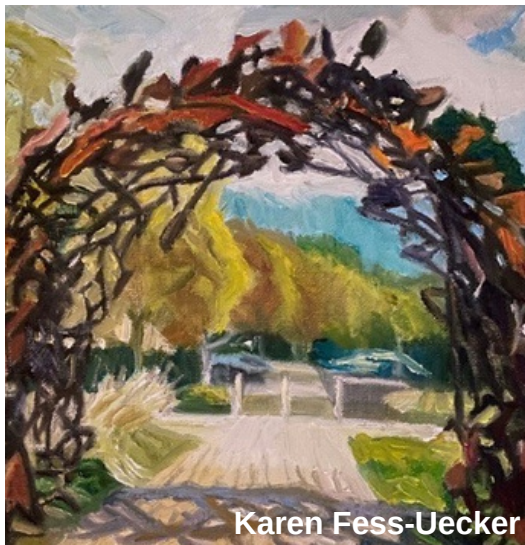


# 2024-2025

## Davis Downtown DBID Report

# POWERED BY THE PEOPLE



Davis Downtown



@Davis Downtown



@davis.downtown

PO Box 72497  
Davis, CA.  
95617

530-756-8763

info@davisdowntown.com  
www.davisdowntown.com

# 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.

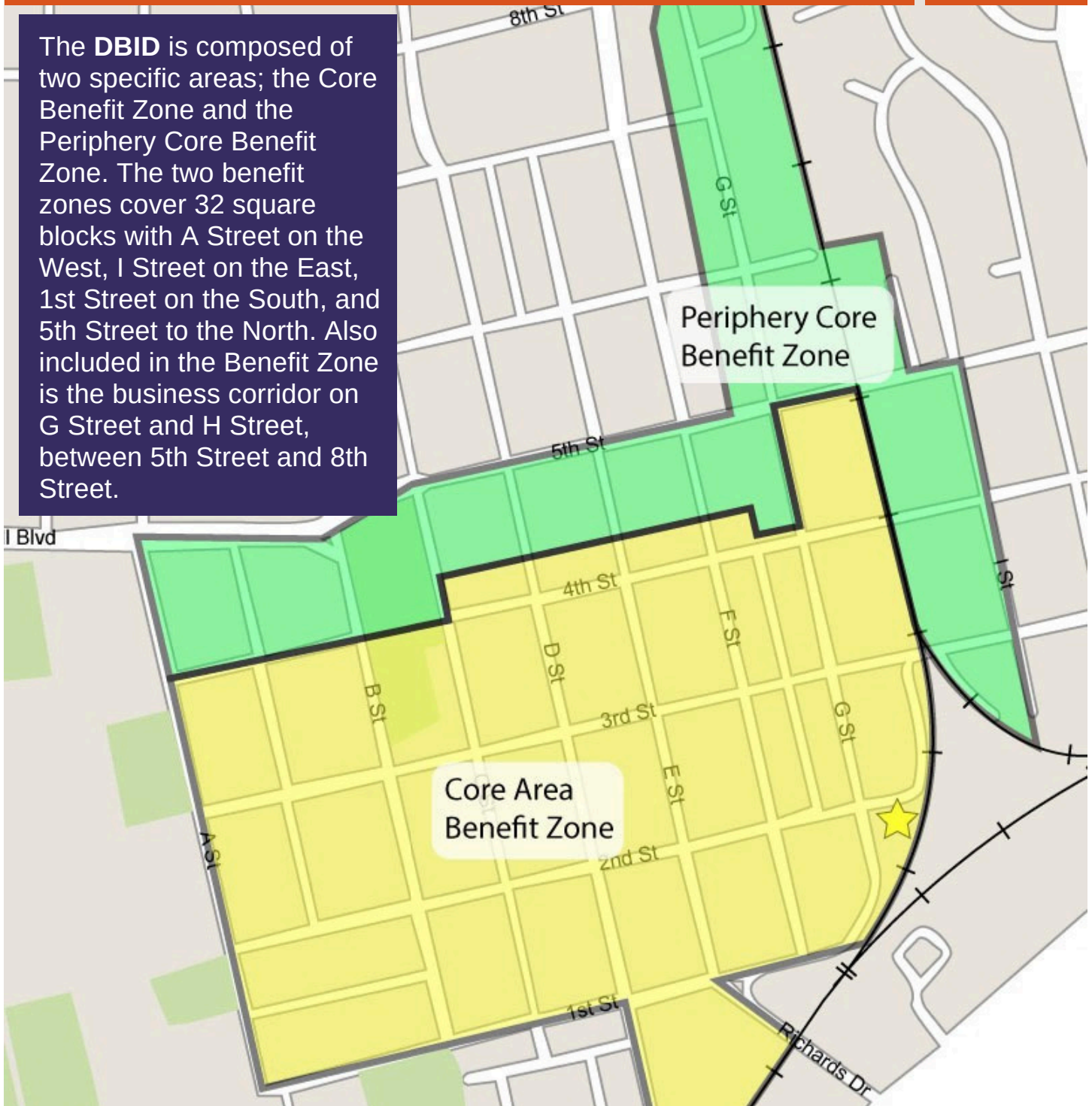
Group	Business Descriptions 2024	
BID I	Individual licenses held	48
BID II	Retail, manufacturing, and utilities	143
BID III	Services	123
BID IV	Professional and wholesalers	120
BID V	Financial institutions	5
BID VI	Branch location	8
BID VII	Commercial leasing businesses	90
BID VIII	Commercial leasing branch	12
Total		549



