

Attachment 1
Downtown Association of Santa Cruz
2006-2007 Annual Work Plan

The Downtown Association (DTA) Board of Directors held their regularly scheduled meeting on April 18, 2006. At that meeting, the Board discussed the challenges and opportunities that face the organization in the upcoming year. The Board analyzed DTA sponsored activities including promotional programs, special events, advertising, communications and membership services for effectiveness and relevancy.

The following document outlines current and future promotions and projects the DTA intends to work on during the 2006/07 fiscal year.

Promotional Programs

- **Street Tree Lights**

The DTA will be dedicating \$3,000 and working with the Downtown Management Corporation to purchase, install and maintain a seasonal tree lighting program on 74 large trees. The Program includes trees along Pacific Avenue from Laurel to Water on the eastern side of the street. The street tree lighting program is seen by the downtown community as one of the most visible and important downtown programs.

- **www.downtownsantacruz.com**

The DTA has dedicated a great deal of time and effort into developing an interactive website that promotes all aspects of downtown Santa Cruz. www.downtownsantacruz.com was created and launched in April of 1999. During the 2005-2006 fiscal year the site was completely rebuilt and reformatted to make it more current and compatible with the predominant search engines. The website offers a current list of retail, professional, entertainment, and dining establishments. The site also offers links to all DTA members at no cost. Due to the increase in popularity for visiting the downtown area, there is a page dedicated to visitor information with links to relevant sites such the City of Santa Cruz, Chamber of Commerce, and Visitor's and Conference Council. At the DTA Annual Planning Retreat in February 2006, a decision was made to dedicate funds to enhance our presence on the internet by developing relationships with other sites that would potentially drive traffic to ours.

- **Beach Area Visitor Center Sponsorship**

Annually, the DTA becomes a sponsor of the Beach Area Visitor Center. The sponsorship allows for the placement of Downtown Directories in the center. Members

of the Downtown Association are also given the opportunity to have brochures available at the center.

- **Pacific Avenue Banner Program**

At the annual planning retreat in February, 2006, the Board of Directors decided to begin developing a year-round banner program for Pacific Ave and connecting side streets. The organization will explore partnerships for this project with other interested agencies.

- **Downtown/Beach Area Shuttle Bus**

At the annual planning retreat in February, 2006, the Board of Directors decided to explore the possibilities of developing a Downtown/Beach Area shuttle bus system in order to enhance the connectivity and commerce between the two commercial areas. It is anticipated that partners in this project will include, but not be limited to, the Downtown Association, the Santa Cruz Boardwalk and Beach Area Business Association, the hospitality industry, the City of Santa Cruz, and the Santa Cruz Metropolitan Transit Authority.

Special Events

- **Halloween**

The DTA organizes “Treat Yourself Downtown”, which attracts thousands of Santa Cruz children and their parents for trick or treating at downtown businesses. The results are a clean, safe and family friendly event. This year’s event will be held on Tuesday, October 31, 2006 from 2:00pm to 5:00pm on Pacific Avenue. The DTA has also committed to working with the appropriate City agencies planning for a safe and sane adult nighttime event in the downtown area.

- **Holiday Program**

- ◇ Holiday Movie / Food Drive: The DTA works with the Nickelodeon Theatre to supply a children’s movie. All interested viewers are required to bring a can of food for entrance. The 2005 showing of "Elf" attracted 300 people. Over 300 pounds of collected food was given to the 2nd Harvest Food Bank for their holiday food campaign from this event.
- ◇ Victorian Carriage Rides: On weekends throughout the holiday season, a festively decorated horse-drawn carriage offers rides to the public through downtown streets.
- ◇ Visits with Santa: The Downtown Association provides scheduling, coordination, Santa's set, publicity and payment of fees. There is no cost to the public. Santa appears on weekends between Thanksgiving and Christmas with extra appearances weekdays the week before Christmas.
- ◇ Free Holiday Parking: The DTA works with the Downtown Commission and Parking Department to publicize the free meter parking during one week of the holiday shopping season.

