



DOWNTOWN
ROSEVILLE

PARTNERSHIP

2019 Annual Report



Vision

Downtown Roseville Partnership is an action-oriented, collaborative group that champions the creation of a vibrant and authentic downtown.

Mission

Proactive in promoting, marketing and providing services that attract businesses and visitors to the District.

Managing the District's business affairs in a transparent, fiscally responsible manner.



Mark Vespoli

Mark Vespoli
Board President

As we generate this annual report in the first quarter of 2020, health concerns are rising related to COVID-19. We can assure our members that our commitment to the businesses in our District remains steadfast, and we will continue to be your biggest champion and advocate.

A Message From Board President Mark Vespoli

We've Come a Long Way!

The Downtown Roseville Partnership closed out a decade with major accomplishments under our belt. The vision for our downtown is coming to fruition and we are ready to take on 2020 with even more clarity!

In 2019, the DRP board and partners worked to honor the promise of the organization by remaining focused on the vision:

Action-oriented - The DRP board dedicated hundreds of volunteer hours to executing our strategic plan. This included establishing subcommittees, delegating and tackling projects on deadline, increasing efforts that improve façades, seeking and coordinating event sponsorships and prioritizing board development. Simply put, we get things done.

Vibrant - Business openings included Goose Port Public House Sports Bar, infrastructure improvements included Downtown Bridges and Trail Project, and family friendly events such open mic nights at Shady Coffee and Tea, Wine Down Wednesdays in Vernon Street Town Square and Food Truck Mania, the Downtown District continues to offer an active and lively environment that encourages visitors of all ages and foot traffic.

Authentic - While the Downtown District's offerings will please even the most discerning of 2020 expectations, it is our priority to celebrate the history that makes our Downtown authentically Roseville. The 2019 unveiling of the completed Blue Line Arts Roseville Mural Project honors the Downtown of our past while inspiring the culture of our future.

I am so proud to be involved with the DRP, our City and our community partners. Downtown has come a long way, and as the saying goes, you haven't seen anything yet!



From L to R: David Piches, Lisa Peters, Jamie Hazen, Mike Esparza, Wayne Wiley, David Herrick, Dave Brown, Thomas Carlson, Mark Vespoli.

Meet Your Board of Directors

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. Dave joined the DRP board to support and promote the nonprofits and arts in our district.

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. Becoming a board member of the DRP was an opportunity to serve the downtown business and property owners and to give back to the local business community.

Mike Esparza is president and chief financial officer of All-Cal Insurance Agency. He owns properties located at 501 Vernon Street, 503 Vernon Street and 505 Vernon Street. He joined the DRP board because he believes in the future plans and expected growth of the District.

Jamie Hazen is the owner of Jamie Hazen Consulting. She's been active in our community for decades and serves on the board for the Downtown Roseville Merchants, the Roseville Police Activities League and the Performing Arts of Roseville.

David Herrick is the Senior Vice President – Controller for Consolidated Communications, one of the larger employers in the Downtown Roseville area. David has worked in the greater downtown Roseville area for the past 15 years and is looking forward to supporting the interests of the Downtown Roseville residents and businesses.

Lisa Peters is the CEO and president of Randy Peters Catering and Events Center, a certified woman-owned business in Downtown Roseville. Lisa has been a staple in the business community for decades, and brings experience as a small business owner which is paramount to the vision of the DRP.

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. By joining the DRP, Dave hopes to foster creative design solutions and encourage actions that will maintain existing improvements.

Mark Vespoli owns several Downtown Roseville properties, including 219 Vernon Street, 400 Vernon Street, 404 Vernon Street, 601 Vernon Street and 106 Judah. He brings to the board the perspective of being a business owner, operator and entrepreneur in Downtown Roseville.

Wayne Wiley is the Economic Development Manager for the City of Roseville, where he helps develop and implement economic development initiatives to ensure business enrichment within our community. Wayne has always had a passion for the Downtown and he looks forward to working more closely with the downtown merchants, business owners and residents.

Consultant:

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

Day Porters

Day porters work 8-12 hours a day to help ensure the District is safe, clean and inviting at all times. Day porters offer support to businesses and visitors by providing information, directions, and updates on events.



Day Porters Dexter Howell and Crystal Rose



The DRP's social media now delivers 900,000 impressions annually. That's an average of 75,000 each month! Follow us on Facebook and Instagram to stay up-to-date on DRP events, projects and more at @GoDowntownRoseville

Welcome to DOWNTOWN



EST. 1909

Accomplishments

- The Roseville Mural Project was an initiative led by Blue Line Arts in close collaboration with the DRP to bring new public art and a cultural identity of enduring value to the City of Roseville. Phase II is projected for completion in 2020 to spur economic development through the creation of inspired spaces that make the downtown district an exciting area for residents and visitors to work, live, and connect.
- In partnership with the City of Roseville, the DRP is funding a Homeless Navigator position to collaborate with the Roseville Police Department and Homeless Response Team in making service referrals, building trust with chronically homeless and incorporating regular outreach and accountability to individuals who are homeless in Downtown and other areas of the City. This position will support the Social Services Unit's balanced approach to both services and enforcement.
- In partnership with the City of Roseville, the DRP has contracted with private security company First Security Services to address nuisance offenses and quality of life issues in our Downtown. One armed uniformed security guard will be on duty 9 a.m. to 9 p.m., seven days a week, patrolling in a marked vehicle and on foot. The officer handles issues such as loitering/trespassing, parking garage complaints and suspicious people not related to a crime in progress. This is not a replacement for Roseville Police Department, but rather a highly visible and consistent supplement to enhance the safety of our downtown areas, city facilities, and Downtown Roseville Partnership member properties.
- Fencing installed along railroad, in partnership with Union Pacific, provided an aesthetic improvement, as well as additional safety enhancement.

