Powered by the People
About Davis Downtown

The Downtown Business Improvement District (DBID) was formed in 1989 and covers a 32-block area of the downtown. The DBID empowers downtown businesses to self-assess annual fees to be used in support of the economic well-being of the DBID. Activities of the DBID include marketing and promotion, events, and advocacy.

Davis Downtown was organized concurrently with the formation of the DBID in 1989 and is the entity approved each year by the Davis City Council to execute the business of the DBID.

<table>
<thead>
<tr>
<th>Group</th>
<th>Business Descriptions 2019</th>
<th># of Businesses</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>BID I</td>
<td>Individual licenses held</td>
<td>81</td>
<td>$58.45</td>
</tr>
<tr>
<td>BID II</td>
<td>Retail, manufacturing, and utilities</td>
<td>163</td>
<td>Assessments based on gross revenue up to $2 million cap</td>
</tr>
<tr>
<td>BID III</td>
<td>Services</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>BID IV</td>
<td>Professional and wholesalers</td>
<td>145</td>
<td></td>
</tr>
<tr>
<td>BID V</td>
<td>Financial institutions</td>
<td>13</td>
<td>$661.55</td>
</tr>
<tr>
<td>BID VI</td>
<td>Branch establishments</td>
<td>9</td>
<td>$22.08</td>
</tr>
</tbody>
</table>
| BID VII | Commercial leasing businesses           | 93              | $142.58 for first property leased, $71.30 for each additional comm-
| BID VIII| Commercial leasing branch               | 18              | $71.30 (Branch for above)                    |
| TOTAL   |                                         | 634             |                                              |
**ABOUT DAVIS DOWNTOWN**

The DBID is composed of two specific areas; the Core Benefit Zone and the Periphery Core Benefit Zone. The two benefit zones cover 32 square blocks with A Street on the West, I Street on the East, 1st Street on the South, and 5th Street to the North. Also included in the Benefit Zone is the business corridor on G Street and H Street, between 5th Street and 8th Street.

We are at the center of an eclectic community which pairs a world-class university with the agricultural heritage of a City striving to retain its small-town feel.

Alive with activity seven days a week, downtown Davis draws residents and visitors alike to experience fine food and wines, retail, services, arts, and entertainment in an extraordinary and sustainable gathering place.
Our Team 2019-2020

Davis Downtown accomplishes its administrative, advocacy, event organizing, and marketing activities with three part-time staff (1.65 full-time staff hours), an 11-member volunteer Board of Directors, and three organizational Board Liaisons (representatives from the City of Davis, UC Davis, and the Yolo County Visitors Bureau).

Davis Downtown Staff

Bill Habicht  
Executive Director - 50%

Elizabeth EidanizaDeH  
Marketing Coordinator - 50%

Katy Karns  
ArtAbout Coordinator - 65%

Officers

Joshua Chapman  
President  
Armadillo Music

Sheri Hein  
Vice-President  
Freewheelr Bicycles

Tim Mech  
Treasurer  
Three Mile Brewing

Brianne Maloney  
Secretary  
Royal Guest Hotels

Board and Liaisons

Adam Andrews  
Board Member  
Froggs/Tommy Js

Andrew Newman  
Board Member  
Newman Associates

Julie Otto  
Board Member  
Re/Max Real Estate

Rob Read  
Board Member  
F Street Dispensary

Chris Soderquist  
Board Member  
RePower Yolo

Landon Christensen  
Board Member  
PDQ Fingerprinting

Nate Yunvanitsait  
Board Member  
University Of Beer

Mabel Salon  
Board Liaison  
UC Davis

Terry Selk  
Board Liaison  
Yolo County Visitors Bureau

Sarah Worley  
Board Liaison  
City of Davis
The Davis Downtown Board of Directors rely on the efforts of its advisory committees to assist in the support and the well-being of the Downtown Business Improvement District (DBID). Davis Downtown advisory committees operate as workgroups and provide two elements in downtown activities.

1. Advisory committees provide tactical support for Board activities and initiatives. With a number of advocacy and marketing efforts taking place every year, support from our committees assists in distributing the workload and improving opportunities for organizational success.

2. Advisory committees provide input and recommendations to the Board. Input and recommendations from the various committees helps the Board take appropriate action and to better serve our member businesses.

