



DOWNTOWN SLO  
**ANNUAL REPORT**  
July 2018 – June 2019

1135 Chorro Street | San Luis Obispo, CA 93401 | (805) 541-0286  
ReachUs@DowntownSLO.com | DowntownSLO.com

# ABOUT US

This has been an exciting and dynamic year for Downtown SLO, the organization. We moved into a new, accessible storefront office space, welcomed a new CEO and several new staff positions, expanded programs, tested new initiatives, and worked tirelessly to advocate for businesses in our beautiful Downtown San Luis Obispo.

Thanks to the community's support as board and committee members, volunteers, and business members, we are poised to experience even more success in the years to come.

Our organization is made up of the fee-paying businesses who operate within our boundaries, voluntary members, and our civic collaborators, including nonprofit organizations, residents, and visitors to our Downtown. We have a robust partnership with the City of San Luis Obispo, and we proudly advocate to the City on behalf of our membership, as well as participate in the process and important work of shaping policy to ensure our Downtown is positioned to be successful.



Over the years, our organization and mission have grown and changed, but our mission serves us well today: **to foster an economically vibrant Downtown San Luis Obispo.**

Next year, in 2020, we will celebrate 45 years of service to businesses in our Business Improvement Area, as it was defined in 1975. To celebrate that milestone and usher in the next era of success, we will embark on a strategic planning process that will rely on your participation.

We invite you to engage with our daily work and help us as we build community in our beloved Downtown.



## A YEAR OF CHANGE

Education Series:  
Crime Prevention



July

23<sup>rd</sup> Annual Concerts in the Plaza Season Concluded

Hosted the 2<sup>nd</sup> Annual Sip 'n Saunter at 30 Downtown business locations



September

Hired new Events Manager,  
Niesha Johnston

Coordinated Shop Small Saturday with 30 participating shops

Santa's House & Classic Carousel Open in Mission Plaza



November



### 2018



August

Moved to new, accessible, storefront office and information space at 1135 Chorro Street



October

Hired new CEO,  
Bettina Swigger

Fresh Picked Concert Series Concluded

Education Series:  
Merchandising 101



December

Holiday Window Decorating Contest

Presented 43<sup>rd</sup> Annual Holiday Parade with Parade Marshalls Stephen Patrick and Todd LeMay

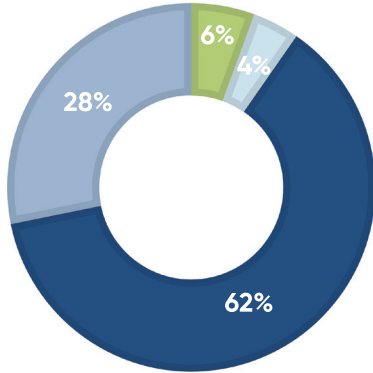
Hired new Marketing & Communications Manager, Kat Thompson

# FINANCIAL SUMMARY

July 1, 2018 - June 30, 2019

## INCOME

Contributed Fundraising Events Earned BIA Fees

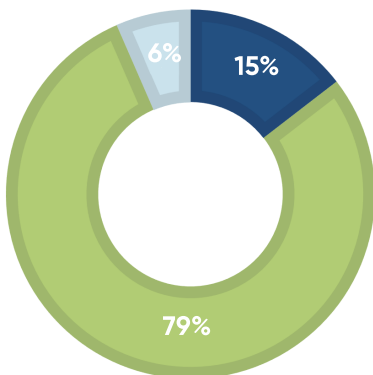


## INCOME

Contributed	\$ 54,725
Fundraising Events	\$ 40,250
Earned	\$ 609,761
BIA Fees	\$ 276,659
<b>TOTAL</b>	<b>\$981,395</b>

## EXPENSE

Administration Programs Fundraising



## EXPENSE

Administration	\$ 135,075
Programs	\$ 732,594
Fundraising	\$ 60,753
<b>TOTAL</b>	<b>\$928,423</b>

