

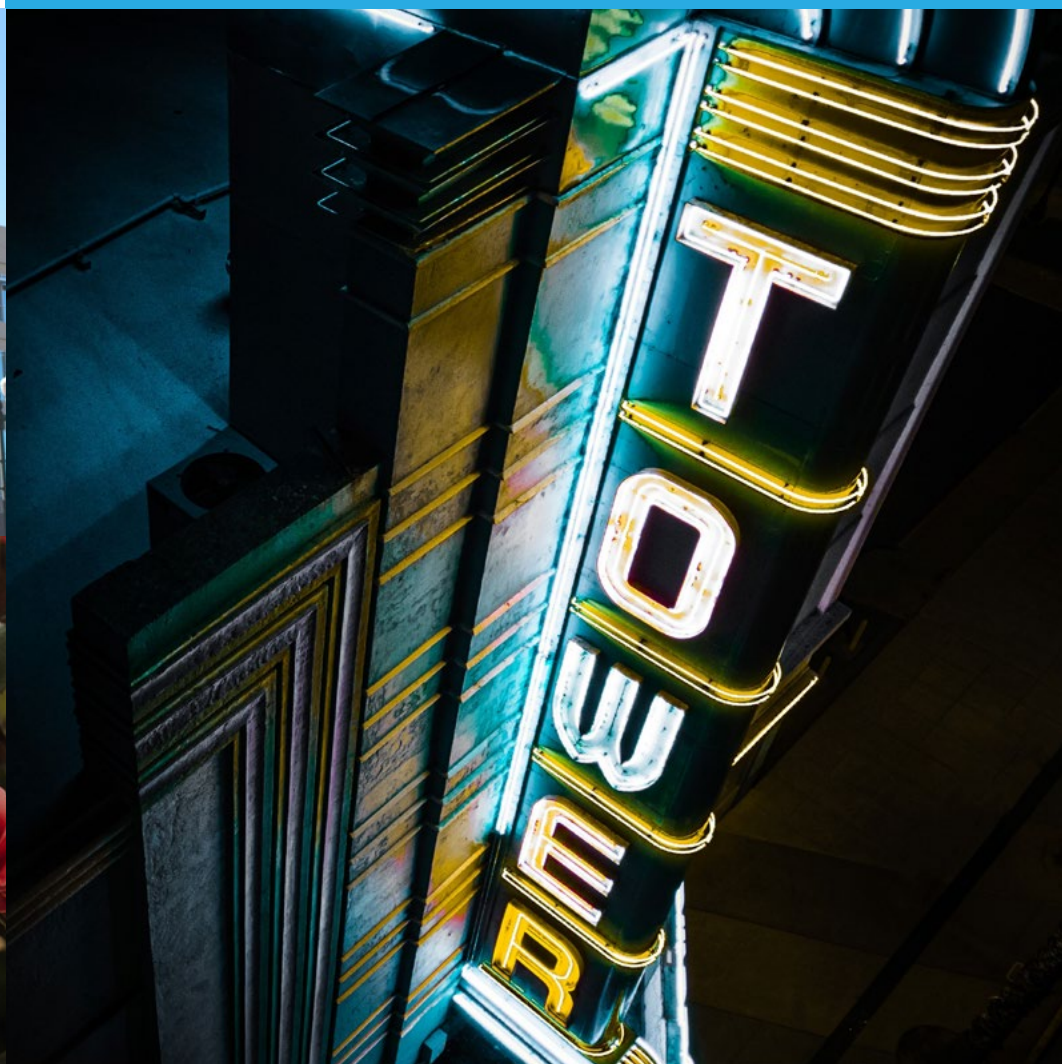


DOWN
TOWN
ROSE
VILLE

PARTNERSHIP

2021

ANNUAL REPORT



A MESSAGE FROM BOARD PRESIDENT DAVE PICHES

As an architect with an office in Downtown, I am honored to serve as president of Downtown Roseville Partnership and work with an amazing group of dedicated, tireless board members and a caring, astute director, Kat Maudru, to strive for the success of our Downtown district. The word “partnership” cannot be overused when we speak of our work as, every step of the way, we continue to work with the support of City of Roseville, Chamber of Commerce, Blue Line Arts and other local organizations.

Much of our work and resources this past year have been focused on safety and security, as we have received the message that these are the ultimate concerns of our property owners and merchants. Thus, we have made efforts to revitalize our security and our homeless support forces and update our day porter activities.

In the realm of improvement, with our partnership with the City, we continued the Façade Grant Program that provided funding for exterior improvements for Downtown properties. In addition, because of the planning and funding required, we have spent many hours setting the stage for additional projects in 2022 including signage grants that will fund new high-quality sidewalk signage for merchants, a reorganization of the Tree Lighting Program to ensure street trees are lighted consistently and harmoniously throughout fall and winter, and a mural program to revitalize the streetscape along the Atlantic Street blocks.

I would be remiss if I didn't acknowledge that the pandemic has made it another challenging year for our Downtown businesses, especially our restaurants and retail establishments. Regardless, DRP was the principal sponsor of the new Third Saturday Art Walk orchestrated by Blue Line Arts last summer, Drive-Thru Trick-or-Treat, and the Annual Sylvia Besana Holiday Parade.

