

More to Come for 2018

- DRP will continue as title sponsor of Downtown Tuesday Nights beginning in May 2018. With more arts and crafts, cuisine, culture, music and lifestyle, the summer's hottest event will be bigger and better than ever
- The Oak Street Parking Garage has an official projected completion date of March 31, 2018, offering 420 parking spaces to support the increased traffic and growth of the downtown area
- Relocation of Fire Station #1 to Oak and Lincoln streets will be completed as part of Downtown Roseville's redevelopment plan
- In an effort to bring more consumers to the region, the DRP is proud to introduce the new Shop Local Mobile Directory for all DRP members to highlight their business, local events and points of interest
- It is the DRP's vision that the District be filled with public art, murals and various aesthetic additions to enhance and cultivate a culture that values local artists
- The DRP is examining various types of additional signage to welcome guests into the District at entrances beyond Vernon Street
- In the fall, the DRP hopes to present a high-end dinner on Vernon Street. Several delicious courses, beverages and inviting decorations will be provided by District businesses with proceeds benefiting nonprofits within the district. These nonprofits will have the opportunity to distribute information about their organizations, increasing awareness about their purpose and presence
- A continued effort will focus on ongoing advocacy and media coverage for our businesses, events and successes with the goal of attracting more business and attendees to our community
- The DRP will sponsor the new Roseville Jazz Festival

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Meetings
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.

Downtown Roseville Partnership

2017 Annual Report



A Message From Board President Mark Vespoli



The Downtown Roseville Partnership (DRP) has made incredible inroads in developing the culture and growth of our city. **Last year saw an increase in foot traffic in the District as people are drawn to experiential outings, value-driven shopping and the inviting atmosphere that we offer.** Downtown Tuesday Nights, a weekly outdoor evening gathering of artisan vendors, food purveyors and live music, was hugely successful, driving more than 60,000 attendees to Vernon Street in just 13 weeks. The Downtown Roseville Partnership was the title sponsor of the revamped event series and I believe our investment paid invaluable returns. In 2018, we will continue striving to keep our standards high and our patrons' experiences top notch.

Another success from the last year has been an increase in our social media reach, allowing us to economically connect and interact with residents, supporters and the public. **Our Facebook page, Go Downtown Roseville, now reaches 8,000+ followers with highlights from events, updates on District news, information on District businesses and more.** Many of these followers posted photos enjoying themselves and local offerings, tagging their locations, rating their experiences and directing online traffic to our many small businesses and their web pages.

As the DRP continues to create a valuable experience for the public, the District has placed a priority in increasing the logistical convenience of visiting downtown. **The most exciting step in this endeavor is the impending opening of the Oak Street Parking Garage on March 31, 2018. This structure will offer 420 free parking spaces to accommodate increased traffic and visitors drawn to expanded events, new businesses, desirable restaurants and family friendly attractions.** This means less roadway congestion, more available street parking and quicker arrival times to locations throughout the District, making it easier to receive clients, customers and event attendees.

While new establishments move into and lobby for open real estate, our top priority continues to be developing a balanced business mix, ensuring a variety of businesses and options for patrons throughout the District. This will distribute foot traffic and provide a flow for patrons, ushering their interests from one block to the next, keeping them engaged and entertained at every turn. Incoming craft and specialty restaurants and bars continue to freshen our landscape, bringing in a younger, hip crowd interested in unique dining experiences. This ensures the emotional investment of the younger generation in building a thriving downtown.

The newest way the DRP has created connections between businesses and consumers is through the Shop Local Mobile Directory app, an online resource for customers to receive information about their favorite District businesses. With this app, DRP businesses can provide and promote coupons, events, updates and contact information, increasing interaction between themselves and their patrons.

In my first year as board president, I have been thoroughly inspired by our board and DRP members to progress the organizational and operational success of this partnership. With the influential, dedicated Board members we have committed to our vision, I believe the DRP will not only achieve 2018's goals, but actualize the bigger picture: developing and enhancing a vibrant, thriving Downtown culture to bolster the entire city of Roseville.

