

2025-2026

Davis Downtown DBID Annual Report

POWERED BY THE PEOPLE



Davis Downtown



@Davis Downtown



@davis.downtown

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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.

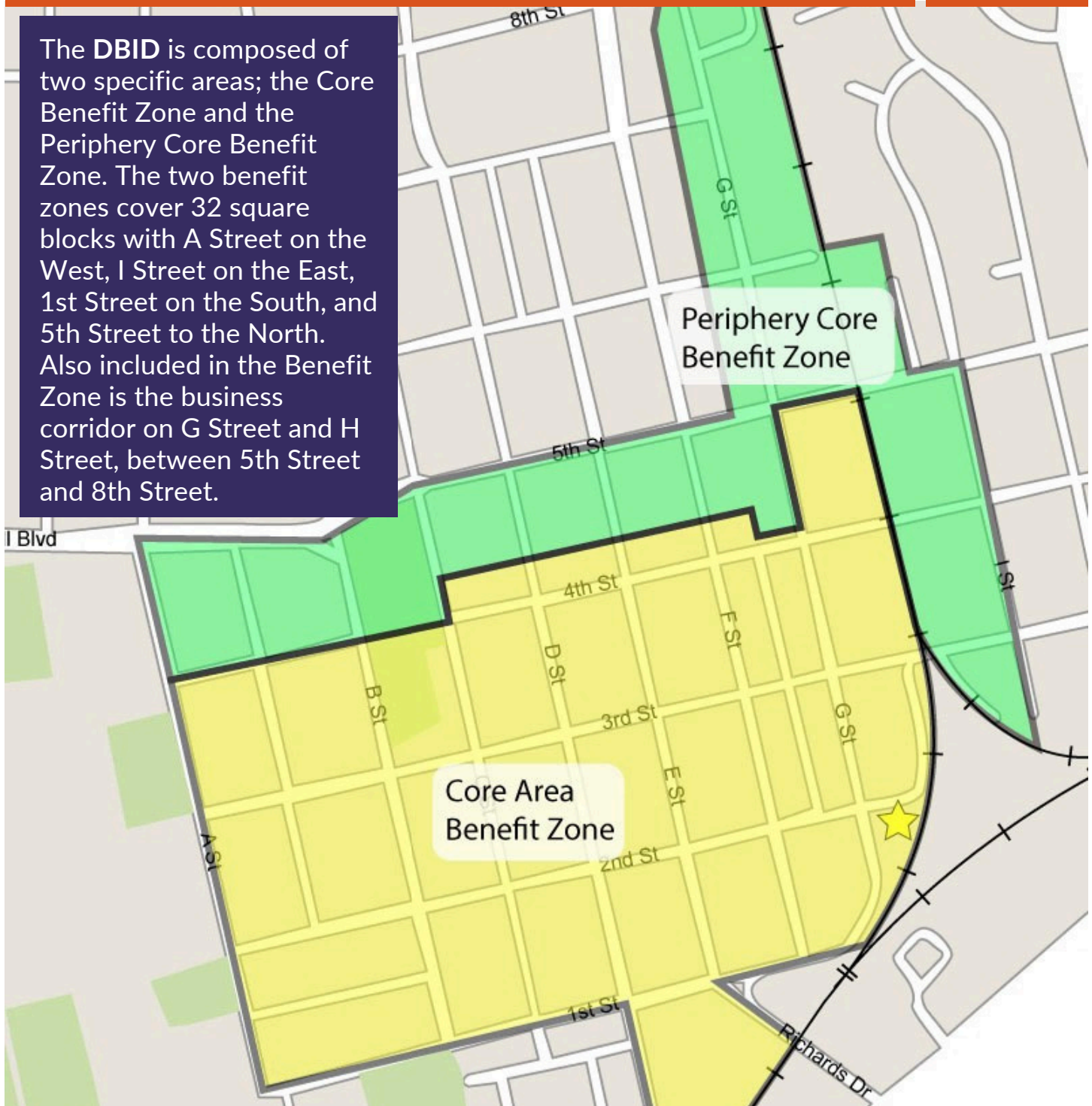
Group	Business Descriptions 2025	Estimates
BID I	Individual licenses held	48
BID II	Retail, manufacturing, and utilities	143
BID III	Services	123
BID IV	Professional and wholesalers	120
BID V	Financial institutions	5
BID VI	Branch location	8
BID VII	Commercial leasing businesses	90
BID VIII	Commercial 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 2025-2026



