

Stakeholders and Subcommittee Status Reports 7/23/25

Stakeholder Reports

Roseville Chamber of Commerce:

- No updates

City of Roseville –Economic Development Department:

- **Development activity:** 129 Vernon, [Zivar Luxury Apartments](#) and [Lucy's Salon](#) now open; 222 Vernon Street, [Pedal Car Pizza](#) opening soon
- **Roseville Electric Revamps Commercial Rebates** - Roseville Electric Utility is excited to announce that we've expanded and enhanced our commercial rebate programs to help our local businesses save energy and money while supporting a more reliable and sustainable power grid. Check out what's new:
 - Commercial HVAC Tune-Up – Get up to \$250 per unit
 - Commercial Thermostats – Receive up to \$250 per device
 - Commercial HVAC Replacement – Earn up to \$2,000 per ton

Whether you're planning equipment upgrades or looking to cut energy use, we've simplified the application process and updated our rebate programs to make it easier than ever to improve your business's efficiency and reduce operating costs. [Apply today](#)

- **Roseville seeking proposals for the purchase and development of downtown site** - The City of Roseville is seeking proposals for the purchase and development of 1.17 acres of City-owned property at 505 Royer St. **Submit proposals by 3 p.m. on Thursday, July 31.** Centrally located in Roseville's downtown, the site is situated near a library, multi-use trail along Dry Creek, Royer Park, Vernon Street Town Square, downtown shops and restaurants, and has easy access to popular transportation corridors and public transit. Zoning allows for mixed-use, retail, restaurant, public or quasi-public, office, multifamily residential, live/workspace, public market, or other concepts that add to downtown's energy. [Learn More](#)
- [Economic Development Advisory Committee](#) - 1:30 p.m., Tuesday, July 22 in the Solar Conference Room (116 S Grant St)
- **Placer County Business Resource Center News:**

Placer Business Resource Roundup

[Catch Up on Our Recent Webinars — And Get Ready for More!](#)

The Business Resource Center has been busy hosting a series of insightful webinars designed to help you start, grow and succeed in your business or nonprofit journey. From crafting winning business plans to navigating workforce resources, our recent sessions cover essential topics for entrepreneurs at every stage.

Missed one? No worries! All webinars are recorded and available anytime for you to watch at your convenience. Explore our full library and empower your business by visiting [our webpage](#).

Here's a quick look at some recent favorites:

- [Biz 101: How to Write a Winning Business Plan](#) (June 25)
- [Whisking Up Success: A Recipe for Food Operation Success](#) (June 11)
- [What's in a Name? Registering Your Fictitious Business Name](#) (May 28)
- [Start Strong with a Business License in Placer County](#) (May 14)
- [Navigating Hiring and Workforce Resources in Placer County](#) (May 8)
- [Starting a Small Business in Placer County](#) (May 1)

Upcoming Webinars:

- [Money Matters: QuickBooks for Beginners](#) (July 9)
- [LLC Launchpad: Turning Your Vision into a Legal Entity](#) (July 30)

And there's more to come! Stay tuned for upcoming webinars to keep your skills sharp and your business thriving.

[Click here to access recordings and register for upcoming webinars](#)

UPCOMING EVENTS

JULY

9

[Christmas in July: Get Your Business Holiday Ready](#)

From 9 - 10 a.m. on July 9, get ready for the holiday season with Proof's COO, Kaleena Goldsworthy. This webinar covers demand forecasting, SMART goal setting, irresistible offers and seasonal staff training to help you maximize profits. Learn insightful past holiday trends, marketing tips, e-commerce best practices and how to streamline operations — plus get a bonus holiday readiness checklist. RSVP now to turn this season into your business's most profitable yet.

[Click here to register for "Get You Business Holiday Ready" webinar](#)



[Nonprofit Financial Stewardship Webinar: Introduction to Accounting and Financial Statements](#)

The Introduction to Nonprofit Accounting and Financial Statements free webinar series is designed to introduce basic nonprofit accounting concepts and financial statements to individuals who have had little or no experience with finance or accounting.

This self-paced webinar is being held in conjunction with the Nonprofit Financial Stewardship Executive Education program at Harvard Kennedy School. The webinar features Eric Schwartz, Managing Director in PricewaterhouseCoopers National Assurance Health Services. *Please note you will not receive a certificate for completing this webinar series.*

[Click to access the free Nonprofit Financial Stewardship webinar series](#)



[Small Business Development Center July Workshops and Events](#)

Throughout the month, the Northern California Small Business Development Center offers a wide array of workshops, webinars and training series designed to support small businesses. Topics range from "Elevate Your Website Image and Video Assets with AI" and "How to Apply for a Business Loan" to "Type 87 Liquor License Informational Webinar," providing valuable insights and resources to help drive your business's success.

[Click to browse and register for a wide variety of SBDC July workshops](#)



[SCORE July Workshops & Events](#)

Throughout July, SCORE is offering a variety of live and recorded webinars, in-person and online workshops, and events led by industry experts to help businesses grow. Topics include "Loans, Grants and Other Funding Options for Small Businesses" and "Social Media Success Made Simple," providing valuable skills and insights for startup success.

[Click to browse and register for SCORE's July workshops and webinars](#)

Parks and Recreation:

- August 3rd - Worldsworst: Vintage Market, 10:00am- 6:00pm; Location: Vernon Street Town Square/ S. Grant Street/ Vernon St; Street Closures: S. Grant between Oak and Vernon; Vernon St between Taylor & Washington
- August 5th - Friday Flicks, 6:30-10pm; Location: Vernon Street Town Square; Street Closures: None
- August 14th - Food Truck Mania, 5-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon
- August 16th - Concerts on the Square, 7:30-9:30pm; Location: Vernon Street Town Square; Street Closures: S. Grant between Oak and Vernon

Downtown Roseville Merchants:

- Downtown Tuesday Nights is almost complete for the season. The weather was great this year. After the conclusion of this event, we will begin working on Family Fun Night, scheduled for Thursday, October 30th.

Status Reports**Admin/Projects:**

- Power washing was completed
- Kat has reached out to Placer Valley Tourism twice regarding a possible partnership and has not heard back
- Waiting to hear back from Seale Signs about window clings for 226 Vernon Street
- Researching Grant writers

PR/Marketing, Technology, Events:

- An Ice rink meeting was held on 7/14. Lisa will give an update at the meeting.

Clean and Safe:

- Clean and safe is working on setting up a alley clean up in the next couple of months.

Governance, Capital Improvements, Arts & Entertainment:

- Mural Location #1 - Randy Peters Catering: Working with the Property Owners and one mural artist to make design revisions. Scheduling an in-person meeting between the Property Owners and artist to discuss.
- Mural Location #2 - TRAX Taproom & Kitchen: MRDP permit has been approved. Working on scheduling a start date for the artist to begin work on site.
- Mural Location #3 - Goldfields: Property Owner has approved the overall design concept by an artist, working on approving color schemes.
- Mural Location #4 - City of Roseville: creating a scope of work for the Property Owner to review.

- Mural Location #5 - Blue Line Arts: Impact100 unfortunately did not approve of their grant application for a new mural. Blue Line Arts is pursuing other funding opportunities to support this project for the front facade.