

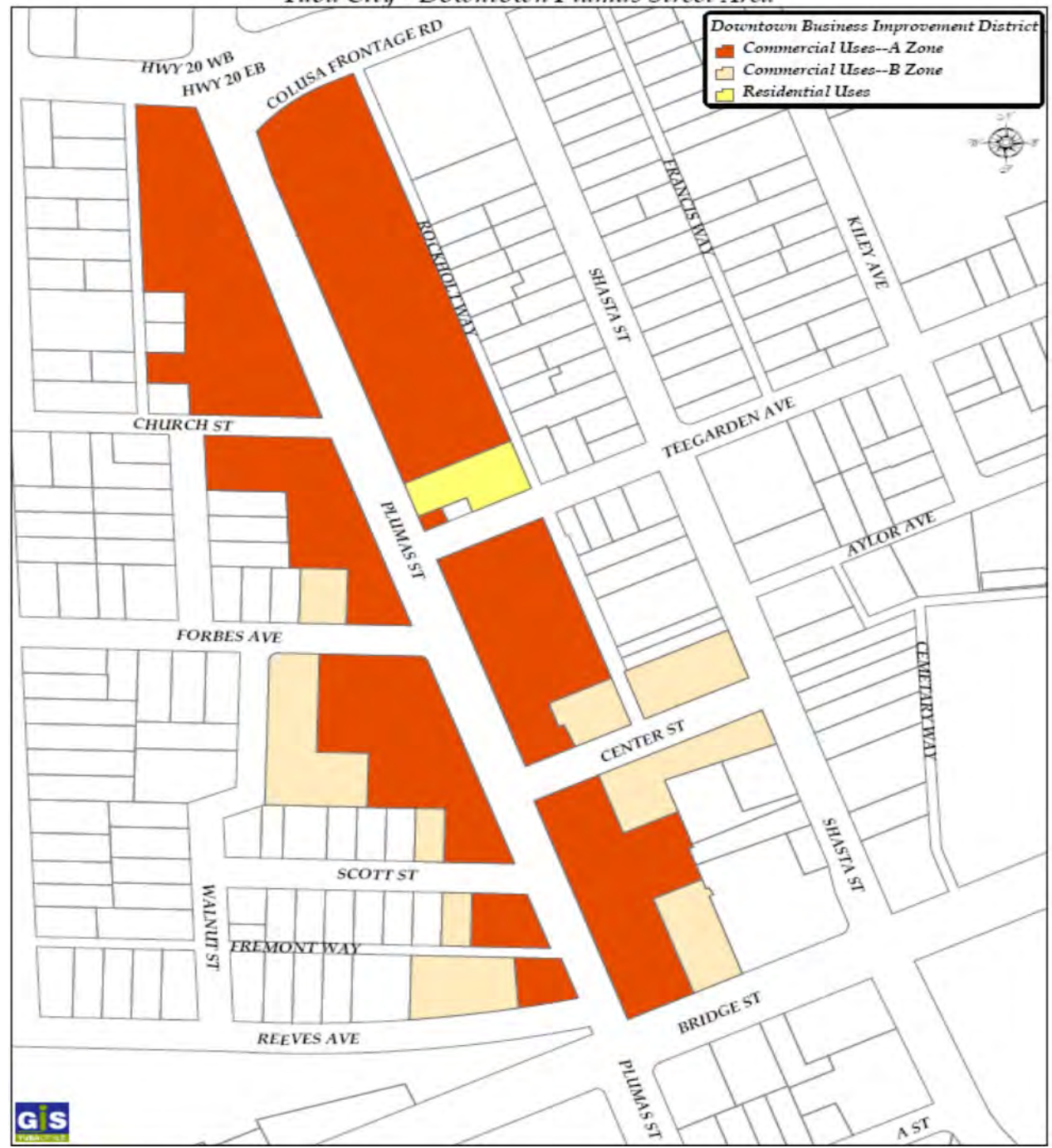
Yuba City Downtown Business Association

Annual Report 2018-2019

Shop Dine Stroll



Yuba City - Downtown Plumas Street Area



**List of 2019-2020 Directors and Committee Members
of the Yuba City Downtown Business Association**

2019-2021 YCDBA Officers

President – Sandee Drown, The Happy Viking
Vice President – Ryan Henshaw, Henshaw
Treasurer – Cameo Arrasmith, Sawyer’s Sweet Spot
Secretary – Danielle Blackmer, Oro Jewelry & Loan