## SURPLUS

**\$52,972**

Hosted Ribbon Cutting and Reception for new office



Hosted Snow Night



January

Five staff members attend West Coast Urban District Forum in Downtown LA



March



Public Works and Law Enforcement Nights

Downtown Brown's Birthday Bubble Bash



May



2019



February

Welcomed four new board members

Downtown Vitality adopted as Major City Goal by City Council



April

30<sup>th</sup> Annual Beautification Awards celebrate 28 businesses/projects

Hosted Bunny Trail

Education Series: Hospitality and the Downtown Experience



June

Hosted Coffee with Downtown SLO

SLO Blues Baseball Game

Began 24<sup>th</sup> Annual Concerts in the Plaza

MORRO



**100**  
vendors  
per week

**4-7K VISITORS**  
TO DOWNTOWN SAN LUIS OBISPO  
EACH THURSDAY, 6-9 PM



**3,396**  
BIKES  
valeted every year

**20,000**  
  
EARS OF CORN  
roasted every year

**2,200**  
PLATES OF BBQ

BEST COMMUNITY EVENT:  
Downtown SLO  
Farmers' Market

**1,100**  
STRAWBERRY BASKETS  
sold every Thursday

**500**  
pounds of fruit and  
veggies donated  
each week

Numbers are averages. Check it out for yourself, every Thursday evening from 6-9 PM.

**Bunny Trail**  
30 participating  
businesses

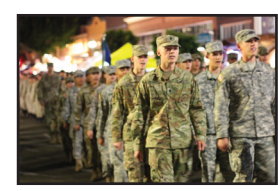


## SPECIAL EVENT ACTIVATIONS



**FIRE PREVENTION NIGHT**  
with 5 local agencies

**HALLOWEEN FESTIVITES**  
Downtown  
Trick-or-Treat  
with 30 businesses  
& Costume Contest



**VETERAN'S DAY**  
with local groups

**Snow Night**

with 10 tons of ice

**PUBLIC WORKS NIGHT**  
with 20 local  
agencies



**DOWNTOWN BROWN'S BIRTHDAY!**  
• 120 slices of cake  
• 12 local mascots

**FRESH PICKED**  
*concert series*  
4 concerts, July - October 2018  
First Thursday of each month

**LAW ENFORCEMENT NIGHT**  
with 24 local agencies



**10,000**  
Visitors to  
Santa's House



## Downtown SLO HOLIDAY EVENTS

**85**  
Holiday Parade  
Float Entries



**34**  
Downtown Shops  
participated in the  
Holiday Window  
Decorating Contest



 **10,500**  
plastic cups  
saved from  
the landfill

 **1,260**  
Volunteer  
Hours

 **37 Sponsors**

 **28 hours of  
Free, Live  
Music**

 **300  
Volunteers**

 **60+  
Musicians**

## CONCERTS IN THE PLAZA

Our fiscal year straddled the 23<sup>rd</sup> and 24<sup>th</sup> Annual Concerts in the Plaza seasons.

This beloved, free music and community happy hour featured performances by Stellar, Resination, The Topsy Gypsies, The Kicks, Damon Castillo Band, Bear Market Riot, Truth About Seafood, Diego's Umbrella, The JD Project, The Mother Corn Shuckers, Moonshiner Collective, and rosecoloredworld.





# SUPPORTING YOUR DOWNTOWN: COMMITTEES

\*Committee Chair    Bold - Board Member

## PARKING & ACCESS COMMITTEE

- Advocated for Palm-Nipomo parking structure
- Facilitated discussions and advocated for policy around multimodal transportation
- Conducted parking survey for Downtown employees

### Members:

Steve Akers, Bike SLO County  
 Pat Arnold, CoVelop, Inc.  
 Tim Bochum, City of San Luis Obispo  
 Alex Fuchs, City of San Luis Obispo  
 Anna Devers, SLOCOG  
 Donette Dunaway, SLOCo Pedal Taxi  
 John Osumi, Bishop Peak Technology, LLC  
 Gigi Paquette, Ride-On Transportation

**\*Pierre Rademaker, Pierre Rademaker Design**  
 Barry Rands, San Luis Obispo Bicycle Club  
**Mark Rawson, Copeland Properties**  
**Scott Smith, Central Coast Surfboards**  
**Stephanie Stackhouse, SLO Yoga Center**  
 Patty Thayer, SLO Repertory Theatre  
 Megan Weeks, City of San Luis Obispo

## ECONOMIC ACTIVITIES COMMITTEE

- Coordinated Education Series for Downtown Businesses
- Tracked new/closing businesses in Downtown
- Updated and distributed New Business Welcome Packet
- Produced Shop Small Saturday

