



A Message From Board President Mark Vespoli

The Downtown Roseville Partnership (DRP) was created to support the vision of a downtown where shoppers, diners and a workforce are eager to experience our restaurants, unique shops and culture. **A true renaissance is underway in Downtown Roseville – let me share why I am certain of this.**

For the first time ever, Vernon Street is now home to a 58-unit housing project with retail space, adding foot traffic and residents to develop a balanced business mix. We've introduced an all new music event to the community, **Roseville Jazz Festival Day**, which debuted in May with 32 bands at venues throughout the District. Live music and hundreds of attendees helped to fill hotels, restaurants and the streets along Vernon Street and beyond. **In 2019, this event will be expanded to a two-day festival.**

In spring of 2019, **Roseville Mural Project will introduce art in public spaces.** Through a partnership with Blue Line Arts and the DRP, **artists will install five murals throughout the District, which will beautify public spaces of our city and inject art in our daily life.**

Our downtown connects and interacts with shoppers and visitors in Downtown Roseville via a free wireless network, thanks to a partnership between the City of Roseville and Consolidated. The free Wi-Fi is available along Vernon Street between Taylor Street and Lincoln Street.

Speaking of technology, our Facebook page, GoDowntownRoseville, now reaches 8,500+ followers with highlights from events, updates on district news, information on district businesses and more. In addition, the DRP website helps connect businesses' event calendars to one another, sharing information about events to more individuals. In an effort to bring more consumers to the region, the DRP also introduced the new Shop Local Mobile Directory app for all DRP members to highlight their business, local events and points of interest.

The added foot traffic begged the question – where will everyone park? Thankfully, Oak Street Parking Garage opened in 2018 and improved convenience of visiting and parking downtown. **The availability of 420 free parking spaces has decreased roadway congestion and increased available street parking. This improvement encourages more time spent in the district, especially as incoming specialty restaurants and craft bars are sure to draw larger crowds.**

As a longtime Roseville resident, I have always been inspired by our city's humble beginnings. As board president, I am inspired by rebirth of the downtown district. The blend of past and future has energized the entire DRP board and its members to recommit to our vision of developing and enhancing a vibrant, thriving downtown culture to strengthen the entire city of Roseville.

Mark Vespoli

Mark Vespoli, Board President

More to Come for 2019

- DRP to co-sponsor the first annual White Wigs on the Bridge dinner with the Roseville Area Chamber of Commerce. Guests will be encouraged to make and wear white paper wigs, dine with participating restaurants, sip from local breweries and wineries and compete in a wig contest. A portion of the proceeds will benefit a local nonprofit.
- Initiate a Facade Improvement Grant Program modeled after past successful City Redevelopment Grant Programs. This will encourage District property owners to update the exterior appearance of their buildings by providing them matching financial grants and assistance with permitting issues.
- Assist with promotion of filling vacancies in downtown through outreach to leasing agent and realtors
- The Roseville Mural Project will introduce art in five public spaces throughout the District
- Roseville Jazz Fest will become a two-day event on May 25-26, 2019
- Add a new banner design to the current calendar of rotating banners
- Enhanced social media outreach to the District and beyond
- Alley clean-up and enhancement
- Addition of third power washing application
- You will soon notice new streets signs with the classic trains and the heart of Roseville motif
- Sponsorship of Blue Line's Lottery for the Arts
- Augment and enhance decorative lighting in District

**DRP Property Owners,
We want to stay connected!
Please send your business
name, address and contact
information to
downtownroseville@gmail.com
so we can stay in touch with you!**

Downtown Roseville Partnership
P. O. Box 238
Roseville, CA 95678
Phone 916.771.4475



President@godowntownroseville.com
Operations@godowntownroseville.com
Marketing@godowntownroseville.com



godowntownroseville.com



Regular meetings are held
on the fourth Wednesday of
every month at 3:00 pm
at the Roseville Area Chamber of
Commerce, 650 Douglas Boulevard.
Everyone is invited to attend.



