** - The brand new event series Thursdays in The Davisphere started September 1st, 2022. Every Thursday for nine weeks, Davis Downtown brought live music, family entertainment, traditional and eccentric food & beverage, a beer and wine garden, local retail and services, arts and crafts, and nonprofit organizations to Central Park.

This event has energized the downtown and our Davis community throughout the entire series. Every week, we saw more and more families and friends attending the event with a huge turnout on October 27th to finish the season. Approximately 25,000 local community members came to Central Park to experience The Davisphere.

We plan to bring back this series next year from May to October, with a wide variety of vendors, new musical groups, and more family entertainment!



**2022 FALL & WINTER EVENTS** - Davis Downtown hosts several events and activities during the Holiday season. These activities include the Shop Small Weekend raffle, window decorating contests, Elf On The Shelf scavenger hunt, and more!



# MARKETING AND PROMOTIONS



## PROMOTIONAL PARTNERSHIPS & COLLABORATIONS

The marketing and promotion of downtown Davis is a significant task; one that is made more effective by collaborating with various organizations and groups in our community.

Through these relationships, Davis Downtown is able to better leverage our limited resources in support of our mission. We are also able to connect with a greater cross-section of our community when coordinating with our promotional partners.



## OTHER SYNERGISTIC RELATIONSHIPS

Davis Downtown is constantly looking for events, activities, and organizations that help make downtown Davis an exciting place to visit. Below are some of the relationships we've fostered in 2022 and which we look forward to supporting in the future.



- Davis Odd Fellows Lodge
- Davis Live Music Collective
- Logos Books
- Davis Phoenix Coalition
- Bike Davis
- Davis Farmers Market
- UC Davis Housing
- Soroptimist International of Davis
- Yolo Crisis Nursery
- The Bike Campaign
- Davis Language Academy
- Rotary Club of Davis
- Pence Gallery

# COMMUNITY ENGAGEMENT



**CONNECTING WITH MEMBER BUSINESSES**, residents of Davis, and visitors is essential to our marketing, promotion, and advocacy efforts. Our website and social media provide us with the opportunity to actively engage with the community and to listen to those who work and play in downtown Davis. Using our online resources to engage with stakeholders allows us to better shape the direction of our organization and to better serve our community.



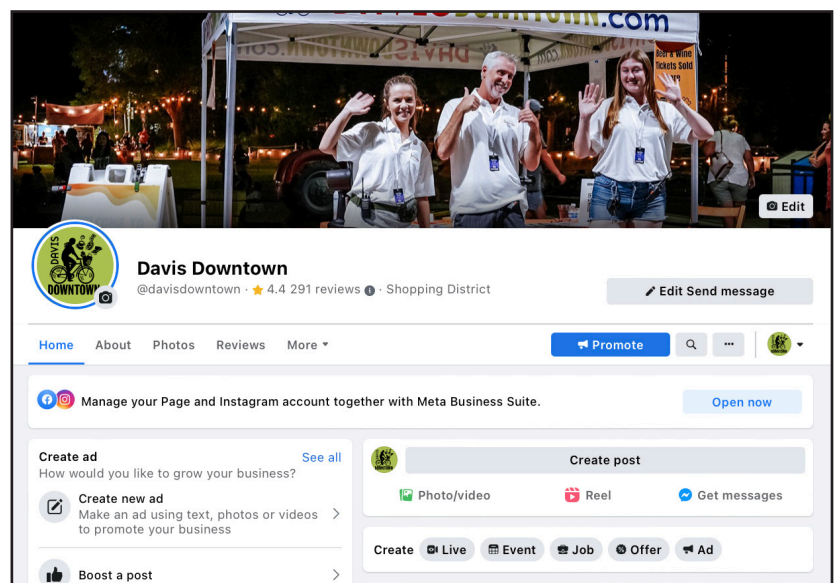
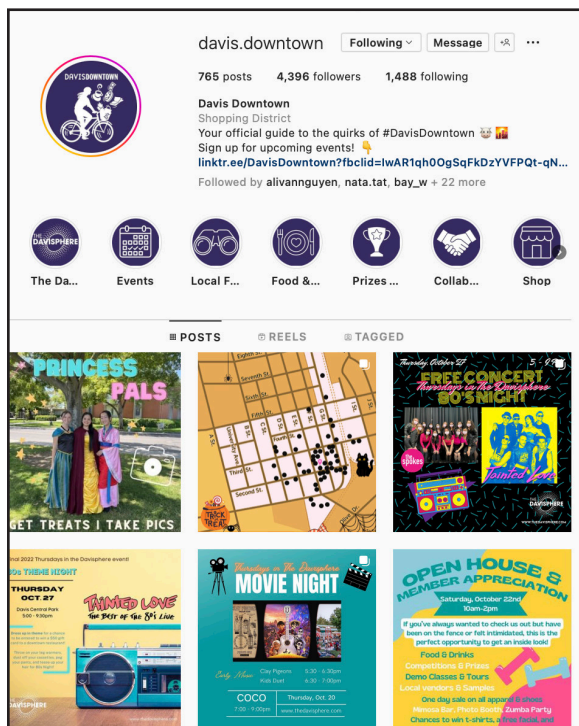
# DAVIS DOWNTOWN

