



# 2020

## ANNUAL REPORT





## A Message from Board President Mark Vespoli

As a Roseville resident, business owner and community volunteer, it has been my pleasure to witness the character and grit that so many in our community have demonstrated during the past 12 months. Even in the midst of the pandemic and uncertainty for so many, this group and community maintained the unmistakable energy and sense of place that *is* Downtown Roseville.

At every turn, our property owners and merchants persevered with:

- **CREATIVITY** – In many cases, our member businesses were forced to think creatively to establish new revenue streams and keep businesses on track.
- **RESILIENCE** – At the mercy of sometimes confusing shutdown policies, businesses operated with positivity and the community in mind.
- **COLLABORATION** – The unprecedented collaboration between our organization, the City of Roseville and other community partners allowed for ambient streetside restaurant decks, branded umbrellas and decorative barriers to be constructed on Vernon Street in record time.
- **COMMUNITY SUPPORT** – The community was receptive and responsive to our efforts to support businesses; record attendance was recorded at Paint the Town Pink, our drive-thru Halloween event and 2nd Annual Roseville Mural Project.

Downtown Roseville Partnership has proven that there is power in community. It continues to be my pleasure to serve my hometown in this way and I look forward to the healthy return of future events as conditions allow. In the meantime, we will persist.

In good health,

**Mark Vespoli**

2020 President,

Downtown Roseville Partnership Board of Directors

### Vision

The Downtown Roseville Partnership is an action-oriented, collaborative group of volunteers that champions a vibrant and authentic downtown.

### Mission

We are proactive in promoting, marketing and providing services that attract businesses and visitors to the District and manage the District's business affairs in a transparent, fiscally-responsible manner.



## 2020 Board of Directors

**Dave Brown** is the board chair of Wellness Within Cancer Support Services, providing services to cancer patients, caregivers and survivors. Dave's personal mission is to support and promote the nonprofits and arts in our District.

**Tom Carlson** is the owner of Carlson Tax Consultants Inc. and a member of the AICPA and the Roseville Area Chamber of Commerce. As a board member with DRP, he is able to serve downtown business and property owners and give back to the local business community.

**Mike Esparza** is president and CFO of All-Cal Insurance Agency. He owns properties located at 501, 503 and 505 Vernon Street and joined the DRP board to further the future plans and expected growth of the District.

**Jamie Hazen** is the owner of Jamie Hazen Consulting. She has been active in our community for decades and serves on the board for the Downtown Roseville Merchants, the Roseville Police Activities League, the Performing Arts of Roseville and the Placer Visitors Bureau.

**David Herrick** is SVP/Controller for Consolidated Communications, one of the larger employers in Downtown Roseville. He enjoys supporting the interests of residents and businesses.

**David Piches** (incoming president) 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. With DRP, Dave works to foster creative design solutions and encourage actions that will maintain existing improvements.

**Lisa Peters** (incoming vice president) is the CEO and president of Randy Peters Catering and Events Center, a certified woman-owned business, and 105 Noshery. Lisa has been a staple in the business community for decades and brings unparalleled experience as a small business owner.

**Mark Vespoli** owns several Downtown Roseville properties, including 219, 400, 404 and 601 Vernon Street and 106 Judah Street. He brings to the board the perspective of a property owner and entrepreneur in Downtown Roseville.

**Wayne Wiley** is the economic development manager for the City of Roseville, where he helps develop and implement economic development initiatives to ensure business enrichment within our community. Wayne has always had a passion for Downtown and enjoys working closely with the merchants, business owners and residents.

\***Kat Maudru** is DRP's director of operations and is instrumental in promoting Downtown through community and public relations.



Pictured left to right: Wayne Wiley, Jamie Hazen, Mike Esparza, Mark Vespoli, Tom Carlson, David Piches, David Herrick, Lisa Peters. Not pictured: Dave Brown



