

DISCOVER DOWNTOWN ROSEVILLE

Considering a move to Downtown Roseville?

Tour available spaces, meet property owners and City representatives, and see the district filled with customers.

Restaurants and premium specialty shops: this preview was built for you.

118,000

event attendees downtown in 2025

\$164M

public investment since 2009

1,584

free parking spaces steps away

Business Opportunity Preview

Thursday, October 29

2:30–5:00 p.m.

Roseville Venture Lab

Then walk straight into **Family Fun Night**, 4:00–8:00 p.m., with thousands of people filling the same street you're considering.

IN ONE AFTERNOON

- ✓ Tour the spaces currently available
- ✓ Meet property owners and City representatives
- ✓ Learn what rebates and incentives can assist your move
- ✓ Take home the Opportunity Guide



Scan to request your invitation

Free to attend, by invitation. Questions: economicdevelopment@roseville.ca.us

CITY OF ROSEVILLE • DOWNTOWN ROSEVILLE PARTNERSHIP

Could Downtown Roseville be your next business location?

Join us for the **Business Opportunity Preview**: network with downtown business owners, hear from City representatives, and tour available spaces. Then join Family Fun Night, with thousands of people filling the same street you're considering. Built especially for restaurants and premium specialty shops evaluating their next location.

HOW THE AFTERNOON RUNS

- 2:30** Arrive at Venture Lab: registration, a first look at the Opportunity Guide, introductions to owners and City reps
- 3:00** 45-minute program: City and DRP welcome, stories from owners who've already made the move, the spaces currently available
- 3:45** Guided walk past those spaces, plus nearby parking and amenities
- 4:30** Family Fun Night: informal conversations with owners and property reps while the district fills up

WHY OWNERS ARE CHOOSING DOWNTOWN

- 1 It already draws a crowd.** 125 events brought 118,000 attendees in 2025; Downtown Tuesday Nights alone averaged 2,500 people a night.
- 2 Real spending power, close by.** 15,181 residents within 1 mile (\$73,990 median income); 312,022 within 5 miles (\$100,988), plus 2,343 employees across 221 downtown businesses.
- 3 The public sector keeps investing.** \$164 million invested since 2009, 1,584 free parking spaces, and 5 transit stops running every 15 minutes.

YOU'LL LEAVE WITH

The Opportunity Guide, a firsthand look at available spaces, direct contacts for property owners and City staff, and a clear next step: **book a property tour or a one-on-one meeting with a property representative.**

Thursday, October 29 • 2:30–5:00 p.m. • Roseville Venture Lab

Family Fun Night follows, 4:00–8:00 p.m. • Questions: economicdevelopment@roseville.ca.us

Invited by: _____



REQUEST AN
INVITATION

BUSINESS OPPORTUNITY PREVIEW

Could Downtown Roseville be your next business location?

Network with downtown business owners, hear from City representatives, and tour available spaces, then join Family Fun Night, with thousands of people filling the same street you're considering.

Thursday, October 29

2:30–5:00 p.m.

Roseville Venture Lab

Free to attend

Request an invitation

See the agenda

118,000

attendees at 125 downtown events in 2025

312,022

residents within 5 miles, \$100,988 median household income

\$164M

in public investment downtown since 2009

1,584

free parking spaces plus 5 transit stops every 15 minutes

Built for owners like you

RESTAURANTS & FOOD CONCEPTS

Downtown is actively recruiting restaurants it doesn't have yet: sushi, Chinese food, an ice cream parlor, a candy or chocolate shop, and more. If you feed people, this afternoon was planned with you in mind.

PREMIUM SPECIALTY SHOPS

Distinctive retail that gives 118,000 event guests a reason to come back on an ordinary Tuesday. If your shop is the kind people drive across town for, come see the spaces waiting for it.

Running a different concept? Request an invitation anyway. The Opportunity Guide, the incentives and the walking tour apply to you too.

Spaces you'll see on the walk

[PROPERTY PHOTO]

[Address], Vernon Street district
[Approx. sq ft] · [Ideal for: restaurant]
Tour this space Oct. 29

[PROPERTY PHOTO]

[Address], downtown core
[Approx. sq ft] · [Ideal for: specialty retail]
Tour this space Oct. 29

[PROPERTY PHOTO]

[Address], near the Venture Lab
[Approx. sq ft] · [Ideal for: café or dessert concept]
Tour this space Oct. 29

A sample of what's on the guided walk. The full list of confirmed spaces, with property contacts, is in the Opportunity Guide you'll receive at the preview.

How the afternoon runs

2:30

Arrive & register
First look at the Opportunity Guide, introductions to property owners and City representatives

3:00

45-minute program
City and DRP welcome, stories from owners who've already made the move, the spaces currently available

3:45

Guided walk
Walk past the available spaces along with nearby parking and amenities

4:30

Family Fun Night
Informal conversations with owners and property reps while the street fills with the community

Assistance that may be available

City representatives will be at the preview to walk you through the rebates and incentives currently available to assist a move downtown. Come ready to ask about:

FAÇADE & BUILDING IMPROVEMENTS

[City-confirmed program name, dollar range and eligibility]

PERMITS & FEES

[City-confirmed program name, dollar range and eligibility]

TENANT IMPROVEMENTS

[City-confirmed program name, dollar range and eligibility]

What you'll take home

The Opportunity Guide with properties, contacts, and the rebates and incentives available to assist your move downtown. You'll have met the owners and City staff who can answer your questions, and you'll know exactly what your next step is: **booking a property tour or a one-on-one meeting.**

Come see why business owners are already choosing to grow here and what opportunities are available for yours.

THE PROOF IS THE PARTY

Family Fun Night, 4:00–8:00 p.m.

The preview ends as one of downtown's signature community events begins, drawing about 3,000 guests on its own. You won't have to imagine the district activated. You'll be standing in it.

“

[One concrete sentence from a downtown owner, pulled from Brandon's Brand Video interviews. It should answer one question: why they chose downtown, what worried them before opening, or what surprised them after]

[OWNER NAME] · [BUSINESS] · DOWNTOWN SINCE [YEAR]

Good questions, straight answers

Is there a cost to attend?

No. The preview is free, and it ends inside Family Fun Night.

Do I need to be ready to sign a lease?

No. The afternoon is built for evaluating: see the spaces, ask your questions, and meet the people who can help you decide whether downtown fits.

What happens after I register?

We confirm your invitation by email. After the event, we follow up with attendees to schedule property tours and one-on-one meetings.

Request your invitation

The preview is built for owners and entrepreneurs actively evaluating a physical location. Tell us a little about your business and we'll follow up by email.

Questions: economicdevelopment@roseville.ca.us

Your name

Business name

Business type

CITY OF ROSEVILLE • DOWNTOWN ROSEVILLE PARTNERSHIP

Discover **Downtown** **Roseville**

Business Opportunity Preview

Tour available spaces • Meet owners & City reps • Stay for Family Fun Night

THURSDAY
OCTOBER

29

2:30–5:00 p.m.

Roseville Venture Lab