



DOWNTOWN SANTA BARBARA

BOARD MEETING Tuesday, June 13th, 2023, 8:30 - 10 AM

In Person:

Balboa Building Theatre
735 State Street

Zoom, Hybrid Digital Option for members of the public only
<https://us02web.zoom.us/j/8708247399>

AGENDA

- | | | | | |
|-----|---|----------------------------------|-------------|------------|
| 1. | Call to Order
<i>Roll call of Board member Attendance</i> | Anne Petersen
Nicole Castillo | | 3 mins |
| 2. | Public Comment | (3 minutes per person) | | |
| 3. | Approval of Minutes
<i>Recommended Action: Approve minutes for May 2023 meeting.</i> | Anne Petersen | Vote | 3 min |
| 4. | Treasurer’s Report
<i>Recommended Action: Receive Financial Reports as presented by Treasurer Richard Yates and vote to approve.</i> | Richard Yates | Vote | 5 min |
| 5. | FY 23-24 Budget Presentation
<i>Recommended Action: Receive FY 23-24 Budget Presentation as presented by Treasurer Richard Yates, supported by Executive Director Robin Elander and vote to approve.</i> | Yates, Elander | Vote | 20 min |
| 6. | Discuss Next DSB in relation to the CBID
<i>Anne Petersen, board president shares DSB CBID transition options to consider with board members for discussion and next steps.</i> | Anne Petersen | Discuss | 10 minutes |
| 7. | City and Partner Reports | Anne Peterson | Facilitates | 10 min |
| | a. Mayor & Council: | Randy Rowse | Report | 1 min |
| | | Mike Jordan | Report | 1 min |
| | b. City Administrator’s Office: | Rebecca Bjork | Report | 1 min |
| | c. Public Works/ Downtown Parking: | Sarah Clark | Report | 1 min |
| | d. Community Development: | Jason Harris | Report | 1 min |
| | | Tess Harris | Report | 1 min |
| | e. Police Department: | Lt. Katsapis | Report | 1 min |
| | f. Visit Santa Barbara: | Kathy Janega-Dykes | Report | 1 min |
| | g. Office of Arts and Culture: | Sarah York Rubin | Report | 1 min |
| 8. | Executive Director Report
<i>Recommended Action: The Executive Director will provide an update on Downtown Santa Barbara’s new hires and operations. Tim Persson to share a short recap of the Live Art and Wine Event.</i> | Robin Elander | Report | 7 min |
| 9. | Committee Reports | | | |
| | a. Marketing Committee | Mark Whitehurst | Report | 3 mins |
| | b. Food and Beverage | Bob Stout | Report | 3 mins |
| | c. Retail Working Group | Nancy Burgner | Report | 3 mins |
| | <i>Recommended Action: Committee Chairs and Staff will provide an update on May meetings.</i> | | | |
| 10. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 07/11/2023 at 8:30am.
The 7/11 meeting will be a closed board meeting. Same Location.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are

encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board President. The agenda provides a general description and staff recommendations; however, the Board may take action other than what is recommended.

Any person with a disability who requires accommodations in order to participate in this meeting or for package materials in an alternative format should telephone the Downtown Organization office at (805) 962-2098 x 801 at least 48 hours prior to the meeting in order to make a request for a disability-related modification or accommodation. Copies of records provided to Board members which relate to any agenda item to be discussed in open session may be obtained from robin@downtownsb.org.



DOWNTOWN SANTA BARBARA

Date: May 9, 2023

Time: 8:30 AM

Meeting: May DSB Board Meeting

Attendees: Randy Rowse, Tim Persson, Mark Whitehurst, Bob Stout, Sarah Sinclair, David de L'Arbre, Dan Burnham, Tammy Steuart, Anne Petersen, Matt Olufs, Richard Yates, Katie Grassini, Daniel Ramirez, Nancy Burgner, Kathy Janega Dykes, Jason Harris, Charlie, Sarah Clarke, Geoffrey Carter, Laura Knight, Clay Holdren, Robin Gose, Ron Robertson, Tess Harris, Charlie Katapnis

Meeting called to order: 8:32 am

Motion to approve April Minutes. Tammy Steuart approves, Clay Holdren seconds. All in favor.

Motion to amend January minutes to list all of our new officers: Anne Petersen as President, Matt Olufs as Vice President, Katie Grassini as Secretary and Richard Yates as Treasurer. Sarah York Rubin approves. David de L'Arbre seconds. All in favor.

Financial Report

We have initiated sales for the Downtown Map and Guide

Live Art and Wine Tour ticket sales are high and ahead of last year's sales

Sponsorship has been harder to come by, but we have been able to make some pivots and increase our ticket sales income.

Income is lower than expected, but we are pivoting to Craft Brew Fest

We have a great balance between to income and expenses

Blue Isle has taken over finances and bills since Erik's departure

Board Contributions are up, if you have not sent yours yet, please do so soon!