Advisory Committee membership is open to businesses within the DBID and to all members of our community. This open membership model creates an inclusive environment where ideas can be shared between business owners and community stakeholders. Through email and our website, Davis Downtown actively invites member businesses and the community to participate on one of our four advisory committees.

Advisory Committees

The Visioning and Community Relations Committee proactively explores and reviews the current direction of downtown Davis, as well as the “big picture” possibilities for the future of the DBID with a specific focus on economic development.

The Parking Committee works with the City of Davis to understand, develop, monitor, and communicate information regarding Downtown Davis parking utilization and policies, and their impact upon Downtown businesses, employees, and customers.

The Marketing Committee develops and executes marketing strategies to promote downtown Davis. This effort includes oversight of events that both originate and take place within downtown Davis.

The Bar and Restaurant Committee fosters continuing communication between bars, restaurants, other downtown businesses, city staff and services (PD and Fire), and the community at large.
PRIORITIES AND OBJECTIVES

DAVIS DOWNTOWN actively leads and energizes our Downtown businesses in an effort to maintain Downtown Davis as the primary business, entertainment, cultural, and social center of Davis.

OUR ORGANIZATIONAL FRAMEWORK is critical to the success of our organization and Downtown Davis. Our framework serves as an operational guideline and assists in identifying areas where resources, such as staff, time, and funds, can be allocated. It enables us to develop a consistent approach to business activities and serves as a guide for marketing, outreach, and advocacy efforts. More importantly, our framework provides our organization the freedom to adapt to the changing downtown landscape and the flexibility to take advantage of unique opportunities.

DAVIS DOWNTOWN FRAMEWORK

- Promote & publicize the events, services, and products offered Downtown.
- Advocate for consistent maintenance and expansion of Downtown’s aesthetic elements, including landscaping, trees, lighting, and public art.
- Assist with Chamber/Visit Yolo/City/UC Davis planning activities to reduce overlap and competition.
- Advise on City development ordinances, design guidelines, development fees, and the planning process.
- Incentivize optimization and full usage of Downtown property; both private and City-owned parcels.
- Advocate for zoning outside of Downtown to limit small office use in light industrial and R & D sectors of the city.
- Participate in the review of all City-owned Downtown parcels for potential higher uses.
- Identify and promote strategies to increase pedestrian and bicycle transportation to ease the flow of automobile traffic and provide ample parking.
- Encourage the establishment of exciting shopping opportunities and support the development of more retail space.
- Support construction and redevelopment in the Downtown to increase available office space.
- Encourage the development of more living units and an increase in the number of residents in or near Downtown Davis.
- Promote the establishment of more space for entertainment and the arts.
THE DAVIS DOWNTOWN BOARD OF DIRECTORS evaluates a variety of programs, efforts, and initiatives to determine how best to allocate organizational resources. We seek priorities that increase business opportunities for our member businesses while elevating the community as a whole.

2019-2020 BOARD PRIORITIES

• **ENGAGE, ACTIVATE, AND COMMUNICATE WITH MEMBERS AND PARTNERS** - Provide resources and staff time to enrich, deepen, and broaden relationships between Davis Downtown, member businesses, and partner organizations.

• **MARKETING, PROGRAMS, AND EVENTS** - Enhance and expand local and regional marketing, program, and event opportunities.

• **GENERAL PLAN UPDATE** - Assist the City of Davis in updating the Core Area Plan/General Plan to ensure the future growth and success of the Downtown and our community.

• **DOWNTOWN PARKING, ACCESS, AND MOBILITY** - Continue to address parking and mobility issues in Downtown Davis. Seek City Council support in allocating the resources necessary to implement the City Council approved Downtown Parking Task Force recommendations.

• **DOWNTOWN CLEANLINESS, SAFETY, AND AESTHETICS** - Brainstorm ideas, commit resources, and solicit support to improve the visual appeal, safety, and aesthetics of the Downtown.

• **COMMUNITY SUPPORT** - Collaborate with our social service provider partners and seek opportunities to meet the needs of all segments of our community.

• **BUSINESS INNOVATION AND DEVELOPMENT** - Continue to provide support for programs, initiatives, organizations, and events that encourage economic development and economic growth in and around Downtown Davis.
**Financials**

**DBID self-assessment fees** are collected by the City of Davis in conjunction with the annual Davis business license renewal process. DBID assessment fees paid by Downtown business and property owners are passed-through to Davis Downtown. The fees are used for marketing, advocacy, and events.