### Members:

Jay Beck, American Riviera Bank  
 Audrey Bigelow, Girl Scouts of California's Central Coast  
 Bart Devaney, Sunset North Car Wash & Detail Center  
**\*Jules DuRocher, Jules D.**  
 Carolyn Herzog, Compass Financial Planning  
 Molly Kern, San Luis Obispo Chamber of Commerce

**Courtney Kienow, Cal Poly Office of the President**  
**\*Laura Mullen, HumanKind Fair Trade**  
 Jeff Olds, Jamba  
**Pierre Rademaker, Pierre Rademaker Design**  
 Charlene Rosales, City of San Luis Obispo  
 Sara Vaskov, Hands Gallery

## CULTURAL ARTS COMMITTEE

- Hosted 30<sup>th</sup> Annual Beautification Awards
- Promoted/Judged Holiday Window Decorating Contest
- Installed banners and tree lights on Garden Street
- Managed lightpole banner program

### Members:

Aracelli Astorga, San Luis Obispo City-County Public Library  
 Ryan Brackett, Brockitecture  
 Ron Combs, City of San Luis Obispo  
 Landy Fike, Downtown Enthusiast  
 Bruce Fraser, Fraser Seiple Architects  
 Kevin Harris, SLO Repertory Theatre

Karen Kile, San Luis Obispo Museum of Art  
 James Papp, Secret SLO  
**\*Stephen Patrick, Stephen Patrick Designs & The BladeRunner Salon & Spa**  
 Emma Saperstein, Cuesta College Harold J. Miossi Art Gallery  
 Lindsey Stephenson, City of San Luis Obispo  
 Kevin White, ARTS Obispo

# FOOD, BEVERAGE & SERVICES

## COMMITTEE



- Provided restrooms and additional cleaning services during high traffic weekends downtown (Halloween, Cal Poly Commencement, and St. Patrick's Day)
- Convened conversations about nightlife and public safety

### Members:

Marco Abarashed, Mother's Tavern  
 Toney Breault, F. McLintocks Saloon SLO  
**\*Jai Covey, Novo Restaurant and Lounge**  
 Tucker Dean, BarrelHouse Brewing Co.  
**Beverley Matthews, Hotel Cerro**  
 Shaun Matthews, Hotel Cerro  
 Ron Meier, ASH Management  
 Jacob Moore, Mother's Tavern  
 Jason Flores, Buffalo Pub & Grill  
**Rodessa Newton, Libertine Brewing Company**  
 Myriam Olaizola, Black Sheep Bar & Grill  
 Hank Owens, The Frog & Peach Pub  
 Kevin Phillips, San Luis Obispo Police Department  
**Shelley Stuckey, Tails Pet Boutique**  
 Christine Wallace, San Luis Obispo Police Department

# FARMERS' MARKET

## COMMITTEE



- Updated rules and regulations for market participation
- Implemented new market management software
- Launched a token program for conference guests/visitors
- Enhanced special event arts activations

### Members:

Jason Beres, San Luis Obispo City Fire Department  
 Steve Hilstein, Music Motive  
 Peter Jankay, SLO County Farmers' Market Association  
 Sean Lee, The Real Estate Company  
 Ron Meier, ASH Management  
 Andrea Miller, Spikes Pub  
 Aasim Sajjad, Shalimar  
**\*M. Farid Shahid, WithCo Coffee and Eighty20 Group**  
**\*Doug Shaw, The Sanctuary**  
 Nancy Snyder, MO's Smokehouse BBQ

# SPECIAL EVENTS

## COMMITTEE



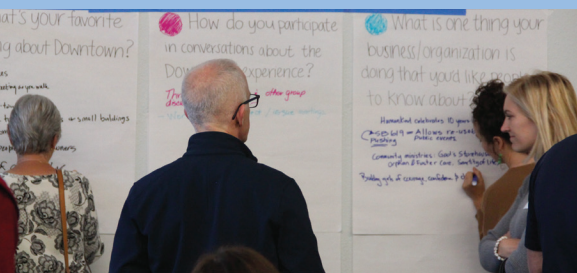
- Implemented reusable cup program and launched satellite bar at Concerts in the Plaza
- Streamlined application process for Concerts in the Plaza
- Developed policy for more than 50 Special Events