# 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.

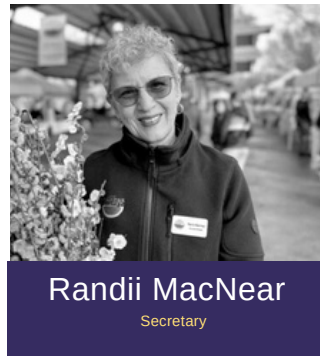
Alive with activity seven days a week, downtown Davis draws residents and visitors alike to experience fine food and wines, retail, services, arts, and entertainment in an extraordinary and sustainable gathering place.

# OUR TEAM 2024-2025

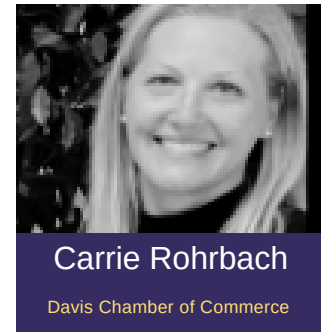
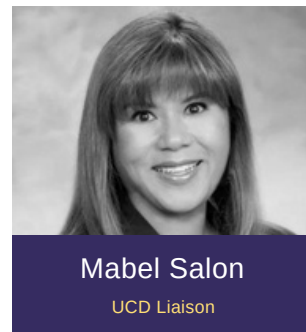
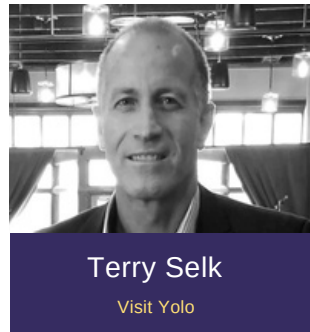
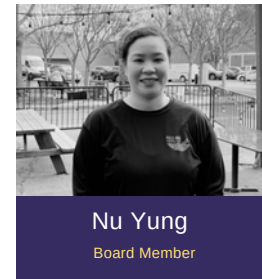


**DAVIS DOWNTOWN** accomplishes its administrative, advocacy, event organizing, and marketing activities with a small group of staff, consultants, and specialized contractors, a volunteer Board of Directors, and organizational Board Liaisons (representatives from the City of Davis, UC Davis, and the Yolo County Visitors Bureau).

## OFFICERS



## BOARD AND LIAISONS



# OUR TEAM 2024-2025



## STAFF



**Brett Lee**  
Executive Director



**Autum Foss**  
Event Coordination Consultant



**Patrick Curzon**  
Operations Assistant



**Heather Logan**  
Executive Assistant



**Shaylee Marr**  
Executive Assistant



**BGR Management**  
Marketing

# DAVIS DOWNTOWN COMMITTEES



**THE DAVIS DOWNTOWN BOARD OF DIRECTORS** rely on the efforts of its advisory committees to assist in the support and well-being of the Downtown Business Improvement District (DBID).