Finance Committee meeting will review budget and that will go to the Executive Committee for approval.

Motion to approve April Financials. Katie Grassini approves. Bob Stout seconds. All in favor.

Randy Rowse

It was a tough first quarter for folks. We are going to be behind. We have been a little behind and have had to make a lot of different budget cuts to soften the blow of our first Quarter.

Library Plaza will be finishing up in July.

We have been doing our waterfront RAP tours and walks about the unhoused situation down there so that we can better assist and provide details.

There is now a property storage area where we are storing materials of those who are unhoused that they have left unattended so that they can collect them.

We are working on opening a Navigation/Day Center soon, we are looking forward to this center being a good resource for our unhoused community.

Question: What is a navigation center?

Answer: A navigation center is a center that provides career, housing and other helpful resources to those experiencing homelessness. We hope that helps those individuals in our communities who need this type of assistance.

Public Works - Sarah Clark

We are deep into this year's budget cycle. Today at noon we will be meeting regarding our enterprise funded services. We are currently in a large deficit. We will be raising the parking fee again this year and lower the 75 minute policy to 60 minutes. There will be a Downtown Parking Meeting this Thursday at 7:30 am at 630 Garden Street, if you are interested in discussing these topics, we hope to see you there. We are doing deep cleaning this week and the businesses have been notified to remove as much as they can from the street. We are also deep into the process of approving street facilities, the fees have been approved. This summer we will be working on pilot activations and an outdoors seating concept as we want people to spend more time downtown.

Jason Harris

We have not seen the quarterly reports from Hayes yet, but we are seeing a small number of businesses closing. State Street Activations are doing great. We saw the most events ever slated last month and I am sure we will have more in May, so thank you to the Downtown Santa Barbara staff for making that happen. The Job Fair exceeded expectations once again, we are happy to see the success of those job fairs happen in our downtown. The Economic Development Committee has initiated. There will be a City Hall Open House at De La Guerra Plaza for you to meet and talk with many of our City Services as well as our City Officials.

Council will be holding a hearing in the next few months of budget adoptions and that will be on June 13th. Thursday May 11th, there will be an Adhoc Council Meeting on Homelessness at 9:30 am.

State Street Master Plan - Tess Harris

We did a community conversation series with the Friends of State Street. We have had a lot of different meetings and outreach groups, today we have one for wheels on State. A few State Street Advisory Committee dates to make a note of is on May 22 we will focused on economics and how it is playing a part in our plan and on May 24th from 3:30 - 6:30 pm we will be releasing design concepts at the Faulkner Gallery. The public will be welcomed to this meeting. After that meeting and other outreaching efforts, we will make edits and then present them at the Solstice where we will be doing more outreach and surveys.

Question: The survey you are referring to will be open when?

Answer: On June 23rd, right at start of Solstice and will be open until mid to late august

SBPD

We are finalizing regulations for bike enforcement and it will be rolled out to patrol officers tomorrow. We will begin circulating the regulations with signage and social media, and from there, enforcement will begin. The enforcement will be mostly educational, and we hope that this decreases the issues over time. We have coordinated with County Health and the Fire Department to walk and do inspections and check-ins on mobile food vendors. Our CAT Team has handled a lot of issues with homelessness and they were nominated and won the Gary Award which is a very prestigious award for an officer. Last year that team handled and responded to 5,000 calls. Staffing is still a challenge, Chief Gordon will be swearing in another department and more officers very soon. We want to thank DSB for inviting us to the Job Fair. We were able to connect with the community in a really big way and hope to do similar events in the future. The Bike ordinance has been modeled after the vehicle code. Yielding to pedestrians, reckless riding, exhibitions of speed, infringement on public safety, etc., you will see this being pushed out in the next few weeks.

Question: Will these rules and regulations only be applicable to some bikes?

Answer: All bikes whether electric or not will be expected to follow these rules.

Question: Is there a plan for there to be more presence to help with this issue?

Answer: We will be beefing up our services in the evening for the summer. We will have 7-day a week coverage. We have switched our focus to address focus areas.

Visit Santa Barbara

Hotel rates are starting to climb again they are down 10% than last year

I think we are going to see our revenues rise this summer

This Thursday, we will be having our general meeting. We will be focusing on accessible travel this time. We do already have some accessible friendly activities and accommodations, but we can always do more. There will Sunflower lanyards provided at the SBA so that people with non-visible disabilities are known to the staff in case they need special accommodations

Sarah York Rubin

Tiny Libraries will be installed Next Thursday, the same date as Live Art and Wine
This year we are partnering with i mandonari to do a special art piece along with each Tiny Libraries. We are in need of books and have some staffing shortages. If you have donations, we can get you set up with a pick up. There is also bins at the Library and City Hall to drop off
We would love to keep them up for awhile. We will have QR codes at all of the
We will be launching the movie series again this year in July and have a hired Private Security Company for this year. De La Guerra Plaza meeting in June for the Art Component

