Stakeholders and Subcommittee Status Reports 10/21/266

Stakeholder Reports

Roseville Chamber of Commerce:

Chamber News - Roseville Area Chamber of Commerce

City of Roseville –Economic Development Department:

Invest in Downtown Roseville with new Development Impact Fee Credit

Developers and business owners can receive up to $50,000 in impact fee credits for qualifying residential, mixed-use, or commercial projects aligned with the Downtown Specific Plan.

Applications open in October, and additional incentives like fee deferrals and rebates are available.

Learn more

Roseville invests $15 million to support small business growth

In partnership with local banks, the City of Roseville is investing $15 million through the Roseville Advantage Financing Program to help local small businesses access capital for expansion and job creation.

Learn more

Get a taste of Roseville's rising food scene

Are you passionate about food and curious to discover up-and-coming culinary talent?

Join us for the Roseville Rising Culinary Showcase on Thursday, Oct. 1, 5–7:30 p.m. at the Randy Peters Catering and Event Center.

Sample creative cuisine from emerging food entrepreneurs and meet the founders behind the food. Open to the public; tickets are $39 and registration is limited.

Learn more

Join the VETS Academy entrepreneur program

Apply for the six-week VETS Academy program designed for military veterans and other aspiring entrepreneurs. Receive hands-on training, expert mentorship, and practical tools to launch or grow a business. Space is limited to 10 participants**.**

Learn more

Check out the Roseville Venture Lab calendar for other events and programs

Downtown Roseville Merchants:

- Planning is underway for Family Fun Night. The event is October 29, 2026 from 4:00-8:00 pm on Vernon Street and in the Town Square. See flyer in board packet

Parks and Recreation:

- November 7th - Placer Freedom Foundation: Veterans Fun Run, 7:30a-12p; Location: Vernon Street Town Square; Street Closures: Fun Run Course, 6a-1p
- November 12th - Food Truck Mania, 5-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: SGrant between Oak and Vernon, 3-10pm
- November 19th - City X-mas tree installs, 7a-12pm; Location: Vernon Street Town Square; Street Closures: Vernon St between S. Grant and Washington, 7am-12pm
- November 26th - Turkey Trot Fun Run, 9a-12pm; Location: Vernon Street Town Square; Street Closures: Fun Run Course, 5a-12p
- November 28th - Bombshell Market, 12pm-4pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor and Washington, 9a-5:30pm

Status Reports

Admin/Projects:

- The 501c3 subcommittee is met with Civitas to discuss by laws.
    - Secretary of State has filed the Articles of Incorporation

PR/Marketing, Technology, Events:

- See social media marketing report in board packet
- A meeting was held with Parks & Recreation about DRP involvement in events. Lisa will give an update at the meeting.
- DRP's ad was placed in the Placer Wine and Ale Guide.

Clean and Safe:

- There will be another Green & Clean Community Clean Up Day on November 14th. Details to come.

Governance, Capital Improvements, Arts & Entertainment:

October 2026: Public Art Project Update

- City of Roseville
    - The artist for the CMU produced a design concept for City contacts to review. Following a final design, the standard permit process will need to occur, which will move mural installation into November.
- Randy Peters Catering
    - The artist successfully completed the Randy Peter Catering the week of October 5th. Congratulations to the artist, Lisa, and Randy for a fun, colorful, and beautifully personalized mural added to Vernon Street.
- The Grab Lab
    - The standard permitting for the Minor Design Review Permit is in process with the 10-day public notice currently posted on the proposed mural wall. Following will be the Planning Manager's appeal period, moving the installation of this mural into November.
- Traffic Garden
    - The Department of Alternate Transportation has donated a 40-ft shipping container, so new estimates are being worked out for a mural project on that container, as well as the retaining wall. The final scale of the project will be based on the department's comfortability of what they can fundraise, already considering the anticipated 50% DRP contribution.
- Blue Line Arts
    - $20,000 has been secured between fundraising efforts and DRP match for this project. Blue Line Arts was updated that its lease is in the queue to be reviewed by the City of Roseville, which any agreements are required to be completed before stucco repair conversations can begin.

- Old Town Pizza
    - Blue Line Arts will continue to connect with Old Town Pizza and follow-up on a mural on their new Vernon Street location, preferably along the wall facing the 316 Building and/or along Atlantic Street.

- Temporary Art Projects
    - Following discussion with the DRP Capital Improvements Committee, Blue Line Arts is researching budget and feasibility for Downtown Bridge Activation, 316 Vernon Plaza Project, Asphalt Art/Wayfinding Project, Vinyl Art Wraps for Electricity Boxes