

More to Come for 2017

- DRP has committed to oversee operations, entries, judging and street closures for the annual Sylvia Besana Holiday Parade.
- DRP will be the title sponsor of Downtown Tuesday Nights beginning May 2, 2017 for twelve weeks. A new event promoter will help to refresh the atmosphere of the event and will incorporate more arts and crafts, cuisine, culture, music and lifestyle to promote family friendly evenings.
- Plans are underway to replace the lighting in the Vernon Street arch with energy efficient LED bulbs to promote an environmentally friendly welcoming. There are future plans to repaint the arch, as well.
- DRP is planning to carry out one-on-one meetings with DRP members and property owners to seek input and suggestions.
- Implementing a concerted outreach effort to engage and include all side street property owners, ensuring full inclusion throughout the District.
- DRP is considering the opportunity to brighten our cityscape with wall mural beautification projects that will add flavor and character to Downtown and beyond.
- DRP is exploring the option of offering valet parking as restaurant operators have expressed parking concerns. A valet parking option will help to accommodate increased interest and visitor traffic.
- The DRP is partnering with the City of Roseville and Blue Line Arts to become one of the pilot California Cultural Districts, which is denoted as having a high concentration of cultural attractions, facilities and venues.
- Stay tuned for new businesses to debut: Randy Peters Catering and Event Center, Fig Tree Coffee, Sierra College and School of Rock.

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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
2016 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.

A Message From Board Chair Douglas Wagemann



I am thrilled with the progress the Downtown Roseville Partnership (DRP) has made in developing the culture of our city. Last year saw an increased public gravitation towards the Down-

town District because people are drawn to the value-driven shopping and inviting atmosphere that we offer. I am pleased that our Day Porter Program, in partnership with the Gathering Inn, has received incredibly positive attention from property owners and patrons. This program will continue 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 connect and interact with residents, supporters and the public. Our Facebook page, GoDowntownRoseville.com, now reaches 6,600+ followers with highlights from events, information on district businesses and current happenings.

As the DRP continues to create a valuable experience for the public, the District is also progressing towards becoming one of a handful of California Cultural Districts. This means the DRP hopes to be recognized by the State of California as having developed a note-worthy arts and entertainment district, structured by a high concentration of cultural attractions, facilities and venues. This distinction will provide the District with even more high quality branding and marketing, driving further public appreciation and interest.

Moving forward, a top priority is continuing to develop a balanced business mix,

ensuring a variety of businesses and options 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. I believe that fostering a collaborative partnership among stakeholders will aid in creating this engagement throughout the District. As such, we would like to work on connecting different businesses for events, such as a bridal shop working with a florist and/or a caterer for a special occasion. This type of collaboration demonstrates the personality and nature of the DRP and continues to be what sets us apart from other regional districts.

Also, this coming year promises exciting developments for the whole of the DRP. We are now the title sponsor of the new and improved Downtown Tuesday Nights, a venture that will ensure blossoming development of a lifestyle culture found at our events. We are also gearing up to coordinate the 56th Annual Sylvia Besana Holiday Parade with all the grace and pride we have created as a partnership.

As Board Chair, I have thoroughly enjoyed serving the DRP and helping to conceive the organizational and operational formation of this partnership. I believe the future of the DRP has never looked brighter than it has as our board stands today. Our board members are eclectic and embody the personality and vision of the DRP while also remaining energized to forge forward with our goals and dreams. I would like to thank the partners, business owners and board members who have allowed me the honor of serving as board chair.

TOGETHER, we are ROSEVILLE PROUD!

Douglas Wagemann

Douglas Wagemann, Chair

P. O. Box 238
Roseville, CA 95678



Address Correction Requested

Meet Your Board of Directors



(L to R) Board Member **David Piches**, Merchant Representative **Geoff Sakala**, City Representative **Chris Robles**, Vice President **Mark Vespoli**, Board Members **Haavard Sterri**, **Steve Fuhrman**, Treasurer **Mike Esparza**, President **Douglas Wagemann** and Board Member **Thomas Carlson**.

Douglas Wagemann owns Cochrane and Wagemann Funeral Directors at 103 Lincoln Street. Doug joined the DRP to participate in the creation of a vibrant downtown corridor. His goal is to bring more businesses - and the public - downtown to enjoy the various events, business opportunities and the overall experience that is the wonderful fabric of Downtown Roseville.

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 the 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-Call 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.

Chris Robles is the representative for the City of Roseville, the City's Economic Development Director and also sits on the board of the Roseville Community Development Corporation (RCDC), a non-profit that works in concert with the City for robust economic growth. He joined the DRP board to further the City's role in continuing to develop a vibrant downtown.

Steve Fuhrman is president of the Fuhrman 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.

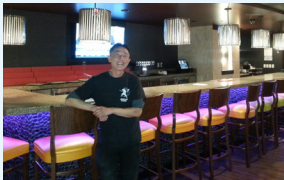
Thomas Carlson is the owner of Carlson Tax Consultants Inc. at 510 Oak Street in Downtown Roseville. He is a member of the AICPA and the Roseville Area Chamber of Commerce. Becoming a board member of the DRP was an opportunity to serve the downtown business owners and property owners and to give back to the local business community.