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



Kevin Wan
President



Nate Yungvanitsait
Vice President



Donbi Kim
Treasurer



Brett Marasca
Secretary

BOARD MEMBERS & LIAISONS



Marcus Marino
Board Member



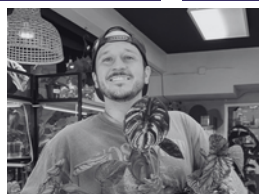
Kyler Klingberg
Board Member



Paul Takushi
Board Member



Nu Yung
Board Member



Lawrence Groves
Board Member



Ezra Beeman
Board Member



Tim Mech
Board Member



Katie Yancey
City Liaison



Terry Selk
Visit Yolo



Kelly Rivas
UCD Liaison



Carrie Rohrbach
Davis Chamber of Commerce

OUR TEAM 2025-2026



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.

CURRENT COMMITTEES

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 MARKETING & OUTREACH COMMITTEE assists in developing and executing marketing and outreach strategies to promote downtown Davis and its members. This committee will continue to work on ensuring as many businesses as possible are engaged with the downtown and understand the different opportunities they have.

THE BY-LAW REVISION COMMITTEE is tasked with providing recommended changes to our by-laws to make them better reflect the current environment we are operating in (eg zoom meetings, definition of eligible directors, etc.).

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 database; 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 2026.

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 2026-2027 (Snapshot)*

Estimated DBID Fees for 2025-2026	\$270,000
City Beautification Support	\$10,000
Other Income	\$15,300
Estimated Total Income	\$295,300
Misc Expenses	\$2,480
General Admin	\$35,250
Marketing	\$111,120
Downtown Beautification	\$10,000
Payroll	\$136,175
Total Expenses	\$295,025

*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 2026-27 \$100,000

MARKETING AND PROMOTIONS



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



Dad's & Grad's Pub Crawl

Dad's & Grad's joined us for an evening of festive fun, local flavor, and memorable moments on tap! Whether they were raising a glass to graduation, honoring Father's Day, or just toasting to summer, the 2025 Dads & Grads Pub Crawl was the ultimate way to kick off the season.

Participants enjoyed drink specials, raffle giveaways, and great vibes as they visited some of Downtown Davis' favorite venues.



Day in Downtown



Day in Downtown is a new community-driven event happening quarterly at various downtown locations. Organized by fellow downtown businesses, this event is designed to spotlight and celebrate the vibrant mix of shops, makers, and local organizations that make our district unique. Over 40 local vendors lined the street to provide a one of a kind experience for attendees.

Downtown Discovery Fest

Downtown Discovery Fest was August 16-23 and was a an event full of family fun! We celebrated the last month of summer with: Family-friendly activities, Spotlights on local businesses, a Downtown Business Photo Tag Challenge and an opportunity to count the squares on G Street's platform for a chance to win prizes.

MARKETING AND PROMOTIONS



Downtown at Dusk

DRC Creatives, Davis Downtown, City of Davis, & Club 420 present: Downtown at Dusk – a bi-weekly celebration of music, art, and community on G Street. This is the perfect Thursday night plan. Whether you're ready to groove to live music, discover local art, grab a bite and a drink, or just soak up the community vibe—Downtown at Dusk is your reason to head to G Street.



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:

Treat Trail

Shop Small Weekend Activities

Burger Battle

December Holiday Activities - 15th Annual Window Decorating Contest

Film Friday's at Varsity Theatre

MARKETING AND PROMOTIONS



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. We plan on hosting a live scavenger hunt hiding gift cards throughout downtown!