### Members:

Chantal Burns, City of San Luis Obispo  
 Molly Cano, City of San Luis Obispo  
 Kathy Collins, Maino Bros. Corporation  
 Dusty Colyer-Worth, San Luis Obispo Chamber of Commerce  
 Therese Cron, Copeland Properties  
**Brandon Downing, KSBY**  
 Amity Faes, Pacific Premier Bank  
 Corinn Gallo, Kreuzberg  
 Karen Motto, Tolosa  
**\*Rodessa Newton, Libertine Brewing Company**  
 Leslie Taborga, The San Luis Obispo Collection  
**\*Ariel Shannon, Bluebird Salon**

# ISSUES EVALUATION

## COMMITTEE



- Conducted feasibility study and circulated petitions for the formation of a Property-Based Business Improvement District.

### Members:

**\*Pat Arnold, CoVelop, Inc.**  
 Kathy Collins, Maino Bros. Corporation  
 Therese Cron, Copeland Properties  
 Will Clemens, County of San Luis Obispo  
**Rodessa Newton, Libertine Brewing Company**  
**Pierre Rademaker, Pierre Rademaker Design**  
 Charlene Rosales, City of San Luis Obispo  
 Matt Quaglino, Quaglino Properties LLC



Photo courtesy of New Times



# CLEAN AND SAFE PROGRAM

Our Downtown Ambassador works together with the San Luis Obispo Police Department and the Public Works Department to make sure our Downtown community is safe, clean, and hospitable for residents and visitors. This past year the Ambassador was on call 40 hours per week, welcoming tourists to the area, establishing and maintaining relationships with local businesses and shopkeepers, providing necessary services and interact with transients as needed, removing graffiti & litter, and serving as a representative of Downtown SLO. Downtown Ambassadors are dressed in grey shirts with the Downtown SLO logo.

You can reach the Ambassadors via voice or text on the hotline at (805) 458-5153.

## DOWNTOWN FORESTERS Plant | Prune | Protect

The Downtown Foresters is a group of volunteers formed in May 2007 as a sub-committee of the Cultural Arts Committee. Volunteers meet as needed to assist City tree crews in caring for and maintaining the trees in the Downtown area.



## LOVE SLO

An annual, community-wide day of service in San Luis Obispo

**75**

city blocks cleaned in Downtown



Gum Removal



Store Front and Window Sill Cleaning



Public Bench Cleaning



Utility Box-Art Cleaning



**1,165**  
pounds of trash removed



**424**  
stickers removed



**464**  
graffiti tags cleaned/removed from public property





# THANK YOU TO OUR SPONSORS

The following businesses, individuals and organizations sponsored events from July 1, 2018 - June 30, 2019. Every effort has been made to ensure this list is accurate; please contact us at ReachUs@DowntownSLO.com if you have questions or if you are interested in sponsoring an event.

## \$15,000-\$20,000

The San Luis Obispo Collection  
Sunset Honda

## \$3,250 - \$3,500

Pacific Western Bank

## \$3,000

Firestone Walker Brewing Company  
Pacific Premiere Bank  
Sunrun

## \$2,000-\$2,500

SLO City Transit  
Wells Fargo  
Woodstock's Pizza

## \$1,000 - \$1,500

Aerovista Dental  
American Riviera Bank  
Cal Poly Downtown  
Central Coast Gymnastics  
Chamisal Vineyards  
Coastal Dispensary  
The Creamery Marketplace  
Friday Night Lights Youth Flag Football  
The Gold Concept  
Jean Marie Cidery  
Rabobank  
Tartaglia Realty  
Thoma Electric  
SLO Credit Union  
SLO Safe Ride



Downtown SLO works in close partnership with the City of San Luis Obispo. Thank you to City Council and staff for ongoing support of our programs and services.

## \$700-\$850

Adamski, Moroski,  
Cumberland & Green LLP  
Bankers Life  
Bill Gaines Audio  
Bluebird Salon & Spa  
Creeky Tiki  
Frog & Peach Pub  
Luna Red  
Mission College Prep  
Moondoggies Beach Club  
McCarthy's Irish Pub  
Mother's Tavern  
Splash Café  
The Creamery Marketplace  
SESLOC Federal Credit Union

## \$650

Doc Burnstein's Ice Cream Lab

## \$600

Coastal Pediatric Dentistry  
Legacy Training Center  
PolyPay  
SLO Sweets  
Trust Automation, Inc.