Davis Downtown advisory committees operate as work groups and provide two elements in downtown activities.

- 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.
- Advisory committees provide input and recommendations to the Board. Input and recommendations from the various committees helps the Board take appropriate action and 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.

## ***PLANNED ADVISORY COMMITTEES***

**THE VISIONING & CIVIC 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 and beautification. This committee’s meetings include discussion of parking and transportation issues on a regular basis.

**THE PARKING & TRANSPORTATION COMMITTEE** works with the City of Davis to understand, develop, monitor, and communicate information regarding downtown Davis transportation and parking utilization/policies, and their impact upon downtown businesses, employees, and customers. The committee meets regularly as part of the Visioning & Civic Relations Committee, but will also meet ad hoc to discuss any items that need to be addressed for further detail and/or action.

**THE MARKETING & OUTREACH COMMITTEE** assists in developing and executing marketing and outreach strategies to promote downtown Davis and its members. 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. The committee meets ad hoc.

# PRIORITIES & 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 progress and success of 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 to reduce strain on parking availability.
- 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.



# PRIORITIES & OBJECTIVES



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.

## CONTINUING BOARD PRIORITIES

- **Event Variety** - Continue to manage an assortment of activities and events that relate to various groups (diverse, family-friendly, student-centric, etc.); Drive additional revenue and assistance to member businesses; Create events to increase visibility and representation of the DDBA; Attract more local and regional visitors; Continue to support 2nd Friday ArtAbout.
- **Engage, Interact, and Communicate with Members and Partners** - Increase outreach and communication efforts toward new and existing members; Major effort to continue to grow and update our member contact databases & utilize newly implemented CRM software; Connect new and current members with resources and networking opportunities; Advocate on behalf of membership where appropriate; Increase participation of membership in our standing committees.
- **Beautification & Modernization of the Downtown Core** - Make progress on the revitalization of overall appearance and aesthetics; Assist City with planning modernization and more visual cohesion throughout the core; Deliberate solutions for more regular maintenance, repairs, and cleaning; Enhance downtown with locally sourced art; Determine use of the \$10,000 Beautification Fund (reimbursed by City); Address and work on solutions relating to crime and safety.
- **Marketing & Technology** - Enhance digital and social media management; Redesign and development of the DDBA website (modern look-and-feel, current content, key features, user-friendly interface); Stronger focus on a variety of target marketing campaigns; Gather analytics and resulting KPIs / ROI; Continue to assist member businesses in promoting sales, services, etc.; sponsorship acquisition.
- **Enhance Partnerships & Community Relations** - Maintain and continue to strengthen communications with our existing partners (City of Davis, UC Davis, Visit Yolo, Chamber of Commerce); Effectively work with City to complete projects; Establish new collaborative relationships within Davis and Yolo County; Strengthen volunteer recruitment methods and resulting assistance; Increase community involvement; Devise and implement a plan to break down language and culture barriers with member businesses; Work with organizations on homelessness issues.
- **Strengthen & Continue to Develop Board of Director Responsibilities** - Establish clear roles and functions of those that serve on the DDBA Board of Directors; Establish a renewed focus and determination regarding the needs of the downtown core; Strengthen standing committee participation and goals by DDBA Board of Directors
- **Streamline & Assess Administration** - Determine and address strengths and weaknesses within staffing; Provide refined support of organization's priorities and goals; Update legal and administrative documentation; Strengthen support staff while utilizing specialized independent contractors to fill gaps as necessary

A report on many related achievements will be presented at the Annual Meeting of DDBA Members in January 2025.



# 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. We will seek additional revenue sources to help bridge the gap in the budget if it appears we will be operating at an unacceptable deficit.

## Estimated Budget 2025-2026 (Snapshot)\*

Estimated DBID Fees for 2025-2026	\$230,000
City Beautification Support	\$10,000
Other Income	\$15,500
Estimated Total Income	\$255,500
Misc Expenses	\$1,800
General Admin	\$30,500
Marketing	\$114,220
Downtown Beautification	\$10,000
Payroll	\$98,975
Total Expenses	\$255,495

\*See Attachment A for complete budget information.