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 15th Annual Window Decorating Contest, a community favorite. There will even be a holiday burger battle! The festivities commence on the night of the City of Davis' candlelight parade and annual tree-lighting ceremony in E Street Plaza.



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

- 12,054 Page Likes
- 111.1k Post Reach (September)
- 775 Post Engagement (September)

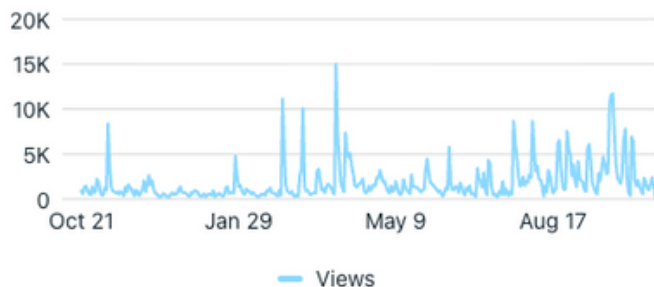


Davis Downtown

12K followers · 311 following

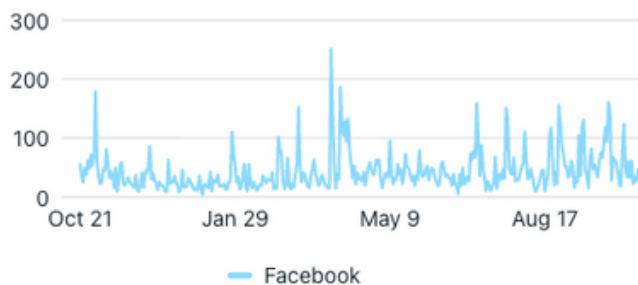
Views ⓘ

667.4K

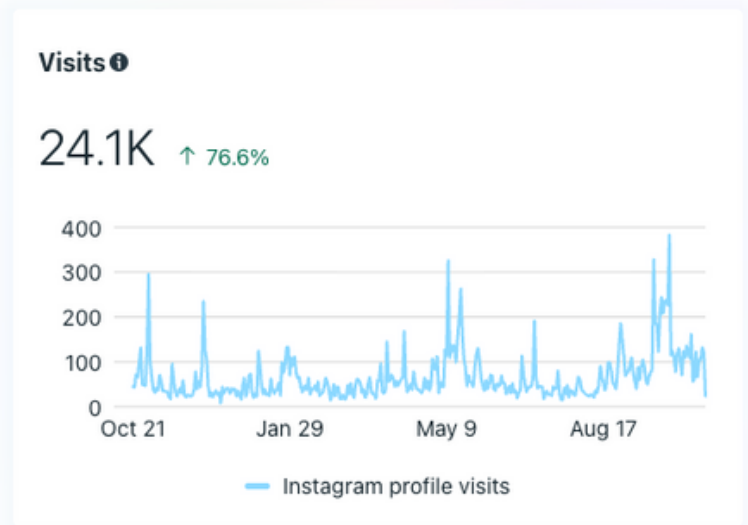


Visits ⓘ

15.9K ↑ 31.7%



COMMUNITY ENGAGEMENT



Instagram - @Davis.Downtown

- 9,162 Followers
- 165% Follower Growth (September)
- 215.1k Views (September)
- 5.2k Interactions (September)

Website - DavisDowntown.com

- 22,374 New Visitors
- 22,847 User Engagements
- 43,643 Page Views

**Period: Jan 1, 2025 - Oct 14, 2025*

Top pages/screens

PAGE TITLE AND SCREEN C...	VIEWS
Home - Davis Downtown	13K
Parking - Davis Downtown	6.7K
2nd Friday ArtAbout - Davis D...	2.2K
Dive into Downtown - Davis Do...	1.7K
Calendar - Davis Downtown	989