Davis Downtown develops and submits to the City of Davis an annual budget describing the estimated revenue and expenses for the year. Annual income from DBID fees vary from year-to-year depending upon a variety of factors such as local and national economic health, business mix in our Downtown, business activities, and consumer behavior. Annual expenses for Davis Downtown vary depending upon actual expenses, changes in priorities, and unique marketing and promotional opportunities.

Because of potential fluctuations in both revenue and expenses, Davis Downtown develops a financially responsible budget that allows us to continue operations in the event revenue falls below annual estimates and, conversely, allows us to expand our marketing and advocacy efforts if annual revenue exceeds expectations.

### Estimated Budget 2020-2021 (Snapshot)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated DBID Fees</td>
<td>$185,000</td>
</tr>
<tr>
<td>Estimated Total Income</td>
<td>$180,075*</td>
</tr>
<tr>
<td>Misc Expenses</td>
<td>2,750</td>
</tr>
<tr>
<td>General Admin</td>
<td>36,050</td>
</tr>
<tr>
<td>Marketing</td>
<td>37,800</td>
</tr>
<tr>
<td>Payroll</td>
<td>91,650</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$168,250</td>
</tr>
</tbody>
</table>

* $5,000 difference is due to:
  - Gift Card Program Income: $77,000
  - Gift Card Program Expense: $(82,000)

See Attachment A for complete budget information.

In 2020-2021, **Davis Downtown** will be working to build up its internal infrastructure to:

1. Serve the business community through greater transparency and communication.
2. Engage the visitors, residents and patrons of the Downtown through increased marketing.
3. Develop internal systems that take advantage of current technologies to improve efficiencies.
Marketing and Promotions are essential for attracting business and visitors to Downtown Davis. As the vibrant core of our community, businesses are attracted by the opportunities of owning a business in Downtown Davis. Visitors are attracted to the inviting and walkable downtown which is home to a variety of stores, restaurants, and services.

Davis Downtown Programs and Activities

- **Art About** - Brings residents and visitors from the surrounding region to Downtown Davis each month to enjoy the wonderful art and entertainment our community has to offer.
- **Treat Trail** - Downtown businesses open their doors and invite trick-or-treaters in for candies, goodies, and sometimes a good scare. Thousands of people from Davis and surrounding communities attend this distinctive Davis event.
- **Window Decorating Contest** - Downtown businesses decorate their storefronts in celebration of the Holidays. The additional lights and colors added to the festive shopping experience in Davis.

- **Happy Hour at Palm Court**
- **Shop Small Saturday**
- **Cool Cuisine Burger Battle**
- **Mix 96 Radio Promotion - Black Friday**
- **Ugly Sweater Contest**
- **1st Annual Wine Walk**
**MARKETING AND PROMOTIONS**

**SHOP AND SAVE AT THE BUSINESSES YOU LOVE IN DOWNTOWN DAVIS**

See all the deals at [http://davisdowntown.com/30-on-30/](http://davisdowntown.com/30-on-30/)

---

**30 on 30** - Shop at the businesses you know and love on the 30th of each month. Davis is a wonderful place to live and we want to remind you, the community, to think of our Downtown first and support our local businesses. On the 30th of each month, Downtown businesses will offer-up some exciting deals so you can head Downtown and enjoy all that our community has to offer.

---

**Davis Downtown Window Decorating Contest** - Going into its 8th year, the Davis Downtown Window Decorating Contest continues to thrill shoppers during the holiday season. Downtown businesses pull out all the stops to compete for having the “Best Holiday Window Decorations.” Lights, colors, and festive storefronts help bring shoppers to our Downtown both day and night from November through December. Our secret panel of judges and community members can vote for their favorite holiday window.

---

**Art About Wine Walk** - Davis Downtown turned the February Art About into an ultra successful wine walk. A community event for people to enjoy art, try local wine, and explore the downtown! Come to the February Wine Walk for Davis Downtown’s most successful Art About of the year! The perfect date night in Davis Downtown.
2nd Friday Art About - A monthly self-guided artwalk, exploring art installations and receptions at galleries, art co-ops, and businesses in Davis. This free event offers art, activities, live music, complimentary wine and refreshments, and opportunities to converse with featured artists.

