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Please take a moment to read the updates and details below, which include all the ways you can promote your business for free through Open & Out and maintenance work happening in the Downtown area. 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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MAINTENANCE WORK TAKING PLACE DOWNTOWN

Planter Updates - This Weekend

Work on the black planters will take place this weekend. Please let me know if you have any special concerns about planters near your business.

Pruning and Replacement of Trees on 4th Street - Next Friday

A number of trees on 4th Street will be pruned next Friday, May 21. Vehicular and pedestrian traffic flow should not be significantly impacted.

Due to the current drought conditions, we are waiting to replace the dead trees until the fall/winter when they'll have a better chance of survival and less water will be needed to establish them. Both Crape Myrtles and Gingkoes will be planted throughout all three blocks. Please reach out to me with any questions.

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Monday, May 17, Monday May 24 and Monday, June 7. Impacted businesses have received separate notice, but this work unfortunately does require the 600 block to be closed on each of those days. Vehicular traffic will be diverted, and pedestrian traffic should not be impacted.

OPEN & OUT

Event Overview

You should have received multiple emails from me regarding opportunities to participate in Open & Out by this point. If you have any questions, please reach out to me directly and I'm happy to talk through them with you. Open & Out runs all summer long and will feature:

- Acoustic music on Thursdays, Fridays and Saturdays
- Student Music Series on Sundays
- Fitness Classes on weekends - open to any instructors interested in teaching outdoor classes
- SOCO Market - Friday, June 18 from 5-8pm
- Movies on the Square - Wednesdays in July
- Summer Vacation BINGO - the summer version of the Egg-Cellent Adventure
- More activities that I will share details of as available

Ways for you to Promote your Business for Free

Contact Cadance to participate in any of these free activities to promote your business this summer.

- Sign your business up for a FREE listing in the Downtown Summer Guide by [Monday, May 17](#) - this includes your business name and anything you'd like to share, e.g.: delicious summer cocktails, 10% discount on full priced items, free gift with purchase.
- List your events on our Open & Out calendar ([draft here](#))
- Join the Downtown "Social Share" list and receive Downtown social media content to post on your account
- Tag [@downtownsantarosa](#) in your photos on Instagram
- Consider staying open or offering specials when events like the SOCO Market are taking place and take advantage of the increased foot traffic to Downtown

Participate in City of Santa Rosa Vision Planning Workshops - May 13 - May 27

Santa Rosa Forward Vision Workshops are seeking input from the public on what they envision and hope for the City in the next 20-30 years. Your input will be used to present a recommended vision statement to the Planning Commission and City Council at a joint study session on July 20th. The project website, www.santarosafoward.com has all the details related to the General Plan and a list of workshop dates/times.

New Business

[Grill Santa Rosa](#) has opened up at The Plaza - stop by for something delicious to eat!

Free Parking in Downtown Garages for first hour, on Weekends and after 5pm

Parking remains free in the City Garages for the first hour during the week, all day on weekends and after 5pm every day. If you are a business that welcomes customers, please remind them that the City garages are a safe, easy and inexpensive place to park.

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

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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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