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Thank you to everyone for participating in the End of Summer Block Party! The weather didn't quite cooperate to make it the day we imagined, but despite that, we've gotten positive feedback. 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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### **FALL FUN FEST - OCTOBER 29**

We are still finalizing details for Fall Fun Fest, so we appreciate your flexibility as we work through the logistics. I have heard from many of you that you would like to see the streets closed for the afternoon, and we will try to figure out if that is an option.

- 4-6pm - Trick or Treating, Carnival Games, Inflatables, live DJ
- 6pm - Costume Contest hosted by Amber & Tanner from Froggy
  - Awards for best adult costume, best kids costume, best group costume and best pet costume
- 7pm - Screening of Hocus Pocus on the Square

If you have not already, please indicate your interest in participating by completing [this quick form](#). We will continue to provide event updates to businesses that indicate an interest in participating.

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## **DISCOVER DOWNTOWN**

Every month the Downtown social media accounts promote three businesses with a Discover Downtown contest. This is a great way to increase your social following! Each business contributes a prize with a minimum value of \$50 and 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.

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## **FREE HOLIDAY WREATHS**

The order for holiday wreaths will be placed on October 4. Please let me know ASAP if you would like to receive one by completing [this short form](#).

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## **PARKLETS**

We unfortunately don't know yet when all the details for permanent parklets will be available from the City, but we will pass them along when they are and help anyone interested get through the process.

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## **500 BLOCK REOPENS TOMORROW**

The 500 Block will be reopening to vehicular traffic tomorrow and the City will work to make sure that normal traffic patterns are resumed.

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## **StreetPlus Services & Schedule**

Our StreetPlus team is working on adding additional staff, so we appreciate your patience as they try to address your needs. Despite the staffing shortage, please do not hesitate to reach out to Danielle and her team at 318-7777 for any security and sanitation needs. They will be transitioning to fall hours shortly:

Monday: 6am-8pm

Tuesday: 6am-8pm

Wednesday: 6am-8pm

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Saturday: 6am-9pm

Sunday: off

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

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### 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](https://downtownsantarosa.org/districtnews). All meetings are currently being held virtually and login information is located within the agenda.



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