Treat Trail / Dia de los Muertos

This wonderfully unique Downtown Davis tradition bring children to our Downtown to enjoy trick-or-treating in a safe and fun environment.

In recent years, this Halloween event has been expanded to include a Dia de los Muertos celebration. The combination of the two events has created a multi-cultural event for all ages and attracts visitors from across the region.

Rain or shine, join us on Halloween Day in Downtown Davis.
Promotional Partnerships

The marketing and promotion of Downtown Davis is a significant task; one that is made more effective through the development of partnerships with various organizations and groups in our community. Through these partnerships, Davis Downtown is able to better leverage our limited resources in support of our mission. We are also able to connect with a greater cross-section of our community when coordinating with our promotional partners.

Other Partnerships

Davis Downtown is constantly looking for events, activities, and organizations that help make Downtown Davis an exciting place to visit. Here are some of the partnerships supported and which we look forward to supporting in the future.

- Davis Odd Fellows
- Davis Music Fest
- Davis Shakespeare Ensemble
- Rock Band University
- Davis Discover
- Whole Earth Festival
- Bike Month
- Davis Farmers Market
- UCD Athletics
- UCD Fall Welcome
- Downtown Twinkle Lights
- Downtown Banners
- Downtown Open House
- Davis Arts Center
- Downtown Art and Murals
- Taste of Davis
- St. Baldrick’s Day
- Holiday Tree Lighting
- UCD Alumni Association
COMMUNITY ENGAGEMENT

Connecting with member businesses, residents of Davis, and visitors is essential to our marketing, promotion, and advocacy efforts. We are fortunate to have created an extensive electronic communications network that allows us to share rich and robust information in a near real-time manner. Our communication channels enable us to share information about what our Downtown has to offer.

Our website and social media resources provide us with the opportunity actively engage with the community and to listen to those who work and play in Downtown Davis. Using our online resources to engage with stakeholders allows us to better shape the direction of our organization and to better serve our community.

DavisDowntown.com
Showcases our member businesses, highlights activities in Downtown Davis.
• Avg. of 9,572 visits per month

Top Channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Visits (28 day summary)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Search</td>
<td>20.4%</td>
</tr>
<tr>
<td>Direct</td>
<td>68.8%</td>
</tr>
<tr>
<td>Referral</td>
<td>12.5%</td>
</tr>
<tr>
<td>Social</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

Facebook.com/DavisDowntown
• 9,323 Page Likes
• 516 visits (28 day summary)
• Avg. reach 950 (29 day summary)

Twitter.com/DavisDowntown
• 2,560 followers

Instagram.com/davis.downtown
(#DowntownDavis and #DavisDowntown)
• 1,012 followers.
• 11k+ hashtag posts.
Connecting customers with downtown businesses is an essential part of business success. Davis Downtown offers a variety of ways for downtown business to promote their business while helping keep downtown Davis the fun, vibrant, and exciting center of our community. These services can be used independently or in combination to provide greater marketing reach for little to no cost. Here are a few of the resources available to our member businesses.

**DavisDowntown.com** - The member business listing and the event calendar are the two main components of our website available to our members. Members can add customized business listings or special events that can be seen by over 7,000 visitors per month.

**Email Marketing** is one of the best ways to reach people who are interested in our fun and exciting downtown. Davis Downtown makes our email service available to our members. Businesses can use this free service to share special event information, to a growing list of downtown Davis fans.

**Social Media** allows us to connect with people from across the region quickly and easily. We gladly support our members through our social media channels.

**Davis Downtown Gift Card**

The Gift Card program encourages the sale and use of gift cards which can be used at any business within the DBID that accepts credit cards and is enrolled in the Gift Card program.

The 2018-2019 period involved the sale of 1,016 cards for a total of $53,968.00. Gift cards are dollars that might not otherwise be spent in Davis. Many cards are purchased from outside of Davis as gifts to local residents.