## \$500

THE REAL ESTATE COMPANY

## In-Kind Sponsors

American General Media  
Beverly's  
Big Big SLO  
Bike SLO County  
Carmel & Naccasha LLP  
City of San Luis Obispo  
CoVelop  
Farm Supply  
Glacier Ice Company  
KSBY  
Kreuzberg  
Lamplighter Inn & Suites  
Libertine Coffee Company  
Madonna Inn  
McConnell's Ice Cream  
Miners Ace Hardware  
Novo Restaurant  
Pacific Energy Company  
The San Luis Obispo Collection  
Sequoia Sandwiches  
SLO Blues Baseball  
SLO Repertory Theatre  
SLO Transit  
Union Bank  
Woodstock's Pizza

Icons made by Freepik from www.flaticon.com



In 2018, the Friends of Downtown SLO, a 501(c)(3) charitable organization, was formally incorporated. Its purpose is to raise funds to make Downtown cleaner, safer, and more hospitable for all. All donations to the Friends of Downtown SLO are tax-deductible.



# RECOGNIZING & SUPPORTING DOWNTOWN BUSINESSES AND BEAUTIFICATION EFFORTS

Downtown SLO awarded honors to 28 Downtown businesses at the 30<sup>th</sup> Annual Beautification Awards Ceremony, held on April 3 at the Downtown SLO Office at 1135 Chorro Street. Each year since 1989, these awards have been given to businesses that made physical or aesthetic improvements toward keeping Downtown beautiful.

Downtown SLO's Cultural Arts Committee oversaw the process, selecting the candidates and presenting the awards in categories including New Construction, Tenant Improvements, Merchandising, Maintenance, and several special awards. Beautification Awards Committee chair Marshall Ochylski emceed the ceremony and presented a slide show while announcing the winners, along with help from Mayor Heidi Harmon who handed out the Mayor's Award.



THE JUNK GIRLS 870 MONTEREY STREET



GARDEN STREET REDEVELOPMENT BETWEEN MARSH & HIGUERA



CREAMERY MARKETPLACE 570 HIGUERA STREET



# 2018-2019 DOWNTOWN SLO PEOPLE

## STAFF

**Bettina Swigger**, Chief Executive Officer  
**Rachel Maiorino**, Chief Operating Officer  
**Brent Vanderhoof**, Office Administrator  
**Whitney Chaney**, Farmers' Market Manager  
**Kat Thompson**, Marketing & Communications Manager  
**Niesha Johnston**, Events Manager  
**Austin Bertucci**, Ambassador  
**Zoya Dixon**, Digital Content & Marketing Manager  
**Alex Church**, Operations Assistant/Volunteer Coordinator  
**Bethany Donaldson**, Operations Assistant  
**Chase Campanelli**, Mascot

## INTERNS

<b>Michael Barros</b>	<b>Josie Li</b>
<b>Erika Colucci</b>	<b>Ashley Ma</b>
<b>Brandon Contreras</b>	<b>Cameron Ruiz</b>
<b>Maxim Dahan</b>	<b>Priya Sodlapur</b>
<b>Tori English</b>	<b>Ethan Soong</b>
<b>Grace Glaeser</b>	<b>Jacqueline Starnes</b>
<b>Rachel Gorban</b>	<b>Halie Swanson</b>
<b>Abbie Lauten-Scriver</b>	<b>Andrea Van Ginneken</b>
<b>Madeline Leber</b>	<b>Queenie Xie</b>
<b>Tanner Lechner-Luke</b>	

Through a robust partnership with Cal Poly University, Downtown SLO offers students the opportunity to engage in hands-on event management, operations, and communications. Interns typically work for 10-14 weeks. We are always accepting applications for new interns.