Mark Vespoli, Board President

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.

P. O. Box 238
Roseville, CA 95678



Address Correction Requested

Meet Your Board of Directors



(L to R) Glenn Taijeron, David Brown, Mike Esparza, Dave Piches, Lisa Peters, Mark Vespoli, Haarvard Sterri, Thomas Carlson, Steve Furhman, Dion Louthan.

Mark Vespoli owns several downtown Roseville properties, including 219 Vernon Street, 400 Vernon Street, 404 Vernon Street, 601 Vernon Street and 106 Judah. He joined DRP to bring a well-rounded voice to the table, obtained through owning, starting, and operating businesses in Downtown Roseville.

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

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.

Haavard Sterri is a senior director of marketing for Consolidated with CA offices on Vernon Street. He has the responsibility of executing all marketing and advertising initiatives for the company. Haavard is thrilled to bring his passion and expertise to drive the goals of the DRP.

Steve Furhman is president of the Furhman Leamy Land Group at 231 Vernon Street. He joined the DRP board to continue participating in and maintaining the vision of redevelopment and economic success for downtown proprieties and businesses.

Geoff Sakala is a digital marketing professional and the founder of Clickspring at 224 Vernon Street. Anchoring his business in the heart of Roseville provides his employees with a vibrant workplace within walking distance to shops, restaurants and entertainment. He joined the board to represent the voice of merchants and businesses in Downtown with the hope of further enhancing the business climate. Geoff has completed his term with the DRP, but remains an active member and involved merchant in our downtown community.

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 owners and property owners and to give back to the local business community.

Lisa Peters is the CEO and president of Randy Peters Catering and Events Center, a certified woman owned business in downtown Roseville. Lisa brings her experience as a Roseville Area Chamber of Commerce Board member to help maintain the small-business focused vision of the DRP.

Dave Brown is the board chair of Wellness Within Cancer Support Services located at 609 Oak Street. Wellness Within 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.

Bill Aiken is a development analyst with the City of Roseville, overseeing the city's redevelopment projects including many that will improve the DRP. Bill has completed his term on the DRP, but his legacy of work for our projects will live on.

Incoming 2018 Board Members:

Dion Louthan is the director the City of Roseville's Parks, Recreation and Libraries department. His department oversees many of the activities that take place within the Town Square and throughout the District.

Glenn Taijeron is the assistant vice president and branch manager of First Bank located at 401 Vernon Street. He serves on the board as a representative of the Downtown Merchants Association. He's excited about the prospect of being the voice for the merchants in the local market and is looking forward to helping the economic development of the district.

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. She is also the District publicist.

New Businesses in 2017

Happy Spa (105 Lincoln Street) Massage spa and professional masseuses providing the ultimate relaxation experience.

Rakish MTM (204 Lincoln Street) Men's clothing store - Made in Italy, measured in Roseville.

The Key Agency (419 Oak Street) Regional, full-service real estate development and management company.

DG Electrical Services (625 Oak Street) Reliable, JIB approved electricians delivering all products to the highest standards.

Preferred Stone LLC (115 Vernon Street Suite 103)

The Fig Tree (222 Vernon Street) Hospitable coffee, art and music lounge offering a gathering place for all ages.



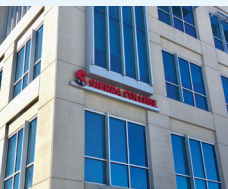
Julie Smith Interior Designer (432 Vernon Street) Beyond full service interior design offering selections for exterior elements, architectural detailing and individual consultations.

California Dream Dress (632 Vernon Street) Special event dress boutique offering the latest styles and color combinations trending in the formal gown arena.

Roseville Guns (632 Vernon Street)

Spring Spa (632 Vernon Street)

Sierra College (316 Vernon Street) Our region's community college is now offering select courses at this new, tech savvy location.