## 2020 Notables

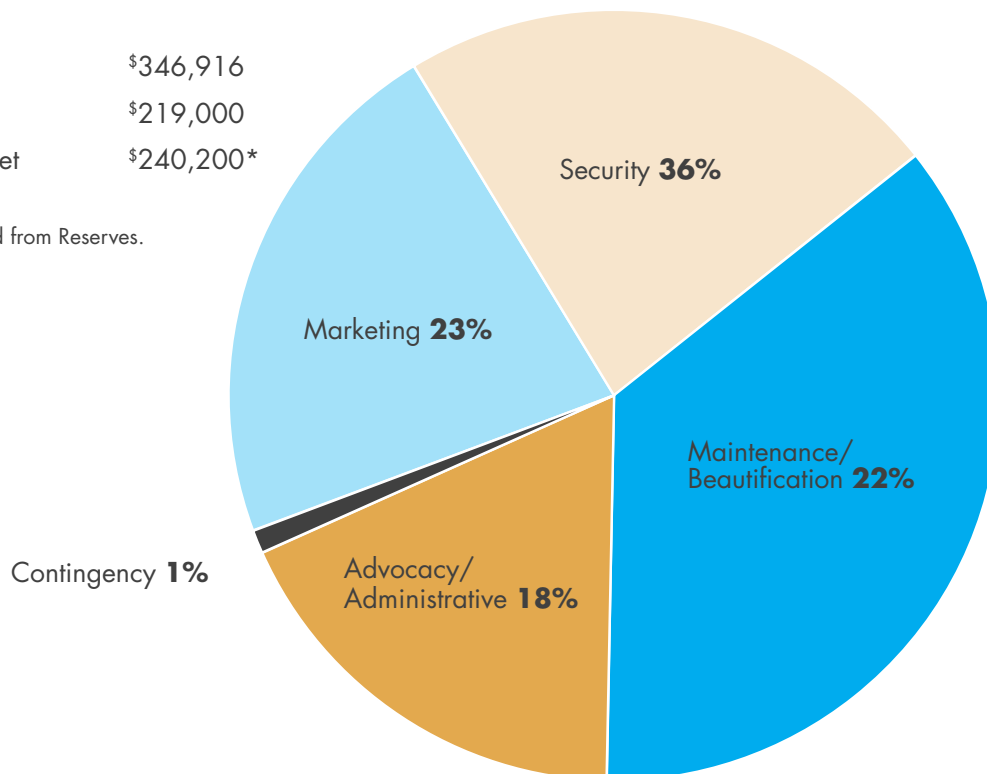
- 105 Noshery is a new dining experience created by Randy and Lisa Peters, owners of Randy Peters Catering & Event Center. This full-service restaurant features breakfast, an espresso bar, lunch, dinner and a full bar.
- A Part Café, a new family-owned quick serve restaurant for fresh, locally-sourced Middle Eastern fusion comfort food, has opened at 217 Vernon Street.
- When limited to outdoor dining, we worked quickly to erect patios shaded by free, branded umbrellas and decoratively painted concrete barriers to give restaurants options besides to-go and delivery.
- Downtown was adorned with new #WeAreRoseville banners, a simple reminder to support each other.
- We partnered with Blue Line Arts for Roseville's 2nd Annual Mural Project bringing relevant and engaging art and a safe outdoor activity to Downtown.
- Vernon Street looks spiffy after some power washing, branded window clings on vacant windows and a private security officer.
- The annual Placer Wine & Ale Trail Guide and website now feature Downtown Roseville.
- The ongoing day porter program ensures the District is safe, clean and inviting by offering information, directions, and updates on events.
- The community came through by attending Placer Breast Cancer Foundation's Paint the Town Pink, our Halloween drive-thru event and Salvation Army Roseville's Christmas Food Basket Campaign.
- We enjoyed a continued partnership with the City to provide security services throughout the District, as well as a Homeless Navigator as part of the Social Services Unit.
- Revised street signs with downtown thematic logos were installed on major roadways within the District.
- A lighting project was installed to create mood lighting in the open plaza at 320 Vernon Street.



## Financials

Total Gross Budget	\$346,916
2020 Allocation	\$219,000
Adjusted Gross Budget	\$240,200*

\*Includes \$21,200 funded from Reserves.





## 2020 Business Openings

- A Part Café
- Blue Water Credit
- Granite Bay Equity
- Fresh Press
- Hub Church Roseville
- 105 Noshery
- J Plus Architects, Inc.
- L an D Sustainability
- Root of Happiness
- Innovative Structural Engineering

## What to Expect in 2021

Vernon Street is now home to Root of Happiness, built to enjoy the culture and tradition of kava kava, a powerful medicinal plant that has been used for over 3,000 years as a natural sleep aid and relaxant.

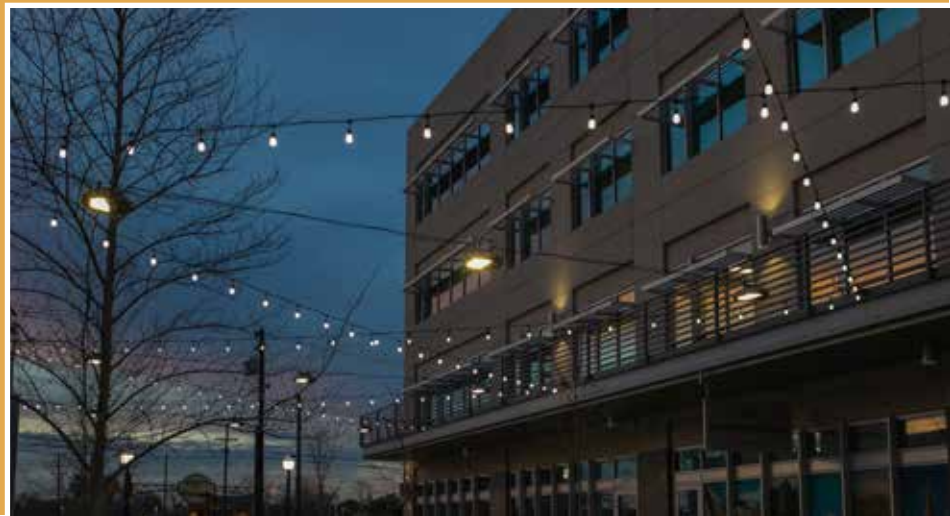
Goldfield Trading Post, a relaxing bar and grill offering modern pub fare, draft beer and country western music, is opening in the location formerly occupied by Ninja Sushi.

New pedestrian crossing signals will be installed along Vernon Street to allow for safe, convenient and efficient traffic flow.

We look forward to further partnership with the City of Roseville to install additional decorative street lighting.

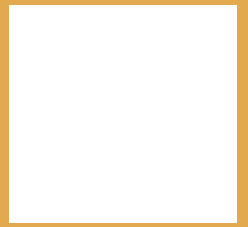
In collaboration with the City, the second round of our Façade Grant Program will inspire and incentivize reinvestment into Downtown business storefronts.

We expect to again partner with Blue Line Arts for our 3rd Annual Mural Program, bringing dynamic artists and inspired works to our city.





Downtown Roseville Partnership  
P. O. Box 238  
Roseville, CA 95678



## GET IN TOUCH

Downtown Roseville Partnership  
P. O. Box 238  
Roseville, CA 95678  
916.771.4475

## CONNECT WITH US:

[godowntownroseville.com](http://godowntownroseville.com)



## 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. The public is always invited to attend.