2019-2020 YCDBA Board of Directors

Chris Carothers, Results Radio
Joe Federico, Sutter Buttes Brewing
JJ Huskey ~ AFC 360 Financial
Steve McCarthy, eXp Realty
Cindy Paine ~ Paine Properties
Teresa Schmidt ~ Twin Cities Flooring
Ken Wood, New Wave Hearing

2019-2020 YCDBA COMMITTEE CHAIRS AND MEMBERS

Executive/Finance

Chair: Sandee Drown– *The Happy Viking*
Ryan Henshaw - Henshaw Insurance
Cameo Arrasmith – *Sawyer’s Sweet Spot*
Danielle Blackmer – Oro Jewelry & Loan

Events

Chair: Theresa Schmidt – Twin Cities Floor Covering
Danielle Blackmer – Oro Jewelry & Loan
Chris Carothers – Results Radio
Sandee Drown – *The Happy Viking*
Olivia Huskey – Exp Reality
Cindy Paine – Paine Properties
Tim Styczynski – Bridge Coffee Company
Natalie Syverson - Natalie Syverson Photography
Kevin Young – DJ Kev

Marketing

Chair: JJ Huskey – AFC 360
Cameo Arrasmith – *Sawyer’s Sweet Spot*
Sandee Drown- *The Happy Viking*
Ryan Henshaw– *Henshaw Insurance*
Steve McCarthy – eXp Realty
Cindy Paine - Paine Properties
Ken Wood – New Wave Hearing

2018-2019 Accomplishments of the Yuba City Downtown Business Association

Mission of the Organization:

The mission of the Yuba City Downtown Business Association is to preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.

City of Yuba City

- Attended City Council meetings when issues of downtown are on the agenda.
- A DBA Board Member would present to the Council when necessary and would update membership to items pertaining to the Downtown via communication at Board Meetings, Committee meetings, email, newsletter and direct mail as needed
- Presented the Annual BID Renewal Report in November 2018

Community Involvement

- April - Bunny Hop Scavenger Hunt for community to come out with a scavenger Easter egg hunt
- February – October : First Thursday (monthly through October) Shopping, live music, and an artist reception at The Theater Gallery
- May – Started Farmers Market every week on Teegarden Street
- June - Summer Stroll Festival, free community event
- October - Trick or Treat Plumas Street. As our last First Thursday, re-introducing trick or treating to Plumas St. We hosted Pretty in Pink supporting Geweke Caring for Woman Foundation.
- November - Holiday Open House, Shop Small Business Saturday
- December 2018- Christmas Stroll, free community event

Memberships

- Yuba-Sutter Chamber of Commerce

Marketing & Events

DBA

- DBA President Sandee Drown keeps the organization moving forward Maintained active Board of Directors and active committees
- Kristel Martin to continue administrative, daily accounts receivable and payable's and events coordinator duties.
- The Board meets 3 times monthly, outside the normal board meeting, primarily for the purpose of individual committee strategy planning Executive/Marketing/Events
- The YCDBA updated the By Laws, Policies and Procedures which had not been done since 2010.