President's Report

We have a new roster of Downtown Santa Barbara Committees, we have a great handle on our different committee types as well as those rosters and each committee's chair.
Our Committees are: Executive, Finance, Marketing and Promotions, Food and Beverage Committee. Our Adhoc Committees include: Nomination Committee, Retail Working Group, Economic Development, CBID Committee

Executive Director Report

We have sold 182 tickets to Live Art and Wine over 15K that is the most we have sold at this date. Major kudos to Tim for social media help, Molly to Silent Auction, and Amy wrangling all of the parts. We have over 30 restaurants and wineries involved!
We have a lot new staff members joining us in the next coming weeks
We have a Beautification Day planned for June 3rd, we hope that you are able to join us.
Our Retail Mixer is planned for Wednesday, June 14th at Longoria Wines
CBID Update our surveys are out and if passed it will go to a proper vote. We should know the answer by November or December time. We are bringing back the Business Spotlight in collaboration with the Independent. Riviera Beach House has become an Associate Member and will be joining 1st Thursday and would like their members to join. The Map and Guide 2023 sales have begun. This last month has been our Biggest Social Media Month - we had over 24k impressions on a post. We are working on Partnership programming with different local groups

Question: What is the CBID Budget?

Answer: \$2.7 million, we are exploring a reduction in cost to the hotels in the district but it will remain close to this number.

Question: Are there Live Art and Wine Posters?

Answer: Yes! I have some here and we have more if you would like to pick them up at the office.

Some great data I found recently is 200,000 more people visited our downtown last year than 2019 Do you all feel like we should look for a PR Person to help deal with these issues?
Yes! Discussion of distribution of positive news Downtown

Marketing Committee

We met in person at the office

We were updated on the new rules for the Brown Act

We talked about both large and small activations in the next coming months and weeks

Downtown Live Music Series has been really well received. The Cadillac Angels will be playing from 5-7pm at Night Lizard tomorrow

Live Art and Wine is doing great!

Vintage Crawl will be happening soon and we are looking forward to hearing how that went.

Food and Beverage Committee

We had a meeting of about 40 people and 28 business owners

We had public works there to discuss outdoor facilities

Due to the rate structure, many folks want to participate

Discussion of the ERETO

Tess gave us an update and we had a great discussion of the future of State Street

We discussed the bad press downtown and how to combat it

Formalization of the Committee

We are meeting on the third Thursday of every month

Retail Working Group

I have joined the board two years ago

There has been a lot of our promotion is about food, beverage, and art, and it became apparent to me that we need to make a plan and a workforce for retailers to help one another out

Our Retail Mixer will be our first effort to bring everyone together

We have been thinking that Indy Shopping Week could be great

We still have a lot of publicity issues, but we want to work on those together.

A Shop and Sip event could be really fun as well as sharing coupons among businesses, we want to get together and brainstorm.

Question: Is there funding available for these different ideas?

Answer: We do have some.

Retail brainstorming continues.

Meeting adjourned at 9:58 am

Downtown Santa Barbara
Balance Sheet
As of April 30, 2023

Accrual Basis

	Apr 30, 23	Apr 30, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1028 · Paypal	27,831.91	27,168.22	663.69	2.44%
1000 · MB&T Checking	291,461.97	372,865.93	-81,403.96	-21.83%
1020 · MB&T Money Market	50,749.94	50,615.83	134.11	0.27%
1021 · CWB MM Reserve	6,479.98	6,479.98	0.00	0.0%
1005 · Union Bank	661.22	661.22	0.00	0.0%
1010 · Petty Cash	417.46	117.46	300.00	255.41%
Total Checking/Savings	377,602.48	457,908.64	-80,306.16	-17.54%
Accounts Receivable				
11000 · Accounts Receivable	203,509.08	52,707.27	150,801.81	286.11%
1105 · Accounts Receivable BID	250,400.98	236,020.57	14,380.41	6.09%
1106 · Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	445,710.06	280,527.84	165,182.22	58.88%
Other Current Assets				
1100 · Prepaid Asset	10,156.75	7,998.73	2,158.02	26.98%
Total Other Current Assets	10,156.75	7,998.73	2,158.02	26.98%
Total Current Assets	833,469.29	746,435.21	87,034.08	11.66%
Fixed Assets				
1200 · Furniture & Equipment	226,311.97	226,311.97	0.00	0.0%
1210 · Plaza Equipment	25,597.46	25,597.46	0.00	0.0%
1220 · WebSite	21,425.00	21,425.00	0.00	0.0%
1250 · Accumulated Depreciation	-267,847.34	-265,109.34	-2,738.00	-1.03%
Total Fixed Assets	5,487.09	8,225.09	-2,738.00	-33.29%
Other Assets				
1300 · Security Deposit	2,006.00	2,006.00	0.00	0.0%
Total Other Assets	2,006.00	2,006.00	0.00	0.0%
TOTAL ASSETS	840,962.38	756,666.30	84,296.08	11.14%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	4,789.50	3,210.64	1,578.86	49.18%
Credit Cards	7,517.35	1,997.03	5,520.32	276.43%
Other Current Liabilities				
2200 · Deferred Revenue	171,103.81	176,521.80	-5,417.99	-3.07%
2400 · Accrued Expenses	22,795.84	22,115.05	680.79	3.08%
2450 · Current Year Reserves	790.30	957.54	-167.24	-17.47%
Total Other Current Liabilities	194,689.95	199,594.39	-4,904.44	-2.46%
Total Current Liabilities	206,996.80	204,802.06	2,194.74	1.07%
Long Term Liabilities				
2455 · SBA Loan	146,795.00	150,000.00	-3,205.00	-2.14%
Total Long Term Liabilities	146,795.00	150,000.00	-3,205.00	-2.14%
Total Liabilities	353,791.80	354,802.06	-1,010.26	-0.29%