COMMUNITY ENGAGEMENT








DAVIS DOWNTOWN

Email Marketing Sends

- 97,314 emails sent
- 53,447 emails opened
- 0.02% Unsubscribed

Email Marketing Subscribers

- 2,359 Friends of Downtown
- 852 Members
- 224 Subscriber Increase

Metric	Email
Total Recipients	97.3K  375.5%
Unique Opens	53.4K  416.7%
Open Rate	55.3%  8.5%
Unique Clicks	1.16K  201.6%
Click Rate	1.2%  36.7%

*Period: Jan 1, 2025 - Oct 15, 2025

☀️ What's Happening in Downtown Davis



🎷 Thirteenth Annual Davis Jazz Beat Festival - Tomorrow!

Get ready to swing into the rhythm of Davis! Join us Saturday, October 11th, at the John Natsoulas Gallery for a full day celebrating the heart and soul of jazz.

🌟 Experience live performances from incredible local and regional jazz artists, enjoy vibrant art displays, and soak up the creative energy that makes this annual tradition one of Davis's most anticipated cultural events.

📍 John Natsoulas Gallery | Downtown Davis
📅 Saturday, October 11, 2025
🎵 All Ages Welcome - Free Admission

THE YEAR AHEAD



Downtown Davis is home to an inviting 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 are working with ASUCD to create a discount program for students. This program will be promoted by both the DDBA and the ASUCD.

Our goal is to create a downtown that is a fun destination for long time residents and new students alike.

We want the answer to the question “what do you want to do today?” to be “let’s head downtown, there’s always something going on there”



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.



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. We are working with the City to increase the number of aesthetically pleasing dining patios, increase the numerous entertainment and artistic amenities. In addition we are working to improve lighting, to create 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 2026, we will continue to facilitate the development of the entrepreneurial spirit in our downtown.

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

Budget vs. Actuals_Budget_FY27_P&L_Report

February 1,2026-January31,2027

DISTRIBUTION ACCOUNT	FEB 2026 - JAN 2027		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
Income				
4010 BID Fees		270,000.00		270,000.00
4020 Miscellaneous Income		2,500.00		2,500.00
4030 Thursdays in The Davisphere (TITD) Income		0.00		0.00
4040 CPTED Grants Program		0.00		0.00
4050 City Beautification Support		10,000.00		10,000.00
4060 Sponsorship / Events / Programs		10,000.00		10,000.00
4070 Markup		0.00		0.00
4900 Uncategorized Income		0.00		0.00
4910 Unapplied Cash Payment Income		0.00		0.00
4920 Billable Expense Income		1,000.00		1,000.00
Sales of Product Income		0.00		0.00
		293,500.00		\$293,500.00
Total for Income				
Cost of Goods Sold				
Gross Profit		293,500.00		\$293,500.00
Expenses				
5100 COMMITTEES (Header Account)				
5110 Visioning & Civic Relations Committee		120.00		120.00
5120 Marketing & Outreach Committee		120.00		120.00
5130 Parking & Transportation Committee		120.00		120.00
5140 Bar & Restaurant Committee		120.00		120.00
Total for 5100 COMMITTEES (Header Account)		480.00		\$480.00
5200 GENERAL ADMINISTRATION (Header Account)				
5201 Accounting / Taxes / Bookkeeping Fees		7,200.00		7,200.00
5202 Admin. Software / Subscriptions		1,000.00		1,000.00
5203 Bank / Merchant Charges		100.00		100.00
5204 Benefit Management		0.00		0.00
5206 Gifts		0.00		0.00
5207 Operating Insurance / Dues		6,750.00		6,750.00
5208 Maintenance/Office		500.00		500.00
5209 Meetings		450.00		450.00
5210 Constituent Management		250.00		250.00
5211 Memberships		2,000.00		2,000.00
5212 Phone / Internet		1,400.00		1,400.00
5213 Postage / PO Box		600.00		600.00
5214 Professional Dev. / Training		1,250.00		1,250.00
5215 Rent		8,100.00		8,100.00
5216 Retreat		250.00		250.00
5217 Supplies / Office		500.00		500.00

