



DOWN  
TOWN  
ROSE  
VILLE

PARTNERSHIP

# 2022

ANNUAL REPORT







## A MESSAGE FROM BOARD PRESIDENT DAVE PICHES

### 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.



As a local architect with an office in Downtown, I am honored to again serve as president of Downtown Roseville Partnership. I have the privilege of working with a dynamic group of board members, all dedicated to the growth and success of our Downtown district, as well as our partners at City of Roseville, Roseville Area Chamber of Commerce, Blue Line Arts and other local organizations.

Much of our focus in 2022 was bringing back the energy and community feel that we all had grown to appreciate in Downtown Roseville. Last year, we welcomed the return of Downtown Tuesday Nights, a seasonal Downtown Roseville tradition that was sorely missed during the pandemic, as well as several other beloved community activities.

As a business owner, I am relieved that normalcy has returned to Downtown. But as a fan of all that Roseville means to its residents, I am thrilled that the buzz in Downtown is back and proud to present our good work in this report. I hope you will take the time to read it.

Warmly,

***Dave Piches, AIA LEED AP***

2022 President

Downtown Roseville Partnership Board of Directors

***"Much of our focus in 2022 was bringing back the energy and community feel that we all had grown to appreciate in Downtown Roseville."***



## 2022 BOARD OF DIRECTORS



**Tom Carlson** is owner of Carlson Tax Consultants Inc. and a member of the AICPA and 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, Roseville Police Activities League, Performing Arts of Roseville and Placer Visitors Bureau.

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

**Ed Mojica** is the owner of mas|mojica architecture studio, a local boutique architecture firm. Raised in Roseville, he desires to facilitate authentic spaces and places such as our downtown area.

**David Piches** founded Piches Architecture at 115 Taylor Street in Downtown Roseville. He has served on many boards, including Roseville Area Chamber of Commerce, Downtown Roseville Merchants 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** is the CEO and president of Randy Peters Catering and Events Center, a certified woman-owned business. 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.

**Doug Wagemann** was the founding president of DRP and also served as president of the Roseville Area Chamber of Commerce. He is currently president and funeral director of his own business, Cochrane Wagemann Funeral Directors. With many years of experience in the field, he has been in the funeral service profession since 1973.

**Wayne Wiley** is the economic development manager for 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 instrumental in promoting Downtown through community and public relations.

*Not pictured:*

**Frank Van Sant** is the newest addition to the DRP board. A native of New Mexico, Frank served in the US Navy for nearly 30 years, retiring as an officer, receiving numerous awards, even moving six times in eight years. He relocated to the Sacramento area in 2014 after retiring from Raytheon as a defense contractor. As a Mason since 2007, he is active in the fraternity's Roseville chapter, diligently managing the organization's building on Vernon Street and its tenants. As a busy volunteer, he also works on behalf of disabled veterans, emergency responders, and his local church.



# ABOUT DOWNTOWN ROSEVILLE PARTNERSHIP

Business and property owners formed Downtown Roseville Partnership (DRP) in 2014, collaborating with City of Roseville, redevelopment organization (RCDC) and major businesses. DRP is funded from tax assessments paid by its property owners.

## DOWNTOWN BY THE NUMBERS



**\$164 Million**  
Public Investment in Downtown since 2009



## EVENTS AND ACTIVITIES

DRP was the proud organizer or sponsor of several festive and community-building events:

- Blue Line Art's 2022 3rd Saturday Art Walk
- Roseville Chamber's BASH Event
- Roseville Police Activities League's Bacon & Brew Bash
- Placer Breast Cancer Hot Pink Fun Run and retreat
- DRM Family Fun Night
- Sylvia Besana Holiday Parade
- Downtown Tuesday Nights



## DOWNTOWN IMPROVEMENT & SAFETY PROJECTS

Our team also organized and managed many projects to improve our organization and district:

- Completed tree lighting repairs
- Boy Scout Alley clean-up
- Secured funding for R3 directional historical signs
- Joined California Downtown Association
- Conducted Brown Act training for board members
- Updated DRP bylaws
- Streamlined stakeholder and status report presentations
- Welcomed two new board members