Downtown Santa Barbara
Balance Sheet
As of April 30, 2023

Accrual Basis

	Apr 30, 23	Apr 30, 22	\$ Change	% Change
Equity				
3900 · Undesignated net assets	121,691.48	-102,812.90	224,504.38	218.36%
3990 · Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 · Cash Flow Reserves	99,664.58	98,306.32	1,358.26	1.38%
Net Income	65,814.52	206,370.82	-140,556.30	-68.11%
Total Equity	487,170.58	401,864.24	85,306.34	21.23%
TOTAL LIABILITIES & EQUITY	840,962.38	756,666.30	84,296.08	11.14%

Downtown Santa Barbara Profit & Loss Budget vs Actual

April 2023

Accrual Basis

	Apr 22	Apr 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Apr 22	Jul '22 - Apr 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 · Business Improvement Fees	20,000.00	19,833.33	20,833.33	-1,000.00	95.2%	217,897.29	199,333.32	208,333.30	-8,999.98	95.68%	250,000.00
4050 · City P/M Contract	25,833.33	25,833.33	25,833.33	0.00	100.0%	258,333.30	258,333.30	258,333.30	0.00	100.0%	310,000.00
4600 · Board Contributions	0.00	0.00	416.67	-416.67	0.0%	25,400.00	9,400.00	4,166.66	5,233.34	225.6%	5,000.00
4700 · Earned Program Income											
4752 · 1st Thursday Income	1,300.00	250.00	2,416.67	-2,166.67	10.35%	15,040.33	26,150.00	24,166.66	1,983.34	108.21%	29,000.00
4500 · Annual Meeting	8,685.00	1,250.00	15,018.00	-13,768.00	8.32%	8,685.00	11,250.00	15,018.00	-3,768.00	74.91%	15,018.00
4300 · Associate Dues	825.00	1,025.00	416.67	608.33	246.0%	3,475.00	2,275.00	4,166.66	-1,891.66	54.6%	5,000.00
4655 · Flag Installation	800.00	3,200.00	1,583.33	1,616.67	202.11%	15,300.00	7,900.00	15,833.30	-7,933.30	49.9%	19,000.00
4754 · Brewery Tour	0.00	0.00	1,575.00	-1,575.00	0.0%	0.00	0.00	4,725.00	-4,725.00	0.0%	6,300.00
4753 · Neighborhood Activations	0.00	0.00	2,828.57	-2,828.57	0.0%	0.00	0.00	14,142.85	-14,142.85	0.0%	19,800.00
4728 · State Street Promenade Market	525.00	0.00	400.00	-400.00	0.0%	11,753.75	1,175.00	4,000.00	-2,825.00	29.38%	4,800.00
4755 · Internships	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	3,000.00	-3,000.00	0.0%	3,000.00
4705A · Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	2,500.00	32,250.00	-29,750.00	7.75%	32,250.00
4709 · Downtown Mixers	365.00	0.00	300.00	-300.00	0.0%	1,284.07	1,480.00	1,500.00	-20.00	98.67%	1,800.00
4711 · Holiday Parade	0.00	0.00	0.00	0.00	0.0%	17,000.00	17,500.00	18,400.00	-900.00	95.11%	18,400.00
4714a · Map/Brochure	0.00	0.00	1,650.00	-1,650.00	0.0%	22,900.00	-550.00	16,500.00	-17,050.00	-3.33%	19,800.00
Total 4700 · Earned Program Income	12,500.00	5,725.00	26,188.24	-20,463.24	21.86%	95,438.15	69,680.00	153,702.47	-84,022.47	45.33%	174,168.00
4800 · Interest Income	18.53	39.00	0.00	39.00	100.0%	216.49	371.43	0.00	371.43	100.0%	0.00
4900 · Miscellaneous	0.00	0.00	0.00	0.00	0.0%	0.00	217.52	0.00	217.52	100.0%	0.00
Total Income	58,351.86	51,430.66	73,271.57	-21,840.91	70.19%	597,285.23	537,335.57	624,535.73	-87,200.16	86.04%	739,168.00
Expense											
6300 · Program Expenses											
6409 · Mixer Expenses	0.00	0.00	0.00	0.00	0.0%	0.00	811.91	0.00	811.91	100.0%	0.00
6000 · Annual Meeting Expense	0.00	0.00	0.00	0.00	0.0%	1,155.99	8,817.02	0.00	8,817.02	100.0%	0.00
6040 · Board Meeting	35.90	75.04	66.67	8.37	112.55%	143.60	457.94	666.66	-208.72	68.69%	800.00
6438 · Event Expenses	122.64	1,038.09	1,706.67	-668.58	60.83%	10,843.66	10,302.34	17,066.66	-6,764.32	60.37%	20,480.00
6438a · Event Equipment	700.00	350.75	4,189.17	-3,838.42	8.37%	10,202.89	26,235.45	41,891.66	-15,656.21	62.63%	50,270.00
6452 · 1st Thursday	850.00	1,000.00	0.00	1,000.00	100.0%	14,586.80	10,611.20	0.00	10,611.20	100.0%	0.00
6400 · Promotions Expense	1,348.33	1,509.80	3,712.50	-2,202.70	40.67%	19,884.43	21,399.48	37,125.00	-15,725.52	57.64%	44,550.00
Total 6300 · Program Expenses	3,056.87	3,973.68	9,675.01	-5,701.33	41.07%	56,817.37	78,635.34	96,749.98	-18,114.64	81.28%	116,100.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