**Members can choose** from a number of free and/or affordable marketing opportunities available from Davis Downtown. Treat Trail - Window Decorating Contest - Davis-Twinkle Light Program - Shop Small Davis - Downtown Banners - Picnic Day - Holiday Tree Lighting - Fall Welcome - Wine walk, and more.
A GREAT PLACE TO BE - Downtown Davis is home to a thriving business district. Restaurants and retail provide for an exciting shopping and dining experience. New businesses continue to make Downtown Davis their home. Property owners are re-investing in our Downtown by upgrading properties with new façades or with new retail/office space which adds to the distinctively Davis Downtown experience.

As we move forward, we will continue to deliver on our marketing and advocacy promise to our membership. We will seek opportunities that will help with member success and that our Downtown continues to serve as the core of our community; a place rich with amenities, nightlife, and culture.

EXCITING EVENTS - Downtown Davis is home to a number of exciting events that take place throughout the year. These events bring thousands of visitors to our city and our Downtown on an annual basis and add to the excitement in Downtown Davis. In the coming year, we will continue to support successful Davis Downtown events and seek new event hosting opportunities either directly through Davis Downtown programs or through partnerships with the many local organizations that call our community and Downtown Davis their home.

The success of our established programs, such as ArtAbout and our Holiday programs, along with our new marketing endeavors such as Shop Small Davis, Council Celebrations, and select event sponsorships, has made Downtown Davis an attractive regional destination on a year-round basis.

DOWNTOWN PARTNERSHIPS - Davis Downtown attributes much of its success to the relationships we have developed over the years. By working in concert with the City of Davis, the Davis Chamber of Commerce, Visit Yolo, and other Downtown stakeholders, we are able to more easily achieve goals that benefit our community as a whole.

Our Board Priorities and Downtown Framework will serve as the foundation for developing joint priorities with our partner organizations. Through collaboration, we will continue to seek opportunities to move our priorities forward in support of Downtown Davis, the City of Davis, and Yolo County.

We continue to see positive results from participation in the 2x2 meetings with the City of Davis, the Davis Chamber of Commerce, and the Visit Yolo. The 2x2 meetings provide opportunities for open and candid discussion on important topics and assist in moving common objectives forward.

IN 2020-2021, DAVIS DOWNTOWN WILL BE WORKING TO BUILD UP ITS INTERNAL INFRASTRUCTURE TO:
1. SERVE THE BUSINESS COMMUNITY THROUGH GREATER TRANSPARENCY AND COMMUNICATION.
2. ENGAGE THE VISITORS, RESIDENTS AND PATRONS OF THE DOWNTOWN THROUGH INCREASED MARKETING.
3. DEVELOP INTERNAL SYSTEMS THAT TAKE ADVANTAGE OF CURRENT TECHNOLOGIES TO IMPROVE EFFICIENCIES.
THE YEAR AHEAD

A REGIONAL DESTINATION - Downtown Davis offers a distinctively local shopping, dining, and arts & entertainment experience which makes us an attractive regional destination. We expanded our reach and took advantage of regional online marketing opportunities. Leveraging Sacramento newspapers and promoting events through regional-focused online advertising helped us connect with communities outside of Davis. Our advertising goal for 2020 - 2021 will be to continue marketing the Downtown on a regional basis through print and online promotions. We hope to share our vibrant and exciting Downtown with visitors from across the region.

ENTREPRENEURIAL SPIRIT - Davis Downtown recognizes the benefit of creating an entrepreneurial environment in our Downtown. We have worked a number of years to make our Downtown walkable, bikeable, colorful, rich in experiences, and ultimately, attractive to new businesses. In 2020 - 2021 we will continue to facilitate the development of the entrepreneurial spirit in our Downtown.

MEMBER OUTREACH - Serving our members and our community hinges on our ability to connect with and understand the needs of our member businesses. This year we continued our efforts of connecting with our member businesses. We looked for ways to improve the visibility of our organization and our services to our members using email, social media, and direct mailers, and door-to-door visits. We will continue our outreach efforts in the coming year. With greater participation, we hope to better understand the needs of our members and properly serve those needs.

DOWNTOWN DAVIS IS THE HUB OF OUR COMMUNITY - It is home to a wide variety of retail, restaurants, services, professionals, and organizations that serve our local community and attracts visitors from across the region. Each and every downtown business plays an important role in the success of the Downtown. In the year ahead, we hope that we can support a variety of activities and programs that allow all of our member businesses to flourish.

We look forward to seeing you in Downtown Davis!