## Financial Reserves

Davis Downtown strives to remain financially responsible from year to year by maintaining sufficient financial reserves.

Target Reserves 2025-26 \$100,000



## Davis Downtown Gift Cards



Davis Downtown launched its brand new eGift Card program in June 2023, aimed to encourage people to gift and shop locally. The virtual gift card allows shoppers to spend them at any participating Davis Downtown merchant or restaurant, and offers the gift-giver the peace of mind that their money is supporting local businesses. Requests from the city, UC Davis, sporting leagues, schools, PTAs and others for this kind of card can now be fulfilled. Over 50 businesses covering many sectors are participating, with more certainly to join. Multiple marketing initiatives are occurring to promote the gift card to the community.

## 2nd Friday ArtAbout

This monthly self-guided artwalk invites the public to explore art installations and receptions at galleries, art co-ops, and businesses in downtown Davis. This free event offers art, activities, live music, and opportunities to converse with featured artists. The DDBA sponsors ArtAbout and collaborates in marketing efforts with The Pence Gallery and The Artery, two downtown businesses that coordinate the event.

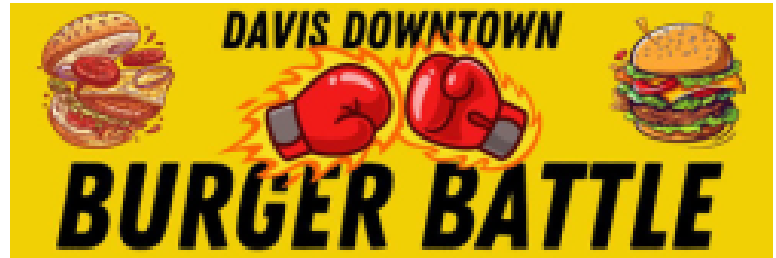


# MARKETING AND PROMOTIONS



## Burger Battle

In September 2024, the DDBA organized a Burger Battle among downtown restaurants to encourage visitors to try a variety of burgers and vote on their favorites. This fan favorite drives traffic to downtown and highlights the unique flavors and options our members serve.



## Summer Sweet Trail

Families tried sweet treats at many downtown businesses and collected stamps at each place they visited. They dropped their stamp cards in collection boxes and were entered in a raffle to receive prizes.

# MARKETING AND PROMOTIONS



## Treat Trail

DDBA's most popular event! Thousands of kids and families head downtown on Halloween to trick or treat at participating downtown businesses. This year, we are collaborating with PD, City of Davis, and UCD's Princess Pals to bring more activities downtown.



## Dive into Downtown

In late September, thousands of new UC Davis students were led on a tour of our downtown during orientation week. This was a great opportunity for our organization to talk directly with new students about our events and activities.

Our staff and volunteers obtained several hundred new email newsletter signups and social media followers during the event. In partnership with UC Davis and the City of Davis, this program brings first-year and transfer students downtown to explore and get introduced to a variety of businesses over multiple days.

## Coming Up This Year:

Shop Small Weekend Activities

Boba Battle

DDBA Annual Retreat - Planning and collaborating for the future

December Holiday Activities - 13th Annual Window Decorating Contest



## Shop Small Weekend

For the three days following Thanksgiving, dozens of merchants in downtown Davis celebrate Shop Small Weekend. The DDBA runs an annual marketing initiative that begins on Black Friday, includes Shop Small Saturday, and ends Sunday. Consumers that make purchases at participating businesses can turn in tickets toward prize drawings for Davis Downtown Gift Cards. The distribution of these gift cards further encourages patronage of downtown businesses, and the aggressive marketing campaigns exposes tens of thousands of potential downtown Davis customers to this special event.



## December to Remember

Throughout most of December, Davis Downtown's December to Remember provides a variety of activities to help bring people to downtown businesses and spark holiday spirit. This includes the 13th Annual Window Decorating Contest, a community favorite. The festivities commence on the night of the City of Davis' candlelight parade and annual tree-lighting ceremony in E Street Plaza.