New Businesses in 2019

Audacity Art, Home, Furniture & Design (230 Vernon Street) One-of-a-kind furniture, art, home accessories and decor.

Cafuné Beauty Salon (519 Vernon Street) Friendly, relaxing beauty bar offering hair styling, professional aesthetics and makeup artistry.

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.

Lucas & Co. Hair Salon on Vernon (246 Vernon Street) Opening a second location in Downtown, Lucas & Co. on Vernon offers full service, luxury hair salon in an inspiring space with the utmost attention to detail. This is the ideal location for special event preparations!

Lynch Wines (219 Vernon Street) This family operated microwinery specializes in small lot Rhone wines from the Sierra Foothills.

Premiere Home Staging (628 Vernon Street) Design professionals who prepare your home for show in even the most competitive real estate market.

School of Rock (228 Vernon Street) From singing to drums to guitar, music instructors inspire and teach students to perform live.

Skin Love & Body Work by Jen (419 Oak Street) Self-care through massage and Bowen Therapy, skincare and waxing in a calming atmosphere.

Terra Cottage (426 Vernon Street) This retailer offers home decor, handmade gifts, apparel and accessories.

The Studio Coworking (224 Vernon Street) A creative collaboration space for coworking, events, and private office rentals, the Studio Coworking offers a shared, community-driven workspace for location-independent workers.

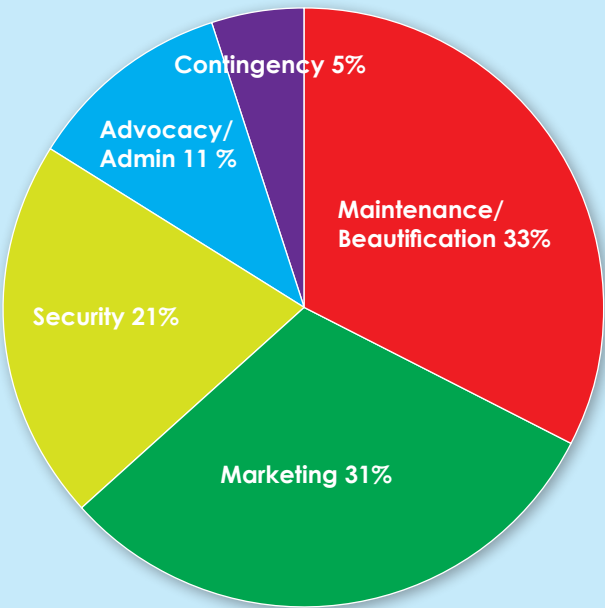
Tom's Discount Office Furniture (511 Vernon Street) Offering the best selection of cubicles, office chairs and desks, reception furniture and more at affordable prices.

Winks Fitness (501 Vernon Street) A private, one-of-a kind fitness studio, Winks Fitness focuses on weight training, conditioning and overall body transformations.

Wood Rodgers, Inc. (231 Vernon Street) An engineering firm that doesn't feel like one, with an unmistakable sense of something different.



2019 Financials



DRP 2019 Budget

Total Gross Budget	\$494,128
2019 Allocation	\$219,000
Adjusted Gross Budget	\$267,698

*Additional \$106,225 was allocated from Reserves.



More to Come for 2020

- The Downtown Roseville Façade Improvement Rebate Program will provide financial assistance to cover the cost of materials and City permit fees, in the form of a rebate, to property and business owners committed to enhancing the aesthetic of their buildings and overall appearance of Downtown Roseville, in the amounts between \$1,000-\$10,000 per project.

These include:

- Providing opportunities for owners and tenants to participate in the revitalization of their properties
- Strengthening retail and commercial amenities in Downtown Roseville
- Implementation of quality site design standards and elements in Downtown Roseville
- Ensuring projects that create a vibrant and dynamic Downtown

The Downtown Roseville Façade Improvement Rebate Program is a collaboration between the City of Roseville and the Downtown Roseville Partnership. The Façade Program assists in accomplishing several specific goals of the City of Roseville Downtown Specific Plan.

- DRP and the City of Roseville are funding a pilot decorative lighting project for the District. Overhead lights will be installed in the walkway between 316 Vernon Street and 320 Vernon Street in what will hopefully be the first of many locations.
- Downtown Roseville Mural Project Phase II will begin in 2020, in partnership with Blue Line Arts.
- DRP will sponsor Downtown Tuesday Nights and the annual Sylvia Besana Holiday Parade!

Downtown Roseville Partnership

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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.



@GoDowntownRoseville