The Board of Directors meets every second Tuesday at 7:30 AM in the Downtown SLO office. The Board shapes policy, oversees financial management, and sets the strategic direction for the organization. Board members serve two-year terms beginning April 1 of the election year and ending March 31; two consecutive terms may be served. Elections are held in January/February. If you are interested in running for a seat on the Board of Directors, please contact [ReachUs@DowntownSLO.com](mailto:ReachUs@DowntownSLO.com)

## BOARD OF DIRECTORS

### Elected Members

**Pat Arnold**, CoVelop, President, April 1, 2019 - March 2021  
**Jules DuRocher**, Jules D., Past President  
**Pierre Rademaker**, Pierre Rademaker Designs  
**Jai Covey**, Novo Restaurant  
**Beverley Matthews**, Hotel Cerro  
**Ken McGavin**, Just Looking Gallery  
**Rodessa Newton**, President, April 1, 2018 - March 30, 2019  
**Mark Rawson**, Copeland Properties  
**Stephen Patrick**, Stephen Patrick Designs  
Bladerunner Salon & Day Spa  
**Ariel Shannon**, Bluebird Salon  
**Doug Shaw**, The Sanctuary  
**Scott Smith**, Central Coast Surfboards  
**M. Farid Shahid**, WithCo Coffee, Eighty20 Group  
**Stephanie Stackhouse**, SLO Yoga Center  
**Shelley Stuckey**, Tails Pet Boutique

### Designated Members

**Jessica Darin**, Cal Poly Office of the President (education)  
**Brandon Downing**, KSBY (media)  
**Carl Dudley**, Pacific Western Bank, Treasurer (financial)  
**Aaron Gomez**, San Luis Obispo City Council Liaison  
**Courtney Kienow**, Cal Poly Office of the President (education)  
**Laura Mullen**, HumanKind Fair Trade (nonprofit)  
**Charlene Rosales**, City of San Luis Obispo Liaison

# MARKETING & ADVOCACY: WORKING FOR YOU



## FACEBOOK

Downtown SLO page likes 4,897 (June '19)  
Farmers' Market page likes 12,220 (June '19)  
Concerts in the Plaza page likes 5,232 (June '19)



## TWITTER

DowntownSLO  
Followers 5,397 (June '19)



## INSTAGRAM

DowntownSLO account 3,211 (June '19)  
DowntownSLO Farmers' Market 2,130 (June '19)



## EMAIL MARKETING

Downtown Deliver-E : 2,691 subscribers with a 20.2% open rate, above industry average. The Farmers' Market eBlast was re-launched in April to broaden communications with Market vendors and expand local engagement with the Market.



## PRINT

Downtown SLO publishes a section in each monthly issue of The Central Coast Journal, a publication reaching more than 100,000 readers around the Central Coast distributed at more than 600 locations. Each issue features business spotlights and an article touching on a pertinent downtown issue.



## RADIO

Downtown SLO has a weekly radio presence with American General Media on four local stations, promoting Farmers' Market and other events. Spots air every Thursday morning.



## ADVOCACY

Our staff sits on advisory boards, attends City Council and Advisory Body meetings, and ensures that Downtown is part of the conversation around Economic Development, Community Vitality, and that parking and access are always top of mind.

**Downtown SLO**  
1135 Chorro Street  
San Luis Obispo  
ReachUs@DowntownSLO.com  
(805) 541-0286 | DowntownSLO.com

Downtown SLO, in partnership with the City of San Luis Obispo, sent the mailer below to 11,000 residences within a 1 mile radius of Downtown with the message, "Did you know your home is within a mile of Downtown? Leave your car at home and bring your bike or take a stroll to discover Downtown San Luis Obispo this summer."

## Rediscover YOUR DOWNTOWN

### SHOP

100+ Retail Shops  
World-Famous Farmers' Market

### DINE

80+ Dining Options  
Restaurants, Coffee Shops & Bakeries

### REFRESH

40+ Salons & Spas

### LEARN

5 Museums  
History Center, Children's Museum, San Luis Obispo Museum of Art, Mission Museum, Jack House & Gardens

### DISCOVER

9 Arts & Entertainment Venues  
SLO Rep, Fremont, Palm, Downtown Cinema, Mission Plaza, SLO Brew, The Penny, Jack House

Concerts in the Plaza every Friday (June 14–Sept 13) from 5–8 p.m.

Art After Dark First Friday of every month from 6–9 p.m.

### PARK & WALK

250+ Bicycle Racks  
1,177 Parking Structure Spaces Usually Available  
First 60 Minutes Free!

Having trouble finding street parking? Look in the 10-hour meter zones surrounding Downtown!

#sloutions