# MARKETING AND PROMOTIONS

## *Coming in 2025*



### Friday Films and Food

Collaborating with Varsity Theatre & UCD Film to bring a movie night downtown. Partnering with downtown restaurants to offer a film and food “package” specifically for this Friday evening event.



### Roaster Road

Stroll downtown with a pocket map of all Downtown’s best coffee spots

### UCD Graduation Series

Celebrating the graduates of UCD

More details to come.



### Rediscover Downtown

Encouraging the community to come downtown and explore what Downtown has to offer throughout the summer.

More details to come.

### DDBA Annual Retreat

Planning the year ahead and making goals for the organization

More details to come.



# COMMUNITY ENGAGEMENT



Connecting with member businesses, residents of Davis, and visitors is essential to our marketing, promotion, and advocacy efforts. Our social media, website, and email list provide us with the opportunity to 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.



# DAVIS DOWNTOWN

## Facebook - @DavisDowntown

- 11,000 Page Likes
- 11,446 Page Followers
- 5,254 Post Reach (September)
- 1,182 Post Engagement (September)



## Davis Downtown

11K likes · 11K followers



See dashboard

## Performance

Daily

Cumulative



### Reach ⓘ

27.6K ↑ 20.3%

### Content interactions ⓘ

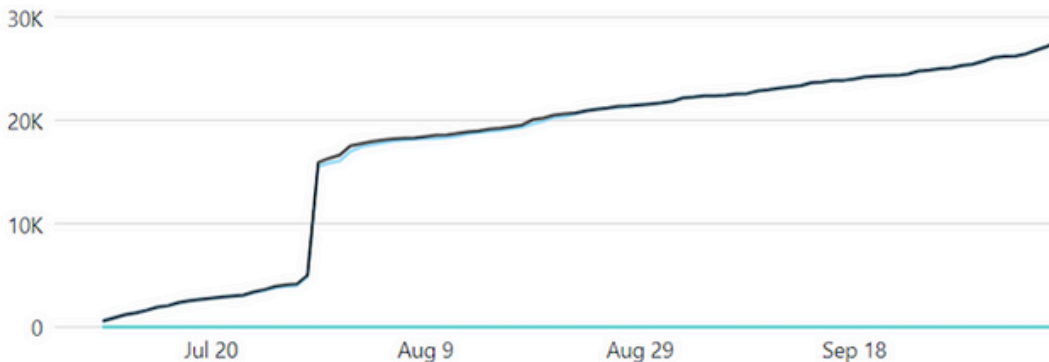
1K ↑ 29.4%

### Followers ⓘ

Lifetime  
11.4K

### Link clicks ⓘ

12 ↓ 33.3%



## Reach breakdown

Total

27,650 ↑ 20.3%

From organic

27,650 ↑ 23.7%

From ads

0 0%

— Reach — From organic — From ads

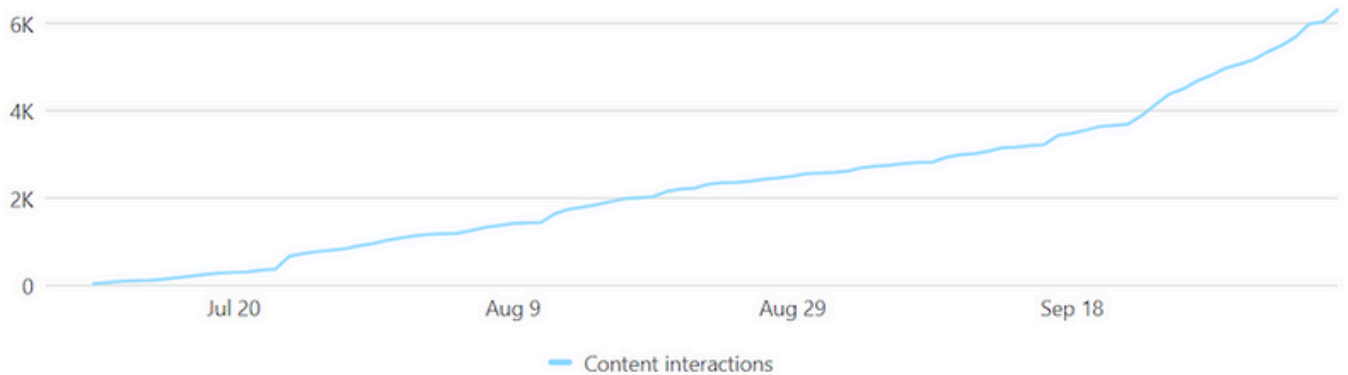
# COMMUNITY ENGAGEMENT




**davis.downtown**  
 1,039 posts    6,610 followers    1,297 following  
 Davis Downtown  
 Shopping District  
 Your official guide to the quirks of #DavisDowntown 🐾  
 Learn about upcoming events! 📌  
[linktr.ee/DavisDowntown?fbclid=IwAR1qh...](https://linktr.ee/DavisDowntown?fbclid=IwAR1qh...)

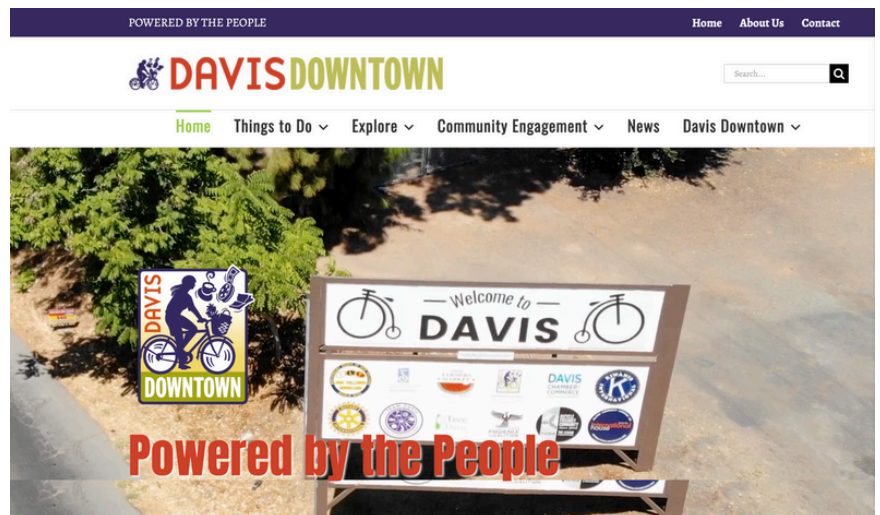
- Instagram - @Davis.Downtown**
- 6,610 Followers
  - 9.6% Follower Growth Rate Increase
  - 130,713 Impressions
  - 19.5% Interactions Increase

Reach 16.4K ↑ 32.4%  
 Content interactions 6.3K ↑ 39.1%  
 Followers Lifetime 6.6K  
 Link clicks 0 0%



- Website - DavisDowntown.com**
- 22,374 Visitors
  - 21,871 Engagements
  - 53,387 Page Views

