

An aerial photograph of a campus, likely a university or college, showing a mix of green trees and various buildings. The text is overlaid on the image. The main title is in large, bold, sans-serif font. The words 'A BRIEF HISTORY' and 'OF THE DDBA' are in white, while 'THE FOUNDING' is in a yellowish-gold color. Below the main title, the text '1988 – present' is written in a smaller, white, sans-serif font.

A BRIEF HISTORY OF THE FOUNDING OF THE DDBA

1988 – present

An aerial, black and white photograph of a city downtown area. The image shows a dense cluster of buildings, mostly multi-story structures, interspersed with numerous trees. The perspective is from a high angle, looking down on the city. The text is overlaid on the image, with the top line in yellow and the rest in white.


IT ALL STARTED WITH

**The Downtowner's Group:
A Davis Chamber of Commerce
committee that used to coordinate
activities for the downtown.**

It was a group of downtown business owners who would get together and plan sidewalk sales and other activities. Their most notable achievement was organizing Davis' annual Holiday Open House, which lives on today and has evolved into our entire holiday tree-lighting ceremony.



The Chamber used to be located at a Cottage on B Street.

An aerial, black and white photograph of a downtown area. The image shows a mix of commercial buildings, parking lots, and dense residential areas with many trees. The text is overlaid on the image in a large, white, sans-serif font.

To participate in downtown activities at the time, businesses would be asked to put in \$10-\$20 to help pay for marketing and other essentials.

Not enough businesses were participating in communal activities, so there were several attempts by a group of business owners to create a downtown business association.

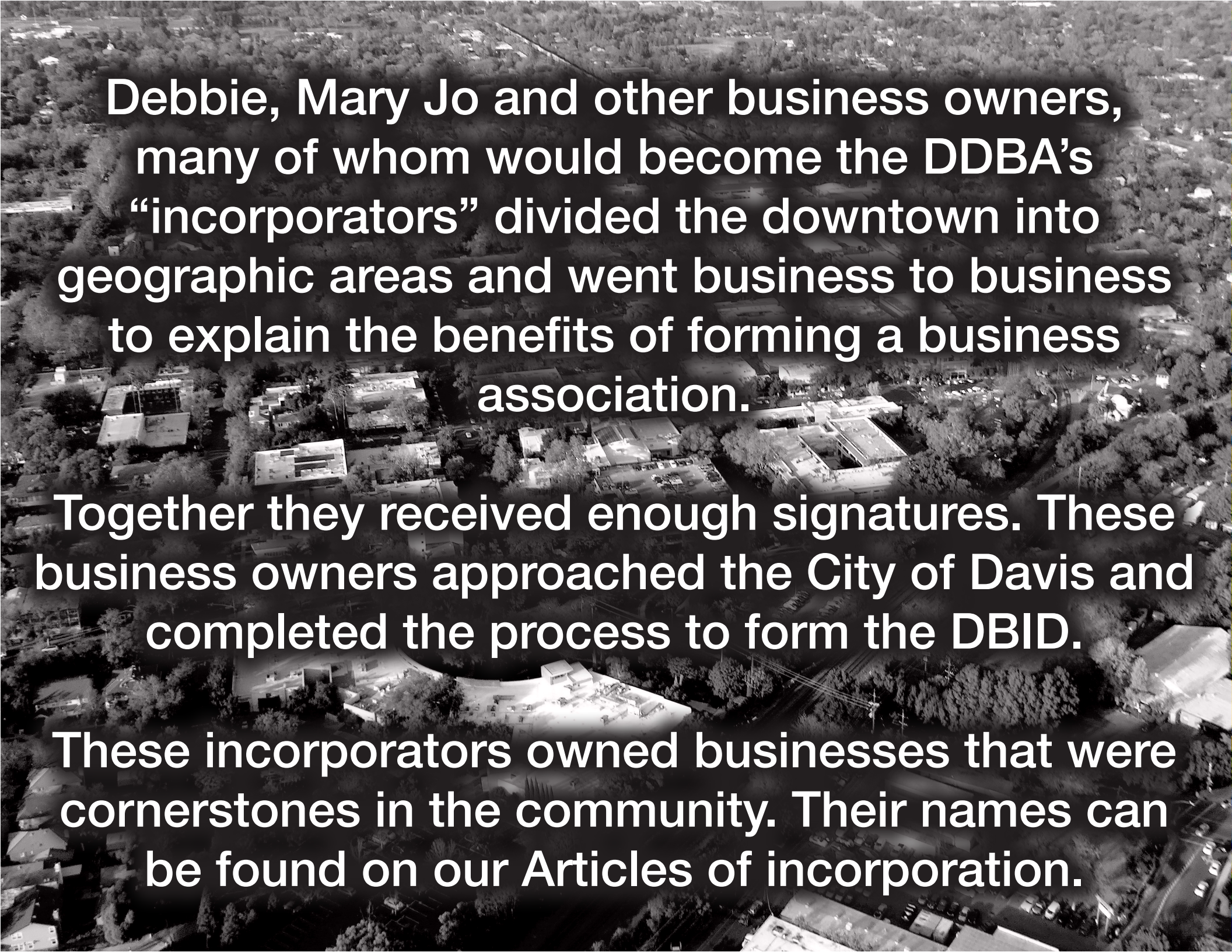
The first attempts didn't garner enough support (signatures).