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

New Businesses in 2016

- **Ninja Sushi** (238 Vernon Street) Refreshing creation of Japanese fusion cuisine, named "Top 100 Places to Eat in the U.S." by Yelp (2015), and Voted "Best Sushi" by KCRA A-List in 2014, 2015, & 2016.
- **Strum Shop** (209 Vernon Street) Family owned musical instrument store offering music workshops, private and group lessons, repairs and concerts held throughout the year.
- **Glue Factory** (244 Vernon Street) A collaborative space for entrepreneur development and community health programs.



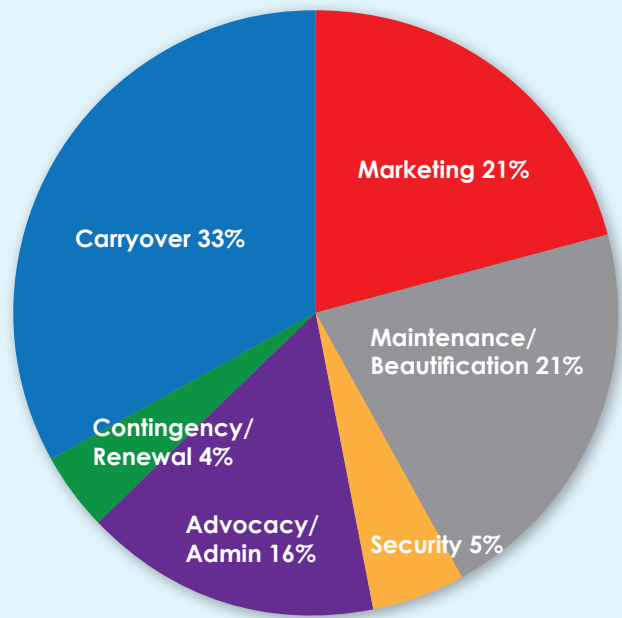
- **Cheese Louise** (400 Vernon Street) Menu staples of classic Americana combined with the fresh vegetables and ingredients provided by the unique and direct agricultural advantages of the Sacramento Valley and surrounding areas.
- **Time & Space Boutique and Gatherings** (414 Vernon Street) A boutique gathering space & lounge for all your personal and business connection needs.
- **Vintage N More** (640 Vernon Street) Carrying antiques, collectables, crafts and gifts.
- **Randy Peters Catering & Events** (105 Vernon Street) Full service catering that provides unforgettable experiences, innovative menus, elegant presentations and stress-free event services.
- **Tumbleweed & Co.** (515A Vernon Street) Unexpected vintage and antique furnishings for sale or rent.

2016 Highlights and Service Benefits

- **Window clings** were added to 8 businesses in the District while their property was either vacant or in process of refurbishment.
- **Increased solar trash receptacles** have been added to promote cleanliness and a more environmentally friendly atmosphere.
- **New DRP website** features a business directory, community calendar, arts and entertainment calendar.
- **Increased social media presence** has led to more than 6,600 online followers.
- **New street banners** have been introduced throughout the District, including side streets such Grant, Oak and Lincoln.
- **Day Porter Program**, built through a partnership with the Gathering Inn, provides the District eyes, ears and boots on the ground.
- **Sidewalk power washing** was performed to eliminate decades of accumulated dirt and debris.
- **An Arts & Entertainment map** has been created and shared with business owners and day porters for distribution.
- **Thanks to coverage in publications** such as the Sacramento Bee, Comstock's Magazine, Press Tribune, Style and Roseville Magazine and radio interviews, the DRP is now on the map and people are taking notice!



Assessment Service Budget



January – December, 2016

Statement of Activities

	Total
Revenue	
Assessment Income	\$ 252,135
Refunds	-7,270
Total Revenue	244,865
Gross Profit	\$ 244,865
Expenditures	
Accounting Expense	3,506
Administration Expense	24,059
Advertising	6,973
Amortization Expense	8,515
Bank Charges	30
Computer & Internet	48
Donations	1,000
Dues & Subscriptions	475
Formation	500
Insurance	2,097
Legal & Professional Fees	10,080
Maintenance	45,549
Marketing	27,396
Office Expenses	974
Service Fee	7,221
Sponsorship Fee	25,000
Taxes & Licence Fee	10
Web Hosting Fee	1,389
Total Expenditures	\$ 164,823
Net Operating Revenue	\$ 80,042

Statements of Cash Flows

	Total
CASH FLOW FROM OPERATING ACTIVITIES	
Net Revenue	\$ 80,042
Accounts Receivable	4,000
Accumulated Amortization	8,515
Accounts Payable	(500)
Net Cash provided by operating activities	\$ 92,057
INVESTING ACTIVITIES	
Net Cash provided by investing activities	-
FINANCIAL ACTIVITIES	
Net Cash provided by financing activities	-
Net Cash increase for period	92,057
Cash at beginning to period	102,547
Cash at end of period	\$ 194,604