*\*Period: Jan 1, 2024 - Oct 5, 2024*





# COMMUNITY ENGAGEMENT



# DAVIS DOWNTOWN

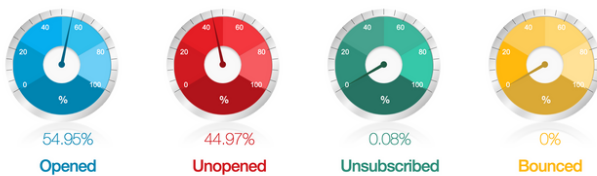
## Email Marketing Sends

- 77,273 emails sent
- 39,516 emails opened
- 0.03% Unsubscribed

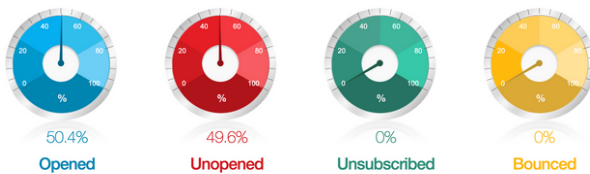
## Email Marketing Subscribers

- 2,285 Friends of Downtown
- 884 Members
- 628 Subscriber Increase

### Average Campaign Performance



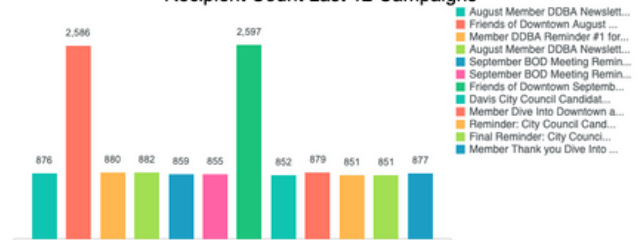
### Friends of Downtown



### Members



### Recipient Count Last 12 Campaigns



### Newsletter Highlights

- Last Chance to Enter This Year's Burger Battle!
- The Latest G Street Updates
- Upcoming Events in downtown Davis
- Marketing Tip of the Week
- Share Your Labor Day Promos With Us

## Welcome to the latest edition of our Member Newsletter!

Hello DDBA Members! As we head into the final stretch of summer, there's plenty to keep the momentum going in downtown Davis! In this week's newsletter, we've got all the juicy details, starting with your last chance to enter this year's sizzling Burger Battle — don't miss out on the fun! We're also bringing you the latest updates on G Street, a roundup of upcoming events that you won't want to miss, and our Marketing Tip of the Week to help your business shine. Plus, with Labor Day just around the corner, now's the perfect time to share your special promos with us so we can help spread the word and support your businesses. Dive in below!

## Battle of the Buns: Who Will Take the Patty Prize?



# THE YEAR AHEAD



**Downtown Davis is home to a thriving business district.** Restaurants and retail provide for an exciting shopping, dining, and arts & entertainment 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 so that our downtown continues to serve as the core of our community; a place rich with amenities, nightlife, and culture.

We will continue to expand our reach and take advantage of regional online marketing opportunities while strengthening our partnership with the Visit Yolo team. Promoting events through regional-focused online advertising and social media following will continue to help us connect with the public outside of Davis. We will continue to share our vibrant and exciting downtown with visitors from across the region.

We plan to implement more dedicated marketing programs that center around our Davis Downtown eGift Card, encouraging the community and beyond to shop locally. New and evolving digital marketing strategies will be employed to increase our reach, develop our audiences, and measure results.



# THE YEAR AHEAD



## CREATING A CLEANER, SAFER, & INCLUSIVE DAVIS

The DDBA plans to commit resources and solicit support from the City of Davis to improve the visual appeal, safety, and aesthetics of the downtown. Our relationship with Downtown Streets Team will evolve and strengthen, and the program will continue to build teams that restore dignity, inspire hope, and provide a pathway to recovery from homelessness as their members engage in downtown beautification and clean-up projects.



## EVENTS THAT ENGAGE

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. Our organization continues to support and promote successful events and seeks new opportunities either directly through internal programs or through partnerships/collaborations with the many local organizations that call our community and downtown Davis their home.

# THE YEAR AHEAD



## PARTNERSHIPS & ENTREPRENEURISM

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, UC Davis, Visit Yolo, the Davis Chamber of Commerce, and other downtown stakeholders, we are able to more easily achieve goals that benefit our community as a whole. Thinking collectively and innovatively, we plan on strengthening and expanding these partnerships in the coming year, with a strong emphasis on collaborative initiatives with other local nonprofit organizations.

We are looking forward to continuing our partnership with the City of Davis on the G Street Activation Project. A redesigned gateway into our downtown between 2nd & 3rd Streets will result in aesthetically pleasing dining patios, numerous entertainment and artistic amenities, improved lighting, and a safe walking and biking corridor that is sure to attract local residents and visitors alike.



Davis Downtown recognizes the benefit of creating an entrepreneurial environment in our downtown. We have worked for a number of years to make our downtown walkable, bikeable, colorful, rich in experiences, and ultimately, attractive to new businesses. In 2025, we will continue to facilitate the development of the entrepreneurial spirit in our downtown.