Additionally the Chamber took issue with the Downtowner's Group in that not all committee members were chamber members.

As a membership organizations many chambers of commerce function on large part from member's dues.

Amidst these issues Mary Jo Hoes and Debbie Kennedy paired together to get businesses more interested in forming an association.



An aerial, black and white photograph of a town. The image shows a mix of residential houses, larger commercial buildings, and extensive tree cover. The perspective is from a high angle, looking down on the town's layout. The text is overlaid on the upper and middle portions of the image.

Debbie, Mary Jo and other business owners, many of whom would become the DDBA's "incorporators" divided the downtown into geographic areas and went business to business to explain the benefits of forming a business association.

Together they received enough signatures. These business owners approached the City of Davis and completed the process to form the DBID.

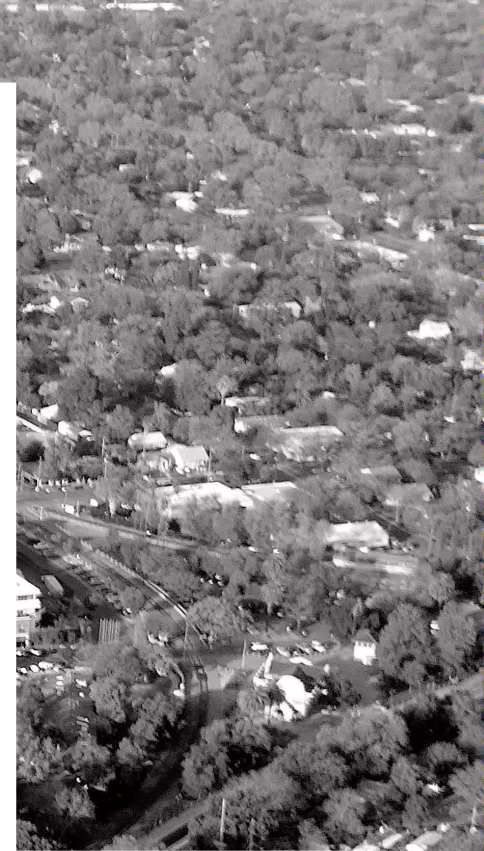
These incorporators owned businesses that were cornerstones in the community. Their names can be found on our Articles of incorporation.

Date February 15, 1983

Incorporators

Dorothy Briggs
Stanley Forbes
Mary Jo Hoes
Debra Kennedy
Roy Kanoff
Dick Luna
Larry Olsen

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Stanley Forbes
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Above: Carousel
Stationery 1990