WHAT TO EXPECT IN 2023

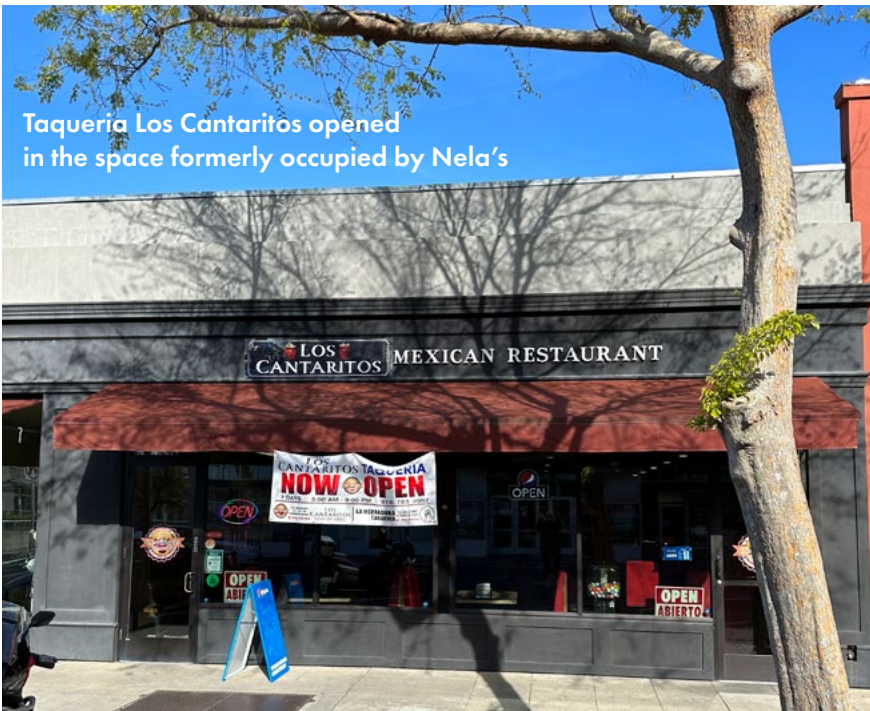


Downtown Roseville Partnership will continue to develop new and innovative ways to create a sense of place and community in Downtown. Some items on the horizon for 2023 include:

- Atlantic Street Mural Program to consign public art
- Increasing membership and committee participation, meeting attendance, partnerships
- Continue façade rebate program
- Explore improvement and beautification opportunities
- Increase marketing partnerships
- Continue event sponsorships and explore additional events
- Expand arts programs
- Expand clean and safe initiatives

2022 BUSINESS OPENINGS

Downtown is pleased to welcome these new and expanded businesses to Downtown:



Mike’s Bikes relocated to the corner of Vernon Street and Lincoln Street



NEW DEVELOPMENT PROJECTS

New development projects are planned for the following locations:

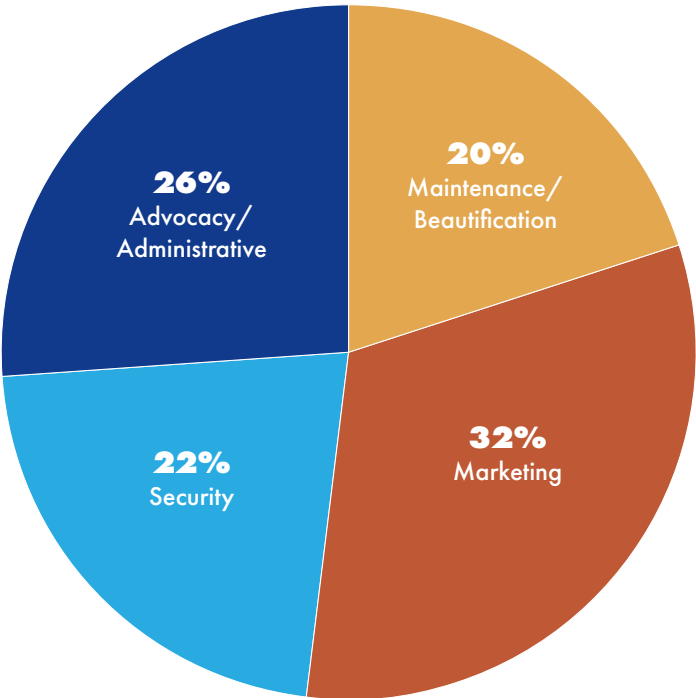
- 129 Vernon Street • 200 Vernon Street

Space Available to Lease





2022 FINANCIALS



Revenue		
Tax Assessments	\$	216,486
Sponsorship revenue		250
	\$	216,736
Expenditures by Category		
Maintenance and Beautification	\$	35,054
Marketing		57,488
Security		38,911
Advocacy/Administrative		45,253
Contingency		-
	\$	176,706
Other		3,855
Carryover Fund Balance	\$	36,174



**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**

P. O. Box 238

Roseville, CA 95678

916.771.4475

**CONNECT WITH US**

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

