

Stakeholders and Subcommittee Status Reports 12/17/25

Stakeholder Reports

Roseville Chamber of Commerce:

- No updates

City of Roseville –Economic Development Department:

- Atlantic/Vernon Street improvements – Construction has begun. Learn more about the project at <https://www.roseville.ca.us/cms/One.aspx?portalId=7964922&pageId=18723902>
- Oak & Vernon Street Garages – the upper floor barricades in the parking garages have been removed to accommodate additional visitors during the holiday events. Additionally, the City is exploring more permanent barricade options. All levels of the parking garages will remain open until the permanent barricades can be installed. Please continue to reach out to Allied Security to report any incidents/unwanted activities. For questions, contact Gina McColl, gmccoll@roseville.ca.us or (916) 774-5452.
- Size Up - Use SizeUp, big data for small businesses. Get free access to business intelligence and market research so you can make smarter decisions for your organization through data.

Use the tool to analyze competitive benchmarks, find customers, suppliers and competitors, and pinpoint the best locations to advertise. View [SizeUp](#). Additionally, to sign up for live training every Wednesday visit [SizeUp.info/officehours](#)

- [AMEX Shop Small Grants Program Now Open](#) - American Express and Main Street America are launching the [Shop Small Grants Program](#). They are seeking proposals for projects to help small business grow, innovate, and support the local community. The program will award 250 grants of \$20,000 to eligible small business owners nationwide. Applications opened Nov. 29 (Small Business Saturday) and close Jan. 16, 2026, at 11:59 p.m. CT.
- Small Business Development Center December 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. These events are low to no-cost and topics include "Digital Marketplace: Selling and Promoting Online," and "25 Free to Low-Cost Digital Marketing Tools for 2026" to "Business Owner to Multi -Unit Operator," providing valuable insights and resources to help drive your business's success.

- [SCORE December Workshops & Events](#) Throughout December, 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. These events are low to no-cost and topics include "Finding Grants and Scholarships-Locate Opportunities, Apply Confidently, and Stand Out to Funders and "Email Strategy for Revenue Growth-Build Your List, Create Better Emails, Convert Customers," providing valuable skills and insights for startup success.

Parks and Recreation:

- January 15th - Red Sand event: 12-4pm; Location: Downtown Pedestrian Bridge; Street Closures: None

Downtown Roseville Merchants:

- No updates

Status Reports

Admin/Projects:

- Power washing was completed December 2nd & 3rd
- Working with Elevate on Annual Report

PR/Marketing, Technology, Events:

- Ice Rink – update to be given at board meeting
- See social media marketing report in board packet

Clean and Safe:

- The framework for the community clean-up day is in place. The clean-up day is tentatively scheduled for March 7th. The clean-up will include the entire district and some possible areas just outside the district. The goal is to get participants from service clubs, merchants, and the downtown community. It will be a themed event with everyone wearing green shirts in which the DRP will provide. It will be a St Pats themed event. We intend to get local merchants to sponsor the event. In return their logos will go on the tee shirts. There are still more details to work out.

Governance, Capital Improvements, Arts & Entertainment:

- No updates