Right: Probable
owners in 2015



Above: Discoveries circa 1990

Right: Cafe California served customers roughly between 1982-2005



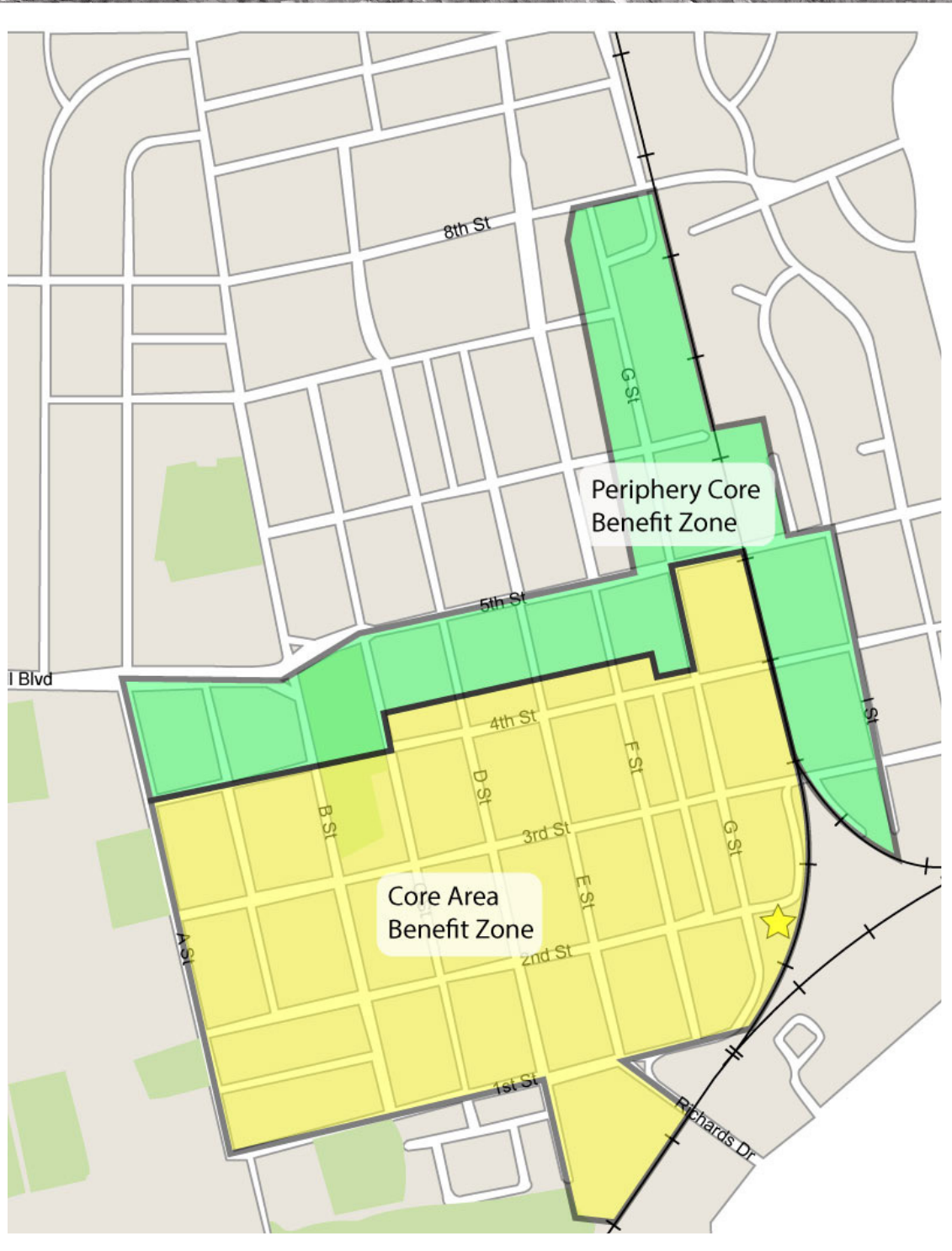
DeLuna Jewelers served Davis from 1967-2015. Upon closing the owner, Dick Luna, helped spark two new jewelry businesses in downtown Davis, Bella Luna Jewelers (owner Stephanie Choi bottom center) and LuRo Jewelers (owners Jose Lopez and Diego Rodriguez top left), which are open to this day.

An aerial, black and white photograph of a neighborhood. The scene is dominated by a dense canopy of trees. Scattered throughout are various buildings, including houses with gabled roofs and larger, multi-story commercial or institutional structures. A road or path runs diagonally across the upper portion of the image. The overall impression is of a well-established, green community.

To become a business district the founders had to put their heads together to create the footprint for what would constitute the DBID.

They also came up with a pay structure for different types of businesses.

DBID map and BID groups



Group	Business Descriptions 2020
BID I	Individual licenses held
BID II	Retail, manufacturing, and utilities
BID III	Services
BID IV	Professional and wholesalers
BID V	Financial institutions
BID VI	Branch location
BID VII	Commercial leasing businesses
BID VIII	Commercial leasing branch

TODAY WE OPERATE WITH:

2 Staff Members

7 Board Members

3 Liaisons

Specialized consultants assist DDBA staff with marketing, outreach, and events.

The purpose of the corporation is to assist the City of Davis in the promotion of the physical and financial health of the downtown area as a means of providing tax revenues, physical, economical and social stability to the City of Davis at large.