## FACEBOOK - DAVIS DOWNTOWN

- 10,690 page likes
- 3,190 profile visits (90 day summary)
- Avg. reach 60,570 (90 day summary)

## INSTAGRAM - DAVIS.DOWNTOWN

- 4,396 followers
- 7,835 profile visits (90 day summary)
- Avg. reach 22,942 (90 day summary)



# CITY FUNDING



## SAFER DAVIS 2022 BUSINESS GRANTS

**\$70,000\***  
In Grants is Available

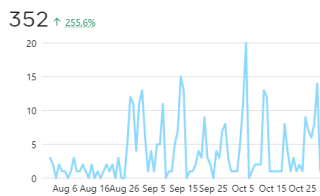


### CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED) GRANTS PROGRAM

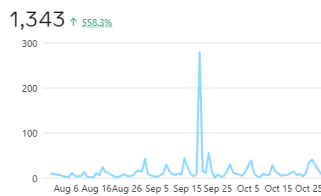
Safer Davis 2022 is a grant program offered by the Davis Downtown Business Association (DDBA) that will award grants of up to \$5,000 each to improve safety and security of businesses through Crime Prevention Through Environmental Design (CPTED). Forty-four downtown businesses with safety concerns had an abridged CPTED assessment conducted by the City of Davis Police Department as a required step for being considered for the Safer Davis 2022 grant. These assessments alone have provided dozens of downtown storefront business owners valuable information on how to improve their space and make it safer while preventing crime. Grant applications will be assessed and recipients will be awarded in Fall 2022.

New likes and follows

Facebook Page new likes



Instagram new followers



Facebook Page reach

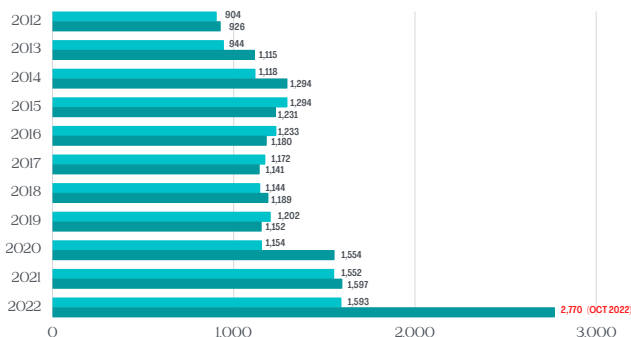


Instagram reach



Mailchimp

### Subscribers



### THURSDAYS NIGHT EVENT SERIES

Thursdays in The Davisphere provided an enormous boon to Davis Downtown's following and engagement with the public via social media channels and email newsletter subscriptions.

A standalone website, TheDavisphere.com, was created to showcase the event and cross-promote the Davis Downtown website and it will serve as an essential marketing asset for our downtown business community moving forward.

### DOWNTOWN CLEANING, MAINTENANCE, BEAUTIFICATION & REDEVELOPMENT

Davis Downtown is currently in negotiations with the City of Davis on the strategic planning for the American Rescue Plan Act (ARPA) funding allocation as it relates to downtown improvements. For example, a soon to be implemented program, Downtown Streets Team, is a big priority for the DDBA as it plays a critical role in beautifying the downtown, improving safety, and providing social services while putting money back into our local business economy.

# THE YEAR AHEAD



## **A LOCAL & REGIONAL DESTINATION**

Downtown Davis is home to a thriving business district. Restaurants and retail provide for an exciting shopping and dining experience. New businesses continue to make downtown Davis their home. Property owners are re-investing in our downtown by upgrading properties with new facades or with new retail/office space which adds to the distinctively Davis Downtown experience. As we move forward, we will continue to deliver on our marketing and advocacy promise to our membership. We will seek opportunities that will help with member success so that our downtown continues to serve as the core of our community; a place rich with amenities, nightlife, and culture.

Downtown Davis offers a distinctively local shopping, dining, and arts & entertainment experience which makes us an attractive regional destination. We will continue to expand our reach and take advantage of regional online marketing opportunities. Promoting events through regional-focused online advertising and social media following will continue to help us connect with the public outside of Davis. We hope to share our vibrant and exciting downtown with visitors from across the region.