April 2023

Accrual Basis

	Apr 22	Apr 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Apr 22	Jul '22 - Apr 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6530 · Personnel	24,818.12	28,430.67	37,131.09	-8,700.42	76.57%	284,327.36	360,423.73	371,310.82	-10,887.09	97.07%	445,573.00
6050 · Professional Services	2,337.59	11,535.80	6,018.16	5,517.64	191.68%	42,615.36	69,325.47	64,181.68	5,143.79	108.01%	76,718.00
6275 · General & Administrative											
6350 · Business Committees	0.00	0.00	66.67	-66.67	0.0%	48.68	663.64	666.66	-3.02	99.55%	800.00
6330 · Business Development	275.37	27.68	83.33	-55.65	33.22%	804.23	1,043.44	833.34	210.10	125.21%	1,000.00
6105 · Technology Expenses	0.00	256.97	375.00	-118.03	68.53%	2,995.09	2,251.19	3,750.00	-1,498.81	60.03%	4,500.00
6296 · Staff Development	0.00	153.29	125.00	28.29	122.63%	2,238.89	980.94	1,250.00	-269.06	78.48%	1,500.00
6120 · Liability Insurance	975.67	1,044.16	1,116.67	-72.51	93.51%	10,081.70	10,441.60	11,166.66	-725.06	93.51%	13,400.00
6154 · Office Maintenance	150.00	150.00	150.00	0.00	100.0%	1,535.00	1,803.65	1,500.00	303.65	120.24%	1,800.00
6220 · Office Supplies	236.34	345.17	166.67	178.50	207.1%	2,854.39	1,841.14	1,666.66	174.48	110.47%	2,000.00
6335 · E-Car Maintenance & Insurance	238.00	0.00	0.00	0.00	0.0%	238.00	249.00	375.00	-126.00	66.4%	500.00
6290 · Membership Dues	0.00	-586.00	225.00	-811.00	-260.44%	760.01	1,664.00	2,250.00	-586.00	73.96%	2,700.00
6250 · Parking	0.00	15.00	0.00	15.00	100.0%	3.00	105.00	50.00	55.00	210.0%	50.00
6260 · Postage	26.85	73.71	58.33	15.38	126.37%	376.35	682.06	583.34	98.72	116.92%	700.00
6270 · Printing & Photocopying	1,181.74	1,600.90	1,463.33	137.57	109.4%	7,267.51	18,299.15	14,633.34	3,665.81	125.05%	17,560.00
6600 · Rent	2,350.00	2,350.00	2,350.00	0.00	100.0%	23,500.00	23,500.00	23,500.00	0.00	100.0%	28,200.00
6045 · Retreat	0.00	0.00	0.00	0.00	0.0%	0.00	109.19	350.00	-240.81	31.2%	350.00
6370 · Staff Meetings	57.60	0.00	83.33	-83.33	0.0%	1,090.98	1,340.00	833.34	506.66	160.8%	1,000.00
6601 · Storage	265.00	273.51	250.00	23.51	109.4%	2,470.00	3,234.03	2,500.00	734.03	129.36%	3,000.00
6280 · Telephone/DSL/Cable	909.88	1,199.42	683.33	516.09	175.53%	8,990.12	9,167.11	6,833.34	2,333.77	134.15%	8,200.00
6295 · Travel	0.00	166.83	83.33	83.50	200.2%	0.00	966.72	833.34	133.38	116.01%	1,000.00
6650 · Utilities	76.04	28.39	25.00	3.39	113.56%	268.43	163.78	250.00	-86.22	65.51%	300.00
6899 · Bank Service Charges	146.15	394.66	166.67	227.99	236.79%	1,854.05	2,044.94	1,666.66	378.28	122.7%	2,000.00
6799 · Interest Expense	0.00	0.00	641.00	-641.00	0.0%	34.68	0.00	6,410.00	-6,410.00	0.0%	7,692.00
6900 · Property Tax Expense	0.00	0.00	0.00	0.00	0.0%	542.59	488.75	525.00	-36.25	93.1%	525.00
Total 6275 · General & Administrative	6,888.64	7,493.69	8,112.66	-618.97	92.37%	67,953.70	81,039.33	82,426.68	-1,387.35	98.32%	98,777.00
6990 · Reserves	121.35	57.25	166.67	-109.42	34.35%	957.54	790.30	1,666.66	-876.36	47.42%	2,000.00
Total Expense	37,222.57	51,491.09	61,103.59	-9,612.50	84.27%	452,671.33	590,214.17	616,335.82	-26,121.65	95.76%	739,168.00
Net Ordinary Income	21,129.29	-60.43	12,167.98	-12,228.41	-0.5%	144,613.90	-52,878.60	8,199.91	-61,078.51	-644.87%	0.00
ERC Income	0.00	0.00				61,757.00	113,869.82				
Net Other Income	0.00	0.00	0.00	0.00	0.0%	61,757.00	113,869.82	0.00	113,869.82	100.0%	0.00
Net Income	21,129.29	-60.43	12,167.98	-12,228.41	-0.5%	206,370.90	60,991.22	8,199.91	52,791.31	743.8%	0.00