@DowntownRosevillePartnership



Downtown Roseville Partnership 2018 Annual Report



Roseville, CA 95678
P. O. Box 238



Address Correction Requested

Meet Your Board of Directors

Mark Vespoli owns several Downtown Roseville properties, including 219 Vernon Street, 400 Vernon Street, 404 Vernon Street, 601 Vernon Street and 106 Judah.

Mike Esparza is president and chief financial officer of All-Cal Insurance Agency. He owns properties located at 501 Vernon, 503 Vernon and 505 Vernon Street.

David Piches founded Piches Architecture at 115 Taylor Street in Downtown Roseville. He has served on many boards, including the Roseville Area Chamber of Commerce, Roseville Merchant's Association, Roseville Arts Center and Roseville Urban Forest Foundation.

Haavard Sterri is a senior director of marketing for Consolidated Communications with CA offices on Vernon Street. He has the responsibility of executing all marketing and advertising initiatives for the company.

Thomas Carlson is the owner of Carlson Tax Consultants Inc. at 510 Oak Street in Downtown Roseville. He is a member of the AICPA and the Roseville Area Chamber of Commerce.

Lisa Peters is the CEO and president of Randy Peters Catering and Events Center, a certified woman-owned business in Downtown Roseville.

Dave Brown is the board chair of Wellness Within Cancer Support Services, located at 609 Oak Street, which provides a wide range of services to cancer patients, caregivers, and survivors at no charge.

Dion Louthan is the Assistant City Manager. He oversees Human Resources, Information Technology and the City Clerk's office of City of Roseville.

Jason Kline is the owner of School of Rock, Downtown Roseville's newest performance-based music program. After finding business success in Elk Grove with the first School of Rock location, Jason chose to expand to Roseville and join the DRP for the city's vibrant culture and community events.

Jamie Hazen is the owner of Jamie Hazen Consulting. She retired from the City of Roseville after nearly 20 years of service. Jamie serves on the board for the Downtown Roseville Merchants, the Roseville Police Activities League and the Performing Arts of Roseville.

Consultant:
Kat Maudru serves as the operations and public relations consultant for the DRP. Kat oversees all operational benefits of the district including day porter (guide services), maintenance and service contracts.



From L to R, Dave Brown, David Piches, Mike Esparza, Lisa Peters, Jason Kline, Mark Vespoli, Haavard Sterri, Jamie Hazen, Thomas Carlson, Dion Louthan.

New Businesses in 2018

- Lucas & Co. Hair Salon (22 South Grant Street)** Full service, luxury hair salon in an inspiring space with the utmost attention to detail.
- Replenish Spa (10 South Grant Street)** Offers a peaceful atmosphere for guests to enjoy facial treatments, eyelash extensions and waxing services.
- Hi-Tones Records (244 Vernon Street)** Buys and sells a wide selection of out of print, new and used vinyl records, cassette tapes, CDs, comics and alternative rock t-shirts.
- Bounty Hunters Cafe (406 Vernon Street)** Enjoy fresh mini donuts, espresso drinks, burgers, sandwiches and more at downtown's newest eatery.
- Master Jewelers (239 Vernon Street)** Family owned and operated goldsmith and diamond setter with more than 50 years experience in the jewelry industry.

Businesses Coming in 2019

- 105 Bistro (105 Vernon Street)** A Randy Peters restaurant offering full service breakfast, lunch and dinner.
- School of Rock (228 Vernon Street)** From singing to drums to guitar, music instructors inspire and teach students to perform live.
- Audacity Art, Home, Furniture & Design (230 Vernon Street)** One of a kind furniture, art, home accessories and decor.
- Root of Happiness Kava Bar (228 Vernon Street)** Find an alternative to the intensity of the bar scene with FDA-inspected, lab-tested kava in a range of delicious specialty drinks.
- Goose Port Public House Sports Bar (316 Vernon Street)** A casual, fun eatery with elevated pub food, craft beverages and access to all of the big games, including out-of-market games for Roseville's many transplants.
- Junction Roseville American Bar & Grill (400 Vernon Street)** Details coming soon!
- Terra Cottage (426 Vernon Street)** Opened Feb 2, 2019, this retailer offers home decor, handmade gifts, apparel and accessories.