***We look forward to seeing you in downtown Davis!***

# ATTACHMENT A

## Budget 2025-2026

### February 2025 - January 2026

	Budget
<b>Income</b>	
4010 BID Fees	\$230,000.00
4020 Miscellaneous Income	\$2500.00
4050 City Beautification Support	\$10,000.00
4060 Sponsorship / Events / Programs	\$10,000.00
<b>Total Income</b>	<b>\$252,500.00</b>

<b>Expenses</b>	
5100 COMMITTEES (Header Account)	
5110 Visioning & Civic Relations Committee	\$0.00
5120 Marketing & Outreach Committee	\$120.00
5130 Parking & Transportation Committee	\$120.00
5140 Bar & Restaurant Committee	\$0.00
<b>Total 5100 COMMITTEES (Header Account)</b>	<b>\$240.00</b>

5200 GENERAL ADMINISTRATION (Header Account)	
5201 Accounting / Taxes / Bookkeeping Fees	\$7,200.00
5202 Admin. Software / Subscriptions	\$1,200.00
5203 Bank / Merchant Charges	\$100.00
5204 Benefit Management	\$0.00
5205 Consulting Services	
5206 Gifts	\$0.00
5207 Operating Insurance / Dues	\$5,750.00
5208 Maintenance/Office	\$960.00
5209 Meetings	\$250.00
5210 Constituent Management	\$600.00
5211 Memberships	\$250.00
5212 Phone / Internet	\$1,300.00
5213 Postage / PO Box	\$600.00
5214 Professional Dev. / Training	\$240.00

5215 Rent	\$8,100.00
5216 Retreat	\$250.00
5217 Supplies / Office	\$500.00
5218 Taxes Filing Fees	\$200.00
5219 Technology / Tech Support	\$0.00
5220 Transportation & Travel	\$1800.00
5221 Utilities	
<b>Total 5200 GENERAL ADMINISTRATION (Header Account)</b>	<b>\$30,500.00</b>
5400 MARKETING / PROMOTIONS (Header Account)	
5401 Contractors (Header Account)	
5402 Event Coordination / Management	\$22,000.00
5403 Communications & Public Relations	\$3,600.00
5404 Social Media Management	\$45,000.00
5405 Planning & Analysis	\$24,000.00
5406 Fundraising	
<b>Total 5401 Contractors (Header Account)</b>	<b>\$94,600.00</b>
5407 Marketing Software / Subscriptions	\$1,800.00
5408 Online/Digital Advertising	
5409 Event Fees / Insurance	\$720.00
5410 Print Advertising	\$1,500.00
5411 Materials / Supplies	\$2,000.00
5412 Prizes / Awards	\$1,000.00
5413 Promotional Products	\$1,800.00
5414 Specialty Services	\$2,400.00
5415 Sponsorships / Collaborations	\$8,400.00
<b>Total 5400 MARKETING / PROMOTIONS (Header Account)</b>	<b>\$114,220.00</b>
5500 PAYROLL (Header Account)	
5510 Staff (Header Account)	
5511 Executive Director	\$74,375.00
5512 Project Coordinator	\$0.00
5513 Interns	\$0.00
Marketing & Events Coordinator	\$15,000
<b>Total 5510 Staff (Header Account)</b>	<b>\$89,375.00</b>
5520 Employer Payroll Taxes	\$6000.00
5530 Health Benefits	\$2,400.00
5540 HR and Payroll Services	\$1,200.00
5550 Employee Reimbursements	\$0.00
<b>Total 5500 PAYROLL (Header Account)</b>	<b>\$98,975.00</b>

5720 Thursdays in The Davisphere (TITD) Expense	
5730 Safer Davis CPTED Grants Program	
5740 Downtown Beautification	\$10,000.00
5900 QuickBooks Payments Fees	\$600.00
6000 Uncategorized Expense	\$960.00
<b>Total Expenses</b>	<b>\$255,495.00</b>
Other Income	
7000 Gift Card Program	\$0.00
7010 Gift Card Program Income	\$0.00
7020 Gift Card Program Expense	\$0.00
<b>Total 7000 Gift Card Program</b>	<b>\$0.00</b>
7100 Bank Interest	\$3000.00
7200 Refunds & Returns	\$0.00
<b>Total Other Income</b>	<b>\$3000.00</b>
Other Expense	
7300 Depreciation	\$0.00
7400 Disputed Charges	\$0.00
7900 Reconciliation Discrepancies	\$0.00
<b>Total Other Expenses</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$5.04</b>