DOWNTOWN SANTA BARBARA

A Vibrant & Thriving Downtown Santa Barbara

Plans for Fiscal Year 2023-2024

About Downtown Santa Barbara

The Downtown Organization of Santa Barbara, Inc. (DSB) is dedicated to the promotion and enhancement of the Santa Barbara Downtown District for the benefit of its members, Santa Barbara residents and visitors. DSB was first incorporated in 1967 and has served as the collective voice for Downtown Santa Barbara for more than fifty years. Governed by a volunteer Board of Directors and managed by a team of professional staff, DSB has a long history of leading change, organizing community, and building the brand Downtown Santa Barbara. We pride ourselves on providing services that benefit our members every day and we work in an innovative way to leverage our knowledge and partnership for positive collective impact.

Looking back to look ahead

FY 2022-2023 was as much better year for the downtown business community compared to 2021-2022. The year provided many opportunities for collaboration, connection, and creativity and a new expansive landscape to further the reimagination of the future of downtown. DSB has been an active participant in listening to the needs of downtown stakeholders and working to build our capacity to continue to be responsive at increasingly higher levels to meet the needs of this moment. We added a significant amount of new programming in the last year and plan to expand on our accomplishments for FY 2023-2024 by partnering with local organizations to further activate downtown. We look forward to the completion of the Downtown Master Planning process that has potential to reinvigorate downtown for future generations. We are also actively working toward the adoption of the new Downtown Community Benefit Improvement District that can assist in adding significant new services in the areas of maintenance, security, and promotion to further support our downtown. This document outlines our plans and focus areas for the time period of July 1, 2023 to June 30, 2024.

Strengthening Strategic Partnerships to Promote Economic Recovery and Growth

- Support the growth of new and existing businesses by offering regular business services orientations and distributing the resources of local, county, state and federal opportunities via our weekly regular e-newsletters, offer webinars, networking events, and offer strategy calls, and referrals to assist businesses in getting access to what they need to grow and thrive downtown.
- Partner with area agencies to leverage resources ie: SCORE, WEV, Economic Development Collaborative, Santa Barbara Beautiful, Santa Barbara Foundation, United Way and others.

- Participate in collaborative conversations that support getting resources to unsheltered individuals residing downtown.
- Continue to partner with area agencies such as SB ACT, City Net, City of Santa Barbara, County of Santa Barbara and others to support systems to mitigate the impacts of vagrancy and crime downtown.
- Convene and facilitate meetings, strategic committees, community dialogues with property owners, and residents to order to be responsive to the needs and desires of the diverse stakeholders that live, work and enjoy downtown.
- Participate on area boards, commissions and city council meetings in order for DSB staff and board members can be engaged and informed and collaborate and advocate for the needs of downtown stakeholders.
- Continue to develop an active group of trained volunteers, interns and board members and business champions to support and assist with these activities.
- Continue and further expand economic development efforts to ease the path to opening business downtown and filling vacant spaces downtown.
- Continue to work with community partners such as Santa Barbara Unified School District, local nonprofit organizations as well as downtown businesses, downtown ambassadors and volunteers in policing to support safe alternative afterschool options for local youth that utilize State Street to practice wheelies.
- Host twice annual downtown beautification and clean up days with local volunteers, business and city leaders to build community pride, participation and shared knowledge of DSB's work.