- ◇ Snow Night: The DTA introduced “Snow Night” to Santa Cruz in 2001. The event turned into an overwhelming success. In 2002, the DTA doubled the size of the snow area and used timed tickets to reduce the long lines and waiting time. In 2003 the event teamed with The 2nd Harvest Food Bank to help promote their Holiday Food Drive. Food donations were required to gain entrance to the snow. The December 2005 event generated over 3000 pounds of food donations. The December 7, 2006 event will follow a similar format.
- ◇ Holiday Decorations: The DTA purchases holiday decorations and strategically places them around the downtown area. The combination of banners and street tree lights gives the downtown a hometown ambiance for the season.
- ◇ Holiday Parade. The Downtown Holiday Parade returned to the holiday events schedule in 2005 after a one year hiatus. Over forty groups participated. Sponsorships, donations and a small fee charged to participants covered the significant costs associated with the event. The 2006 parade is scheduled for Saturday, December 2, 2006 and will begin at 10am on the corner of Pacific Avenue and Laurel Street and proceed down Pacific Avenue to Water Street.
- ◇ Chanukah Celebrations: In 2005, the Downtown Association sponsored a Chanukah event in conjunction with Chabad by the Sea and Rabbi Friedman. A public menorah lighting on the corner of Pacific Ave and Cooper Street took place on the third night of Chanukah. A children’s program that focused on the history of Chanukah as well as the making of the olive oil and wicks used in the menorah took place.
- **Downtown Sales**
Six Downtown Sidewalk Sales will be held this fiscal year taking place the last weekend of the following months; April, May, June, July, August, and September. The DTA subsidizes co-op advertising campaigns in radio and print for the sales.
- **Children’s Day Downtown**
The seventh annual event will be held on Sunday, May 20, 2007 in conjunction with the Museum of Art and History on Cooper Street. Not for profit groups and businesses are encouraged to come out and distribute promotional items and provide free activities for children to enjoy.
- **Family Nights Downtown**
In 2003, the Downtown Association started an event consisting of a series of four Thursdays evenings in July, commonly referred to as Family Nights. Various family related activities were scheduled for Pacific Avenue - from historical walking tours, museum events, face painting, music, dance performances, and dinner specials in various restaurants. In July of 2006 the event will consist of all of the above as well as auto and motorcycle shows, performances by “Shakespeare To Go” previewing the upcoming Shakespeare Santa Cruz series as well as other local theater groups.

Advertising

- **Downtown Directory of Shopping, Dining and Entertainment**

Updated bi-annually, the Downtown Directory is a full-color glossy publication that lists all retail businesses and restaurants by name, location and telephone number. Also included are public parking lots, public restrooms, ATM locations, and visitor information locations. The publication is distributed to downtown businesses, area hotel/motels, and various departments at UCSC and visitor centers. This year, all professional services will be included beginning with the fall edition.

- **Freestanding Directories**

In the fall of 2003, the Redevelopment Agency designed and installed eight freestanding directories in the downtown area that include a map of the downtown core, business and events listing, and government and service information. The Downtown Association updates on all listings on a regular basis as well as provides a level of maintenance on the directories.

- **Holiday Campaign**

The DTA coordinates an intensive holiday advertising campaign that includes print, radio and television. The DTA regularly looks for media sponsors, using donated time to build the downtown's presence throughout the season.

- **Conference & Visitor's Council Traveler's Guide**

The DTA organizes cooperative advertising opportunities for downtown businesses in the Conference & Visitor's Council Traveler's Guide. The pooling of resources allows the DTA and individual businesses the opportunity to promote each other.

- **Co-op Advertising**

The DTA arranges for co-op advertising opportunities throughout the year. The current campaign is designed to brand downtown Santa Cruz as a place that has "Something for Everyone". The DTA will continue to negotiate reasonable advertising rates in order to have an ongoing advertising schedule for downtown businesses.

