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Please take a moment to read the updates and details below. As always, please don't 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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REMINDER: Sonoma County Small Business Stabilization Grant Program is Open through Sunday, October 18

Small businesses in Sonoma County with between 1 and 30 employees can apply for grants of \$2,500 to \$15,000 in Covid-19 relief funding to use towards expenses including payroll, utilities, rent or mortgage expenses.

Small business owners should be prepared to apply with the following necessary documents:

- Copy of Business License OR Copy of Utility Bill in Business' Name
- Total pre-Covid-19 and Current Employment Figures
- Annual Business Income

The application window closes Sunday October 18th, at 11:59pm, and recipients will be notified by the end of October.

[APPLY NOW](#)

The Covid-19 Business Stabilization Grant Program was approved by the

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Sonoma for this program.

Downtown Security

StreetPlus now has two licensed security guards who work until 10pm. Please do not hesitate to call them if there are any issues that you need help with: 318-7777.

Please remember to double check that your doors are locked before leaving for the day. Our Team tries to check as many businesses as they can each night, but it is critical that you ensure all doors and windows are properly secured.

If you have experienced any theft or vandalism, please remember to report it to SRPD.

Please let me know if you have any questions or concerns about safety and security Downtown.

Open & Out

The 600 block of 4th Street will reopen on Friday, October 16. All parklets on the 600 block need to be located within parking spaces at that time and permits need to be underway. The 500 and 700 blocks are currently scheduled to remain closed through January 31. Let me know if you need help or have any questions.

Restaurants and Outdoor Dining

Outdoor operations may be conducted under a tent, canopy, or other sun shelter as long as no more than one side is closed, allowing sufficient outdoor air movement.

If your restaurant would like to use propane, you will need to obtain a permit. Please let me know and I will share further details.

As a reminder, under the current health order, LIVE MUSIC IS NOT PERMITTED.

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Holiday Planning

We will not be able to host a large scale Halloween event this year, but we encourage you to coordinate something festive for your customers.

We will be sending out details about the Winter Holidays shortly.

Upcoming DAO Meetings via Zoom

All agendas and meeting login information can be found at downtownsantarosa.org/districtnews.

October 14, noon – Executive Committee

October 21, 9am – Board

November 11, 2020, noon – Executive Committee

November 18, 2020, 9am – Board

December 9, 2020, noon – Executive Committee

December 16, 2020, 9am – Board



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