Marketing and Promotion:

- Continue to grow the Shop Local campaign with digital, print and radio advertising and marketing telling the stories and highlighting downtown business owners
- Promote local businesses via visually stimulating weekly e-newsletter
- Continue the State Street Flag Program featuring over 30+ nonprofits in 52 weeks.
- Post daily stories, video and reel highlights of downtown businesses to 32,500 via Instagram and 11,500 via Facebook with a growing following
- Continue to partner with social media influencers to extend the reach of DSB's marketing locally and nationally
- Offer regular local business "give-a-ways" and promotions that highlight and bring new visibility to downtown businesses
- Showcase itineraries for locals and visitors to explore the offerings of downtown
- Highlight new businesses regularly and their offerings on DSB's website
- Promote a "Why do Business Downtown" marketing campaign along with business resources highlighting the benefits of starting a business downtown
- Continue to highlight and enhance the brand of the distinct downtown neighborhoods with a focus on hidden or lesser-known gems.
- Develop, and distribute the annual downtown Santa Barbara map highlighting downtown businesses and neighborhoods
- Promote the good work of local homeless service providers via regular highlights of success stories via our e-newsletter and media story pitches.
- Continue to update the Downtown online calendar of events via the DSB website

- Work with businesses to update their member business page on the DSB website to include photos and descriptions and contact info so locals and visitors can easily find them by business type in our downtown shopping directory

A Thriving, Vibrant and Welcoming Downtown

- Work in collaboration with city staff and local organizations to manage to grown and manage a process for permitted activities in designated downtown locations
- Partner with local performing and visual arts organizations, local event planners and others to stimulate regular pop-up activities, events, art installations and more to create a welcoming and vibrant downtown that draws you back time and time again
- Partner with the Santa Barbara Arts Collaborative to continue Pianos on State Program
- Partner with the Santa Barbara County Office of Arts and Culture and the City of Santa Barbara for regular public art and performance offerings
- Work in partnership with the City to crate shared set of building maintenance standards and vacancy ordinance for new and existing businesses and properties who do business in the downtown with block captains to review and share conditions on their blocks.

Community Events & Activations

- Continue the monthly 1st Thursday Art Walk, featuring local galleries, artists and performances throughout downtown.
- Continue seasonal downtown neighborhood events: Downtown Live Concert Series and Rock the Block party events to bring locals and visitors alike to unique and engaging diverse activities and events downtown during the week
- Promote these events and activities collectively in themes highlighting downtown’s unique diverse neighborhoods and spaces with the goal of enhancing downtown with a plethora of ongoing activities for all ages, including music, youth and family-oriented activities etc.
 - Seasonal Rock the Block parties to announce and highlight the new series of activities each season to include local art, music, food and drink to include: family oriented activities
 - Downtown Music Series, i.e.: A series of seasonal music and performances; on the 600-1000 Blocks,
 - Downtown Retail Focused Events: Downtown open house events highlighting boutiques, furniture, and design studios; mixers to support and build community around retailers
 - Holiday Tree Lighting Ceremony and Block Party + plus and a series of holiday events with a special Downtown “Holiday Spectacular” event.
 - Partner events such as: Classic Car Show; Specialty Markets, Art Exhibits; Light Art Installations and more.

Annual Events

- Organize the Annual Downtown Awards Breakfast highlighting the contributions of area businesses and organizations and community leaders
- Organize the Annual Live Art and Wine Tour highlighting downtown restaurants, wineries, breweries, theatres and galleries.

- Support the organizers of many local and visiting events, parades and more to make it easy to have successful offerings by assisting with logistics, offering advice, promotion and coordinate with area businesses where necessary

Continue to Grow the Capacity of DSB to serve our Downtown Business Community and meet its emerging needs

- Continue to partner with the South Coast Chamber of Commerce to pursue a CBID to support the growing needs of security, cleaning and maintenance; and activating downtown.
- Continue to update computer systems, technology software, equipment and cloud-based office systems to stay current and responsive to the needs of our businesses
- Participate in regional, national and international conferences and downtown membership organizations to learn from and to network with people and organizations when possible
- Continue to pursue relationships with local philanthropists, foundations, local, state and national agencies and business leaders to sponsor and promote these strategic initiatives.
- Share an annual report to stakeholders and funders to promote transparency, trust and collaboration
- Conduct annual business and community survey to plan activities based on the needs of community members

Budget

This document is accompanied by a budget that outlines the costs of management, staffing and implementation of these activities.