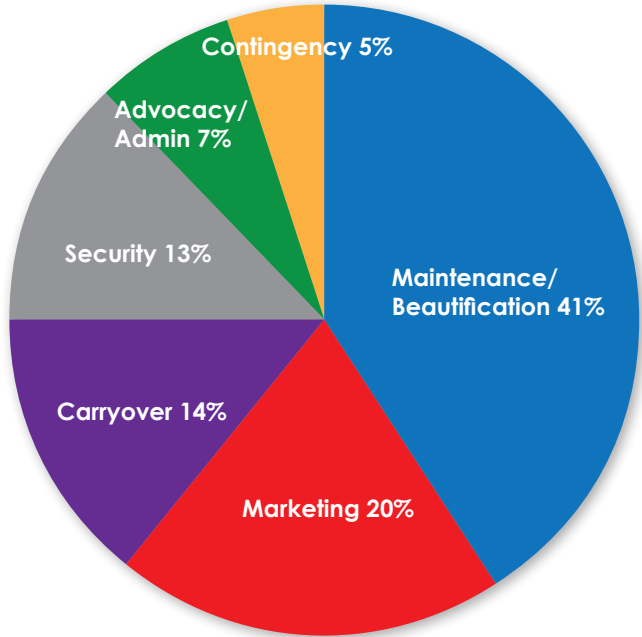


Magma Creative Graphic Design (530 Oak Street) Design studio creating engaging campaigns across all media for brands, agencies and governments.

2017 Highlights and Service Benefits

- **Fresh paint and retrofitted lighting** on the Vernon Street Arches
- **Downtown Tuesday Nights** successfully returned with much fanfare thanks to the DRP as title sponsor and a new event promoter
- **Title sponsored** and oversaw operations, entries, judging and street closures for the Annual Sylvia Besana Holiday Parade
- **Increased social media presence** to more than 8,000 followers with frequent updates of events and images, highlighting businesses and interacting with followers
- **Re-wrapped tree lights** on Vernon Street to glow year 'round
- **Sponsored Downtown Roseville Merchants Family Fun Night**
- **Sponsored Placer Breast Cancer Foundation Hot Pink Fun Run**
- **Hosted two property owner mixers** attended by Mayor Susan Rohan, City Manager Rob Jensen and Police Chief Jim Maccoun
- **Printed and distributed advocacy flyers**
- **Revised and updated the Arts & Entertainment map** to reflect new and exciting attractions, encouraging greater media interest, featuring the DRP in publications such as the Sacramento Bee, Comstock's Magazine and Press Tribune
- **Ongoing power washing** of sidewalks and supplemental leaf blowing to demonstrate pride in our Downtown
- **Developed and distributed informational day porter flyers**

Assessment Service Budget



We will be altering the category percentages by 15% so that we can allocate the money more appropriately.

January – December, 2017

Statement of Activities

	Total
Revenue	
Assessment Income	\$ 228,442.31
Total Revenue	228,442.31
Gross Profit	\$ 244,865.00
Expenditures	
Accounting Expense	1,903.00
Administration Expense	16,458.59
Advertising	6,973.00
Amortization Expense	8,350.00
Bank Charges	-
Computer & Internet	48
Donations	500.00
Dues & Subscriptions	821.00
Formation	16,458.59
Insurance	2,521.51
Legal & Professional Fees	8,389.60
Maintenance	101,019.52
Marketing	30,544.66
Office Expenses	1,789.18
Service Fee	-
Sponsorship Fee	27,500.00
Taxes & License Fee	35
Web Hosting Fee	9500.00
Total Expenditures	\$ 197,710.19
Net Operating Revenue	\$ 30,732.12

Statements of Cash Flows

	Total
CASH FLOW FROM OPERATING ACTIVITIES	
Net Revenue	\$ 21,977
Accounts Receivable	-
Accumulated Amortization	8,515
Accounts Payable	
Net Cash provided by operating activities	\$ 30,492
INVESTING ACTIVITIES	
Net Cash provided by investing activities	-
FINANCIAL ACTIVITIES	
Net Cash provided by financing activities	-
Net Cash increase for period	30,492
Cash at beginning of period	194,625
Cash at end of period	\$ 225,117