- **Sidewalk / Blowout Sales**

All DTA sponsored sales are advertised in local print publications. The DTA occasionally coops radio ads with interested businesses for this particular event.

- **Year round television and radio advertising**

Beginning with the 2005-06 fiscal year, the Downtown Associate dedicated \$19,000 to year round marketing of Downtown in a variety of electronic media. The 2006-2007 fiscal year will see a continuation of this program with approximately \$17,000 budgeted. The focus will be on the broad and unique variety of retail, professional, service and entertainment businesses available to the public in the downtown area.

Communications

- **Downtown Connection**

A quarterly newsletter concerning Downtown issues and events, direct mailed to all members, associated professionals and various City staff. Depending on the space available in publication, the DTA offers space to a wide variety of non-profit organizations to promote special events and activities.

- **Space Availability Guide**

The DTA distributes the bi-monthly Space Availability Guide, which is updated by the City Redevelopment Agency to assist in retail relocation and recruitment. The online guide can be viewed at www.downtownsantacruz.com/space.

- **Email**

The DTA is in the process of updating email addresses from all members of the Association. Once gathered, the addresses will be used to disseminate information quickly.

Membership Services

- **DTA Committees**

Social & Legislative Committee: This committee is the voice for downtown business and analyzes the impact of local government legislation and other problem areas on the downtown community. The DTA, through this committee, is the main group focused on downtown improvement issues and works to create and maintain conditions of public order, cleanliness and a positive business climate. This committee interfaces with the city council, City Department, SCPD and other related organizations that can help the downtown community.

Membership Committee: This committee discusses issues and works on projects that directly effect the membership. Current projects include the Downtown Connection Newsletter, DTA Website, Downtown Free Standing Directories, New Business Welcome Packets, Ribbon Cutting Coordination, membership workshops. New this year will be a business to business directory that will be distributed directly to the membership.

Promotion Committee: This committee discusses and helps to coordinate downtown promotions. The scope of the committee includes special events and marketing. All events that the DTA coordinates are authorized by the Promotion Committee and the Board of Directors.

- **Grand Openings/Ribbon Cutting Coordination**

In the summer of 2000, the DTA began a new program designed to draw attention to new businesses in the downtown area. Members of City Council, DTA Board of Directors and the downtown community are invited to attend.

- **Downtown Hospitality Program**

The DTA has entered into an agreement to give direct supervision to the highly popular Downtown Hospitality Program. The DTA, under the direction of the Downtown Management Corporation, began staffing the program on July 1, 2000. The DTA will continue to train Hospitality Guides who greet the public, give directions, provide merchant support, and provide additional support to the SCPD. The DTA also serves as administrative body to the Downtown Management Corporation Board of Directors, keeping financial records and supervising the daily needs of the Program.

- **Membership Workshops**

Membership Workshops are held to foster DTA goals of proactively approaching the following areas: Customer service training; theft prevention for the holiday season by representatives from SCPD. The DTA is also working with the Small Business Development Center to provide ongoing customized training in human resources, marketing, customer service, and financial planning for retailers and professional service providers. The Museum of Art and History cosponsors the workshops by providing the venue.

- **Bad Check Collection Program**

The DTA promotes the County District Attorney's program to collect on bad checks and prosecute bad check writers. The DTA distributes program handbooks, signs, decals, recovery forms and coordinates training seminars.

- **Membership Mixers**

The association sponsors at least two membership mixers during the course of the year in order to provide an opportunity for the members to interact with each other as well as invited guests from local government and related business associations in a casual

environment. An attempt is made to hold these mixers in businesses that are new to the downtown area in order to showcase their services.

Staffing

The DTA staff is divided into office and Hospitality Program Personnel. The office personnel consists of a full time Executive Director and a part time Promotions Assistant. The Hospitality Program includes a Hospitality Program Supervisor, one full time and four part time/hourly guides.