Budget vs. Actuals_Budget_FY27_P&L__Report

February 1,2026-January31,2027

DISTRIBUTION ACCOUNT	FEB 2026 - JAN 2027		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
5218 Taxes Filing Fees		200.00		200.00
5219 Technology / Tech Support		1,500.00		1,500.00
5220 Transportation & Travel		800.00		800.00
5221 Utilities		2,400.00		2,400.00
Totalfor5200GENERALADMINISTRATION (Header Account)		35,250.00		\$35,250.00
5400 MARKETING / PROMOTIONS (Header Account)				
5401 Contractors (Header Account)		9,000.00		\$9,000.00
5402 Event Coordination / Management		22,000.00		22,000.00
5403 Communications & Public Relations		0.00		0.00
5404 Social Media Management		36,000.00		36,000.00
5405 Planning & Analysis		19,000.00		19,000.00
5406 Fundraising		0.00		0.00
Totalfor5401Contractors (Header Account)		86,000.00		\$86,000.00
5407 Marketing Software / Subscriptions		600.00		600.00
5409 Event Fees / Insurance		720.00		720.00
5410 Print Advertising		1,500.00		1,500.00
5411 Materials / Supplies		2,000.00		2,000.00
5412 Prizes / Awards		1,500.00		1,500.00
5413 Promotional Products		1,800.00		1,800.00
5414 Specialty Services		2,000.00		2,000.00
5415 Sponsorships / Collaborations		15,000.00		15,000.00
		111,120.00		\$111,120.00
Totalfor5400MARKETING / PROMOTIONS (Header Account)				
5500 PAYROLL (Header Account)				
5510 Staff (Header Account)				
5511 Executive Director		74,375.00		74,375.00
5512 Project Coordinator		42,000.00		42,000.00
5513 Interns		3,000.00		3,000.00
5514 Marketing & Events Coordinator		0.00		0.00
Totalfor5510Staff (Header Account)		119,375.00		\$119,375.00
5520 Employer Payroll Taxes		9,000.00		9,000.00
5530 Health Benefits		7,200.00		7,200.00
5540 HR and Payroll Services		600.00		600.00
5550 Employee Reimbursements		0.00		0.00
Totalfor5500PAYROLL(Header Account)		136,175.00		\$136,175.00
5720 Thursdays in The Davisphere (TITD) Expense		0.00		0.00
5730 Safer Davis CPTED Grants Program		0.00		0.00
5740 Downtown Beautification		10,000.00		10,000.00
5750 Purchases		0.00		0.00
5900 QuickBooks Payments Fees		0.00		0.00

Budget vs. Actuals_Budget_FY27_P&L_Report

February 1,2026-January31,2027

DISTRIBUTION ACCOUNT	FEB 2026 - JAN 2027		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
6000 Uncategorized Expense		2,000.00		2,000.00
6010 Unapplied Cash Bill Payment Expense		0.00		0.00
Legal		0.00		0.00
TotalforExpenses		295,025.00		\$295,025.00
Net Operating Income		-1,525.00		-\$1,525.00
Other Income				
7000 Gift Card Program		0.00		\$0.00
7010 Gift Card Program Income		0.00		0.00
7020 Gift Card Program Expense		0.00		0.00
Total for 7000 Gift Card Program		0.00		\$0.00
7100 Bank Interest		1,800.00		1,800.00
7200 Refunds & Returns		0.00		0.00
Total for Other Income		1,800.00		\$1,800.00
Other Expenses				
7300 Depreciation		0.00		0.00
7400 Disputed Charges		0.00		0.00
7900 Reconciliation Discrepancies		0.00		0.00
Totalfor OtherExpenses		0.00		\$0.00
Net Other Income		1,800.00		\$1,800.00
Net Income		275.00		\$275.00