2018 Highlights

- The DRP sponsored the overwhelmingly successful, first annual Roseville Jazz Festival Day, featuring 32 bands at venues throughout the District.
- The DRP, Blue Line Arts and the City of Roseville are working with the community to provide art and music events in the downtown business district during the Third Saturday Artwalk, a monthly showcase designed to promote art and artists and economic growth in the community.
- The DRP continues to sponsor the Sylvia Besana Holiday Parade. Held every holiday season, the parade brings smiles to the children, families and out of towners who line Vernon and Folsom Streets, all with the expectation of catching a glimpse of Santa!
- The DRP will continue as title sponsor of Downtown Tuesday Nights, now held June and July. This weekly outdoor entertainment event consists of live music, a classic car show, food trucks, vendors and more.
- Relocation of Fire Station #1 to Oak and Lincoln streets was completed as part of Downtown Roseville's redevelopment plan.
- The Oak Street Parking Garage was completed June 2018, offering 420 parking spaces to support the increased traffic and growth of the downtown area.
- The DRP continues efforts focused on advocacy and media coverage for our businesses and events, with the goal of attracting more interest to our community.
- The DRP partnered with Union Pacific to replace worn out chain link fencing with an improved and more aesthetically pleasing alternative.
- In June, the DRP sponsored the Take Note Troupe's presentation of Shakespeare in the Park, a free public event in Vernon Street Town Square.
- The addition of the Clean and Safe Program helps to create and maintain an attractive and inviting district. Projects in 2018 included sidewalk power washing, leaf removal and day porters to welcome visitors and identify issues. Additional services considered include on-demand graffiti removal services, weekend valet parking, added lighting and homelessness programs.
- The DRP helped sponsor October's annual Family Fun Night, an alternative Halloween community event offering a costume contest, performing arts, haunted house, Zombie Walk, movie in the square and trick or treating at downtown merchants and community vendor booths.

STATEMENT OF FINANCIAL POSITION

	Total
ASSETS	
Current Assets	
Bank Accounts	
ORGANIZATIONAL x8318 (XXXXXXXXXXXXXXX 8318)	282,201.31
Total Bank Accounts	\$282,201.31
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Total Current Assets	\$282,201.31
Other Assets	
Accumulated Amortization	-36,894.42
Organizational Costs	57,489.36
Website Design	14,049.00
Total Other Assets	34,643.94
TOTAL ASSETS	\$316,845.25
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Long-Term Liabilities	
Loan Payable	\$500.00
Total Long-Term Liabilities	\$500.00
Total Liabilities	\$500.00
Equity	49,766.52
Opening Balance Equity	0.00
Retained Earnings	275,285.58
Net Revenue	41,059.67
Total Equity	\$316,345.25
TOTAL LIABILITIES AND EQUITY	\$316,845.25



STATEMENT OF ACTIVITIES
January – December 2018

	Total
Revenue	
4001 – Assessment Income	\$233,649.84
Refunds	50.65
Sponsorship	6,655.00
Total Revenue	240,355.49
GROSS PROFIT	\$240,355.49
Expenditures	
Accounting Services	2,175.00
Administration	16,458.59
Consulting Fees	27,500.00
Total Administration	27,500.00
Advertising	17,500.00
Amortization Expense	8,515.00
Computer & Internet	35.00
Dues & Subscriptions	555.00
Grant-Art Mural Program	8,000.00
Insurance - Disability	1,116.00
Insurance - Liability	849.51
Landscaping	1,920.00
Legal & Professional Fees	49,766.52
Maintenance	51,834.49
Marketing	3,644.29
Meals and Entertainment	172.97
Office Expenses	257.56
Rent or Lease	185.00
Sponsorship Fee	25,000.00
Supplies	234.48
Taxes & Licenses	35.00
Total Expenditures	\$199,295.82
NET OPERATING REVENUE	\$41,059.67
NET REVENUE	\$41,059.67

Service Budget

