

2015 Business Openings

Cheese Louise Diner & Grille(400 Vernon Street)
Currently serves coffee and breakfast items.

Health Education Council/Glue Factory
(244 Vernon Street) New non-profit made up of small business entrepreneurs who creatively tackle community health initiatives while building their own products and services.

Roseville Pedicabs (640 Vernon Street)
Unique eco-friendly mode of transportation, providing non-motorized passenger transportation for short trips throughout the region.

Vintage N More Antiques/Collectibles
(640 Vernon Street) Featuring antiques, collectibles, crafts and gifts as well as estate sale items.

The Future – 2016

Ninja Sushi and Teriyaki (238 Vernon Street) will provide an additional 80 to 100 jobs and restaurant that seats up to 450 guests. (March, 2016)

Strum Shop (209 Vernon Street) will relocate from Roseville Square into an area nearly twice its current size. (Spring, 2016)

Fig Tree Coffee (222 Vernon Street)will feature coffee, art and live music. (Summer, 2016)



Downtown Roseville Partnership
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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.



Address Correction Requested
P. O. Box 238
Roseville, CA 95678



Downtown Roseville Partnership
2015 Annual Report



A Message From Board Chair Douglas Wagemann



Last year proved to be exciting and game changing for the Downtown Roseville Partnership (DRP). Through the formation of several successful projects, Downtown Roseville

is positioned to meet the challenges of growing a more vibrant and enticing destination for businesses and the community to enjoy.

In 2015, we brought many groups together to discuss the needs of downtown and what needed to take priority.

The ongoing collaboration of these groups, including **the Downtown Roseville Merchants, the City of Roseville, Roseville Community Development Corporation, Roseville Police Department and the Roseville Area Chamber of Commerce,** is crucial to understand key issues and implement the many transformations that are taking place in downtown. By listening to property and business owners, the DRP has been instrumental in initiating a number of enhancements you'll read about here, including the development of a DRP logo, holiday streetscape décor, an increase in the number of solar trash receptacles, year-round tree lighting and more.

This past year, we've witnessed several new businesses fill previously vacant locations and construction plans are now underway for a new multi-story retail office building along with a new five story parking complex.

There's no question these investments have made it more attractive to visit

and enjoy the area! Our alliance with the City ensures responsive attention to issues in the public areas and our partnership with local law enforcement enhances public safety within the District.

Marketing is a critical component to what the DRP offers. The pending launch of our new website will make information about special events, available properties and DRP updates easily accessible.

This next year will be even more productive. In addition to building upon our recent achievements, we'll expand our marketing outreach for events and continue to add value through additional services.

We'll also focus our resources to enhance the "off-Vernon" areas by working with property and business owners to discover ways to provide the same level of service and opportunities as our Vernon Street partners.

The Downtown Roseville Partnership focuses on day-to-day details that impact everyone within the District. At the same time, it manages the "big picture" and promotes long-term planning and a vision for the future. Our goal is to work collaboratively to ensure every assessment dollar is used prudently.

Together, we are making a difference! Together, we will make Downtown Roseville THE destination where businesses and the community want to be! We invite you to join in this effort.

TOGETHER, we are ROSEVILLE PROUD!


Douglas Wagemann, Chair



Meet Your Board of Directors

Douglas Wagemann owns Cochrane and Wagemann Funeral Directors, located at 103 Lincoln Street. He joined the board to participate in the creation of a vibrant downtown corridor and has been a champion of ever since.

Mark Vespoli owns several downtown Roseville properties, including 219, 400, 404 and 601 Vernon Street and 106 Judah. He brings a well-rounded perspective to the board as a business owner, entrepreneur and property owner.

Anne Chacón is the Corporate Communications Manager at Consolidated Communications representing 106, 114 and 200 Vernon, 211 Lincoln and a parcel lot at Vernon & Atlantic. She is interested in assisting businesses to create a vital, thriving core for the community.

Mike Esparza is President and Chief Financial Officer of All-Cal Insurance Agency. He owns properties located at 501, 503 and 505 Vernon. He looks forward to being a part of the future plans and growth in the District.

Chris Robles serves as the Economic Development Director for the City of Roseville. He is also a board member for Roseville Community Development Corporation (RCDC), a non-profit that works in concert with the City for robust economic growth.

Steve Fuhrman is President of the Fuhrman Leamy Land Group at 231 Vernon Street. He joined the board to participate in the vision of redevelopment and economic success for the District businesses.



(L to R) Vice President **Mark Vespoli**, Member-At-Large **Steve Fuhrman**, City Representative **Chris Robles**, Downtown Roseville Merchant Representative **Janette Moynier**, President **Douglas Wagemann**, Secretary **Anne Chacón** and Treasurer **Mike Esparza**.

