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We're so excited to be bringing the Open & Out End of Summer Block Party Downtown! Please take a moment to read the updates and details below. As always, do not hesitate to be in touch if there is anything we can do to support you, any concerns you have, or any ideas you have to improve Downtown.

Cadance Hinkle Allinson

Santa Rosa Downtown District, Executive Director

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OPEN & OUT

If you need more Summer Guides, we have a few left, so just let us know!

Upcoming Events - see them all on the [Open & Out Calendar](#)

- Island Breeze Impact World Tour - Thursday, August 12 from 5-7pm (Today!)
- Acoustic music on Thursdays, Fridays and Saturdays
- SOCO Market - August 20 from 5-9pm
- "Pop Tha Trunk" Art Show & Sale - Saturday, September 11, 11am-4pm
- End of Summer Block Party - Saturday, September 18, noon-4pm

Ways for you to Promote your Business for Free

- List any events you are hosting on our [Open & Out calendar](#)
- Consider staying open or offering specials when events are taking place to take advantage of the increased foot traffic

END OF SUMMER BLOCK PARTY - SEPTEMBER 18

We're ending the summer with a bang! On Saturday, September 18 from noon to 4pm, we'll be hosting a community wide Block Party. We'll be bringing in musicians, entertainers, activities for kids, a Maker Market and more! Activities will take place on Courthouse Square and on the 500 and 600 Blocks of 4th Street, which will be closed to vehicular traffic.

If you are located on 4th Street, we encourage you to host an activity in front of your store to engage with the community. We'll be listing all the activities taking place throughout Downtown, so please let me know what your plans are, or reach out if you have any questions or need help coordinating.

If you are located off 4th Street and want to participate, you are also welcome to do something on site that we can promote, or you can have a booth on the Square.

Contact me directly to have your activities/specials included on our outreach and marketing.

HALLOWEEN FALL FEST - OCTOBER 29

We're excited to be bringing Trick-or-Treating back Downtown! On Friday, October 29 we'll be hosting:

- Trick or Treating throughout Downtown businesses (we'll create a map and provide balloons, you provide the candy!)
- Live DJ for the kiddos
- Costume Contest featuring awesome prizes and awards
- Halloween Family Movie Night

Let me know if you'd like to include your business on our trick-or-treating map!

DISCOVER DOWNTOWN

Every month the Downtown social media accounts promote three businesses

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to participants have to follow each of the businesses during the contest period. We select one winner each month.

If you're interested in participating, please let me know and we can schedule a month for your business to participate.

StreetPlus Services & Schedule

If you have any sanitation or security needs, please contact StreetPlus at 318-7777. They are there to provide security and sanitation services throughout the District, so please take advantage of their services. They have shifted to summer hours, which you can find below:

Monday: 6am-10pm

Tuesday: 6am-10pm

Wednesday: 6am-10pm

Thursday: 6am-10pm

Friday: 6am-11pm

Saturday: 6am-11pm

Sunday: 8am-4:30pm

Please remember that if you experience any theft or vandalism, to report it using the City's online reporting tool [here](#).

Upcoming DAO Meetings via Zoom

All DAO Board meetings are open to the public, and participation from Downtown business and property owners is highly encouraged. Meeting dates and agendas (uploaded 2 days prior to the meeting) can be found here:

downtownsantarosa.org/districtnews. All meetings are currently being held virtually and login information is located within the agenda.



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