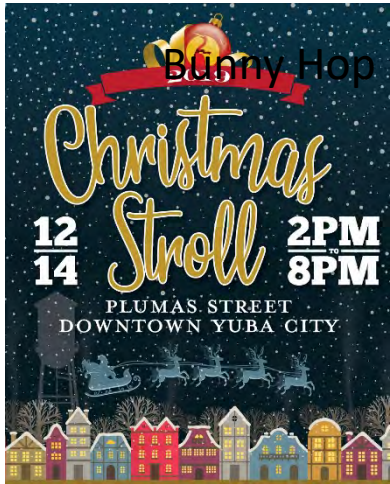
Bunny Hop



First Thursday



Farmer's Market



Christmas Stroll



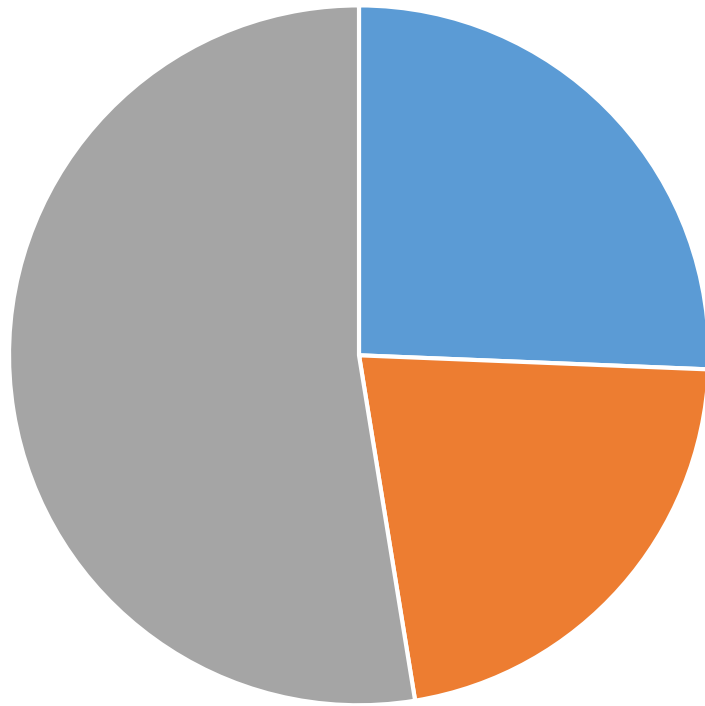
Summer Stroll Festival





MEMBERS

Membership



■ Food/Restaurant ■ Professional ■ Retail

Dues \$29,595

Average \$485

Associate Members

The DBA has 21 Associate Member Businesses. These are businesses not located downtown; however, they want to be a part of and show their support for the Downtown District. The following are DBA Associate Members:

AFC 360

Best Collateral

City of Yuba City

Enterprise Rancheria

Express Employment Professionals

Huckins Family Trust

Holycross Memorial Services

Keller Williams - Scott Duke

Mathews Motors

Millennium Family Entertainment Center

Paine Properties

Praise Chapel

Print Worx

Recology Yuba-Sutter

Results Radio

Sunsweet Growers

Sutter North Medical

The Cookie Tree

Wheeler Chevrolet

Twin Rivers Polaris

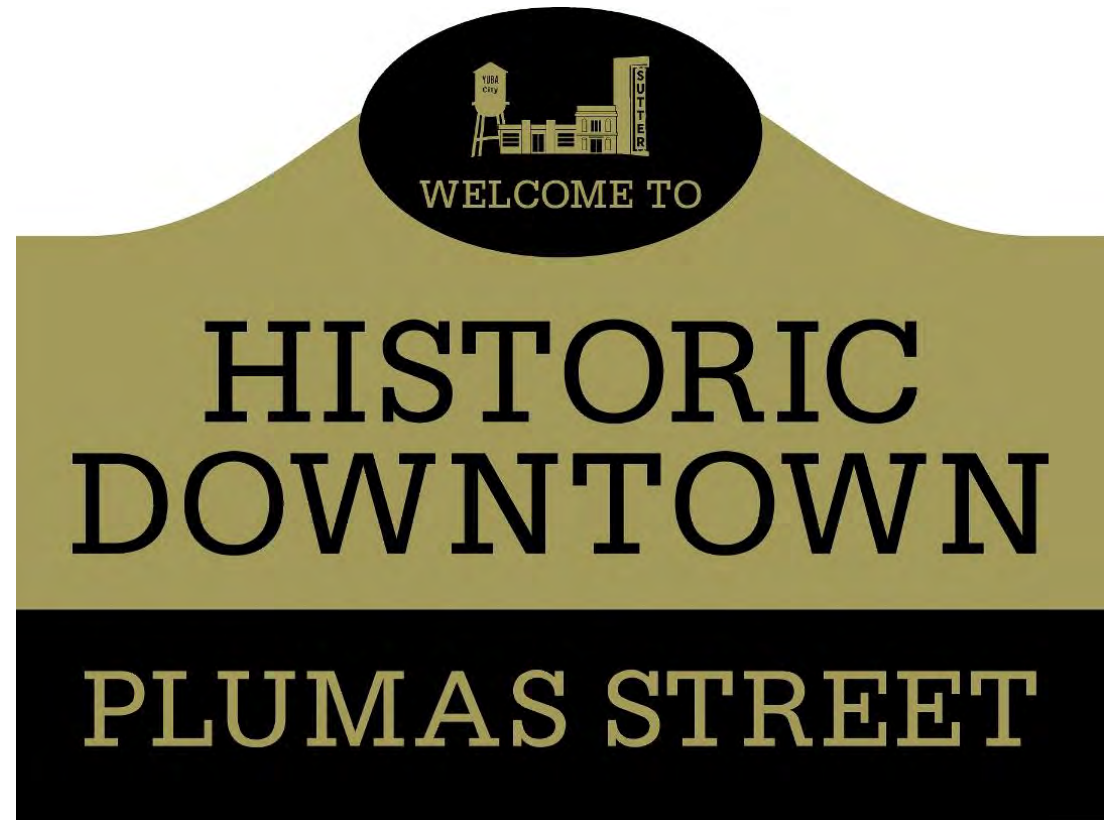
Yuba Sutter Chamber of Commerce

YCDBA 2020 Budget	Projected Budget	Marketing Committee	Summer Stroll Summer	Christmas Stroll Christmas	Events Committee Totals
DBA Members	\$ 29,595.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Associate Member Dues	\$ 4,750.00				
Collection on Delinquent Account	\$ 1,540.00				
Income from Event Insurance	\$ 2,430.00		\$ 1,215.00	\$ 1,215.00	\$ 2,430.00
Income From Downtown Events	\$ 49,000.00	\$ 4,000.00	\$ 23,000.00	\$ 22,000.00	\$ 45,000.00
Total Association Receipts	\$ 87,315.00	\$ 6,000.00	\$ 26,215.00	\$ 25,215.00	\$ 51,430.00
Association Expenses					
Credit Card Processing Fees	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ 800.00				
Dues and Subscriptions	\$ 625.00				
Insurance and Permits	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
Office and Computer Supplies	\$ 2,000.00				
P.O. box, Postage and Mailing	\$ 220.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ -				
Commercial Marketing/ Advertising and Promotion	\$ 5,000.00	\$ 700.00	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Employee Exp 20 Hours a week @ \$25 per hour	\$ 26,000.00				
Employee Exp. 10 hours @\$25 per hour per event	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Entertainment	\$ 14,000.00		\$ 10,000.00	\$ 4,000.00	\$ 14,000.00
Equipment Rental	\$ 7,800.00	\$ 600.00	\$ 3,600.00	\$ 3,600.00	\$ 7,200.00
Maintenance	\$ 480.00				
Mixer/ Annual Meeting	\$ 450.00				
Newsletter	\$ 480.00				
Non-Profit Status Fees and Costs	\$ 35.00				
Printing and Reproduction	\$ 2,000.00	\$ 250.00	\$ 875.00	\$ 875.00	\$ 1,750.00
Rent	\$ 4,800.00				
Security	\$ 7,800.00		\$ 4,200.00	\$ 3,700.00	\$ 7,900.00
Miscellaneous	\$ 2,000.00		\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Street Décor	\$ 500.00	\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 3,200.00				
Telephone and Internet	\$ 2,000.00				
Tax Preparation	\$ 600.00				
Website and Social Media	\$ 200.00				
Total Association Expenses	\$ 86,402.00	\$ 2,050.00	\$ 23,692.00	\$ 17,192.00	
Estimated Operation gain/loss Per category	\$ 913.00	\$ 3,950.00	\$ 2,523.00	\$ 8,023.00	
Total Budget		\$ 6,000.00	\$ 26,215.00	\$ 25,215.00	

New Projects

Updated wreaths and garland for Plumas Street Poles. Investment \$6,000

- Historical Directional Signs
research & creating designs with Public Works
- Tree Light Project
collaborating with Public Works and Parks & Rec



Tree Light Project



BUSINESSES – NEW

Babies to Teen Consignment Shop

The Chair Gallery

eXp Realty

Natalie Syverson Photography

Teegarden House Event Center

Phoenix Ridge

BUSINESSES CLOSED

NONE

OPENING SOON....

Lunaria Salon

Plumas Street Pub