Perseverance in 2020 became resilience in 2021 and DRP has been inspired and strengthened in support of our Downtown community because of it. As we hopefully return to a normal business climate, I hope to find new opportunities to forge additional partnerships with groups and organizations that will build on the success of our Downtown and the community.

Sincerely,

Dave Piches, AIA LEED AP
2021 President
Downtown Roseville Partnership Board of Directors

VISION

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.



2021 BOARD OF DIRECTORS



Tom Carlson (5) 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 (3) 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 (2) 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 (8) is SVP/Controller for Consolidated Communications, one of the larger employers in Downtown Roseville. He enjoys supporting the interests of residents and businesses.

Clarissa Oliveira (9) is DRP's newest board member. She is a captain and pastor with Salvation Army. She enjoys spending time with family, painting and seeing God's grace at work. We appreciate her insight and look forward to working with her to make Downtown Roseville a wonderful place to visit.

David Piches (6) founded Piches Architecture at 115 Taylor Street in Downtown Roseville. He has served on many boards including 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 (7) is 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 (4) 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 (1) 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.

2021 NOTABLES



- To create community and a sense of place, we installed 20 additional “We Are Roseville” banners along Vernon Street.
- We sponsored a variety of arts-focused events such as Blue Line Arts’ *Comunidad: Hispanic Heritage Month* Exhibition that included lectures, educational activities, and a residency opportunity for regional artists.
- By popular demand, 3rd Saturday Art Walk was brought back as a summertime favorite monthly event.
- We partnered on a variety of community-building events including 8th Annual Family Fest, Roseville Crime Stoppers Run Crime Out of Roseville, Placer Breast Cancer Foundation’s Hot Pink Fun Run, RPAL Bacon and Brew Bash, and 60th Annual Sylvia Besana Holiday Parade.
- The holidays were celebrated beginning with our 2nd Annual Halloween Drive Thru to the Annual Tree Lighting and Salvation Army Christmas Food Basket Program.
- Downtown Roseville is a beautiful place to be thanks to our Clean and Safe Program, power washing services throughout the District, and extended Vernon Street tree lights.

2021 BUSINESS OPENINGS

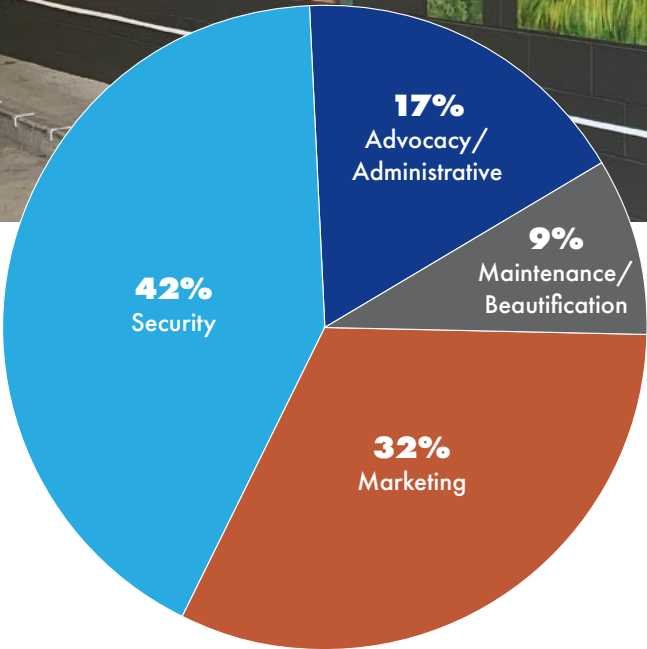


Goldfield Trading Post



the girls salon

2021 ACTUAL SPEND PIE CHART



Total Gross Budget	\$ 349,700
2021 Allocation	\$ 220,000
Adjusted Gross Budget	\$ 278,793

**Includes \$43,793 and \$15,000 funded from Reserves and Grants, respectively.*

WHAT TO EXPECT IN 2022



- Buildings facing Atlantic Street will soon feature decorative murals in partnership with Blue Line Arts.
- In collaboration with the City, the next round of our Façade Grant Program will inspire and incentivize reinvestment into Downtown business storefronts.
- Businesses on Vernon Street can expect new blade signs to improve foot traffic.
- Mark your calendars for our continued community events: Downtown Tuesday Nights, 3rd Saturday Art Walk, additional holiday festivities, and more.
- Look for us on social media as we continue our promotion of Downtown as the place to eat, shop and stay.

Downtown Roseville Partnership

P. O. Box 238

Roseville, CA 95678



MEETINGS

Regular meetings are held on the fourth Wednesday of every month at 3:00 pm at Roseville Area Chamber of Commerce, 650 Douglas Boulevard. The public is always invited to attend.

GET IN TOUCH

Downtown Roseville Partnership

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Roseville, CA 95678

916.771.4475

CONNECT WITH US

godowntownroseville.com