## **CREATING A CLEANER, SAFER, & INCLUSIVE DAVIS**

The DDBA plans to commit resources, and solicit support from the City of Davis to improve the visual appeal, safety, and aesthetics of the downtown. A partnership with Downtown Streets Team has been developed, a nonprofit that builds teams that restore dignity, inspire hope, and provide a pathway to recovery from homelessness. Team Members are unhoused neighbors or individuals at risk of experiencing homelessness. They receive access to case management, system navigation, and employment placement services from trained DST Case Managers and Employment Specialists. Teams engage in community beautification and clean-up projects that help challenge common negative perceptions of homelessness. We look forward to a kickoff of the program in early 2023.

## **EVENTS THAT ENGAGE**

Downtown Davis is home to a number of exciting events that take place throughout the year. These events bring thousands of visitors to our city and our downtown on an annual basis and add to the excitement in downtown Davis. A new Thursday Night Event Series (Thursdays in The Davisphere) ran for 9 consecutive weeks in Central Park (September 1st through October 27th), drawing over 25,000 people in its first year.



# THE YEAR AHEAD



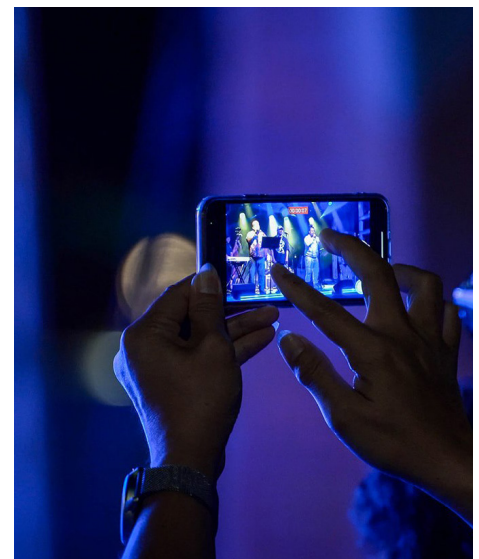
Davis Downtown plans to assess and plan for an annual series that will include a greater variety of events across numerous downtown locations, featuring more local vendors and attracting more sponsors (large concerts being once per month from May to October, 2023). In the coming year, we will continue to support successful Davis Downtown events and seek new event hosting opportunities either directly through Davis Downtown programs or through partnerships/collaborations with the many local organizations that call our community and downtown Davis their home. The success of our established programs, along with innovative marketing endeavors and new programs/events, will continue to make downtown Davis an attractive regional destination on a year-round basis.

## **PARTNERSHIPS & ENTREPRENEURISM**

Davis Downtown attributes much of its success to the relationships we have developed over the years. By working in concert with the City of Davis, UC Davis, Visit Yolo, the Davis Chamber of Commerce, and other downtown stakeholders, we are able to more easily achieve goals that benefit our community as a whole. Thinking collectively and innovatively, we plan on strengthening and expanding these partnerships in the coming year, with a strong emphasis on programs with the university and its students.

Our Board Priorities and Downtown Framework will serve as the foundation for developing joint priorities with our partner organizations. We continue to see positive results from participation in the 2x2 meetings with the City of Davis, the Davis Chamber of Commerce, and Visit Yolo. The meetings provide opportunities for open and candid discussion on important topics and assist in moving common objectives forward.

Davis Downtown recognizes the benefit of creating an entrepreneurial environment in our downtown. We have worked for a number of years to make our downtown walkable, bikeable, colorful, rich in experiences, and ultimately, attractive to new businesses. In 2023, we will continue to facilitate the development of the entrepreneurial spirit in our downtown.





# THE YEAR AHEAD



## MEMBER ENGAGEMENT & MARKETING

Serving our members and our community hinges on our ability to connect with and understand the needs and desires of our member businesses, and is our highest priority. We will look for ways to improve the visibility of our organization and our services to our members using email, social media, in-person visits, and expanded promotional opportunities.

In 2023, we plan on introducing a revitalized Davis Downtown Gift Card Program to encourage the community and beyond to shop locally. A refreshed website and customer relationship management system will enable us to better serve member needs and ensure greater member engagement. New digital marketing strategies will be employed to increase our reach, develop our audiences, and measure results.

## DOWNTOWN DAVIS IS THE HUB OF OUR COMMUNITY, AND WE ARE STRONGER TOGETHER.

Each and every downtown business plays an important role in the success of the downtown. In the year ahead, we will continue to expand on and support a variety of activities and programs that allow our member businesses to flourish. Together we will create a happier, healthier, more vibrant downtown that attracts visitors from across the region.

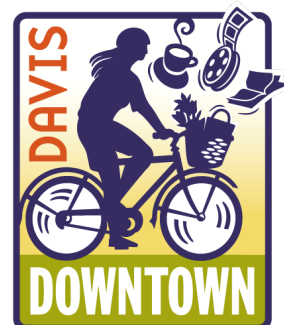


Davis Downtown



davis.downtown

*We look forward to seeing you in  
downtown Davis!*



**Davis Downtown**

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