Janette Moynier is Vice President and Area Manager of First Bank located on Vernon Street. She joined the DRP board to support the efforts of all property owners in making a difference in the Downtown Roseville area.

Consultants

Kat Maudru – *Operations & Public Relations Consultant*
Kat has an extensive background in community and public relations. She will oversee all operational benefits and services to the District. Kat is also the District publicist.

Liz Krohn – *Marketing Consultant*
Liz previously consulted with Sunrise MarketPlace PBID for 11 years and managed marketing and event programs for several retail centers. She is responsible for online and marketing services.

Downtown Roseville Partnership
Benefit Summary

Downtown Roseville Partnership has a major stake in the investment and growth of the Downtown Roseville corridor.

Proactive in Determining the Future of Downtown Roseville.
Lead and shape future services and improvements.

Attracting New Business and Investment Throughout Downtown Roseville.
Fill vacancies and attract new tenants to all areas of Downtown Roseville.

Creating a Private/Public Partnership with a Unified Voice for Downtown Roseville.
Leverage the parcel owner's investment with additional public investment in Downtown Roseville.

Establishing Private Sector Management and Accountability.
Develop plans and budget by a board composed of stakeholders, which is subject to private sector performance standards, controls and accountability.

Programs and Services
Downtown Roseville Partnership provides services, improvements and activities distinctly different from City of Roseville. The current management district plan dictates specific funding for the following benefits: maintenance, landscaping and beautification, security, advocacy, administration and marketing.

Assessment

The District has approximately 68 property owners and 132 parcels that comprise Downtown Roseville Partnership. District programs are funded by parcel tax assessments. The annual assessment is \$0.13 per parcel square foot, plus \$8.50 per linear front foot along Vernon Street. The annual assessment for private tax-exempt parcels is \$0.0195 per parcel square foot, plus \$1.275 per linear front foot along Vernon Street. Parcels zoned and used exclusively for single-family residential purposes and parcels occupied by publicly-owned parking garages are not assessed. Assessment rates may increase annually no more than 3 percent.



Boundaries

Downtown Roseville Partnership is bound by Walnut Street (north), Atlantic Street (west) and Douglas Boulevard (south). The eastern boundary fronts the east edge of Linda Drive between Walnut and Lincoln Streets, west edge of Park Drive between Lincoln and Taylor Streets and the “Alley” between Judah Street and Douglas Boulevard. The service area includes 68 owners and approximately 132 parcels.

2015 Highlights and Service Benefits

- Placement of new solar-powered BigGulp trash compactors
- Year-round tree illumination along main corridor of Vernon Street
- Initiating a new logo and design for a website
- Beginning design on street banners
- Contracting for leaf pick-up and leaf removal from parking bays
- Developing a joint project with Roseville Community Development Corporation (RCDC) and Advantage Roseville to install window clings on vacant storefronts
- Forging a partnership with Gathering Inn for the creation of a guide/day porter program
- Developing e-blasts and communicating with property owners and downtown businesses
- Creating a comprehensive events calendar and business directory



January – December, 2015

Statement of Activities

	Total
Revenue	
Assessment Income	\$ 228,457
General Benefit Income	4,000
Refunds	(2,426)
Total Revenue	230,031
Gross Profit	\$ 230,031
Expenditures	
Amortization Expense	8,515
Contingency & Renewal	500
Contract Labor	12,405
Insurance	1,166
Legal & Professional Fees	2,300
Maintenance	22,450
Marketing	13,611
Office Expenses	411
Total Expenditures	\$ 61,357
Net Operating Revenue	\$ 168,673
Net Revenue	\$ 168,673

Statement of Cash Flows

	Total
CASH FLOW FROM OPERATING ACTIVITIES	
Net Revenue	\$ 168,173.00
Accounts Receivable	(4,000)
Accumulated Amortization	8,515.62
Accounts Payable	1,000.00
Net Cash provided by operating activities	\$ 173,688.62
INVESTING ACTIVITIES	
Organizational Costs	(14,982.36)
Website Design (includes branding and logo development)	(14,049.00)
Net Cash provided by investing activities	(29,031.36)
FINANCIAL ACTIVITIES	
Loan Payable	(43,500.00)
Opening Balance Equity	1,470.00
Net Cash provided by financing activities	(42,030.00)
Net Cash increase for period	102,627.26
Cash at end of period	\$ 102,627.26

2016 Goals

- Launching Day Porter/Guide Program
- Evaluating additional services for District businesses in the areas of maintenance, beautification and security
- Increasing advocacy and communications with business owners and businesses
- Implementing marketing programs in development and promotions of website, social media and marketing materials. Evaluation of advertising.