If you have questions or would like more information about these plans, please contact:

Robin Elander
Executive Director
Downtown Santa Barbara
robin@downtownsb.org
805-962-2098 x 801
www.downtownsb.org

**Downtown Santa Barbara
FY 2023-2024 Proposed Budget**

	22-23 Annual Budget	Proposed FY 23-24 Budget	Notes
Ordinary Income/Expense			
Income			
4000 · Business Improvement Fees	\$250,000	\$238,000	Projected BID fee collection
4050 · City P/M Contract	\$310,000	\$303,800	2% reduction per city budget
4600 · Board Contributions	\$5,000	\$6,000	Annual board member dues \$200
4700 · Earned Program Income			
4752 · 1st Thursday Income	\$29,000	\$32,000	1st Thursday continues to grow in participation
4500 · Annual Meeting	\$15,018	\$15,000	Goal to focus more on sponsorship recruitent in advance of event and ticket sales
4300 · Associate Dues	\$5,000	\$3,500	We've seen a reduction in associate dues since the pandemic
4655 · Flag Installation	\$19,000	\$19,000	New operations coordinator on board to support non profit flag program coordination
4754 · Brewery Tour	\$6,300	\$6,300	New Craft Brew Fest scheduled for July 23 at Casa De La Guerra. Tickets are \$45 and feature local breweries!
4753 · Neighborhood Activations	\$19,800	\$10,000	Continue neighborhood activations, with conservative expenses, continue to seek sponsorships, explore other partnerships/sponsorships and in kind donations
4728 · State Street Promenade Mar	\$4,800	\$0	Too much competition with other markets. Last market June 2023.
4705A · Art & Wine Tour	\$32,250	\$38,000	\$40,276 is the preliminary Live Art and Wine Tour Income for 2023
4709 · Downtown Mixers	\$1,800	\$4,000	Transition some mixers to DSB fundraising events in collaboration with downtown businesses.
4711 · Holiday Programming	\$18,400	\$17,500	Holiday performances and concerts starting in Nov. and Dec, holiday tree lighting block party, plus a "Downtown Holiday Spectacular" event with performances and events on every block on the state street promenade, in lieu of the holiday parade. Budgeting the same as what we brought in from sponsorship the previous year
4714a · Map/Brochure	\$19,800	\$19,800	Currently enrolling map and guide participants. Getting back on regular schedule going forward after pandemic hiatus
Total 4700 · Earned Program Income	\$174,168	\$165,100	Covid funds to cover difference in antidiptated funds, that are lower due to covid and pending recession
4800 · Interest Income	\$0		
4900 · Miscellaneous	\$0		
Total Income	\$739,168	\$712,900	Propose to use 1 time Covid Relief funds to make up the difference in BID fee and City Contract. See notes at the bottom.
Gross Profit	\$739,168	\$712,900	
Expense			
6300 · Program Expenses			
6409 · Mixer Expenses	\$0	\$1,800	Bimonthly mixers/ fundraisers at different venues to meet, mingle and collaborate for impact!
6040 · Board Meeting	\$800	\$800	Coffee at each meeting

**Downtown Santa Barbara
FY 2023-2024 Proposed Budget**

	22-23 Annual Budget	Proposed FY 23-24 Budget	Notes
6438 · Event Expenses	\$20,480	\$21,020	Program Expenses: permits, food, drink, plates, glasses for 1st Thursday, Live Art and Wine, event supplies
6438a · Event Equipment	\$50,270	\$50,270	Rental Equipment and Purchase for Rock the Block, Holiday Spectacular, Live Art and Wine, Annual Awards Breakfast etc. such as lighting, sound, tables, chairs, linens
6400 · Promotions Expense			
6110 · Web Site Design & Maint	\$6,000	\$6,000	Status quo, make further enhancements after determine CBID Status
6414a · Map/Brochure	\$19,000	\$19,000	Print 50% then reprint as needed
6414e · Advertising/Marketing	\$19,550	\$19,550	Plan to spend with more trackable digital advertising wherever possible.
Total 6400 · Promotions Expense	\$44,550	\$44,550	
Total 6300 · Program Expenses	\$116,100	\$118,440	
6530 · Personnel			
6500 · Salaries	\$384,788	\$399,139	Includes COL and merit increase for 3 FT staff + up to 5% holiday/merit bonus for 4 FT positions (ED, Ops Coordinator/DSI, Marketing Manager) + ~2 Marketing and Communications Assistants, ~2 PT Events and Communications Assistants, 1 ~400 hour Marketing and Public Relations Associate
6520 · Payroll Taxes	\$30,785	\$31,794	
6125 · Medical Insurance	\$24,000	\$24,000	
6135 · 401K	\$2,500	\$4,000	Estimated Opt in to 3% matching for FT Staff
6130 · Workers' Comp Insurance	\$3,500	\$4,000	
Total 6530 · Personnel	\$445,573	\$462,933	
6050 · Professional Services			
6103 · Legal Fees	\$1,500	\$20,000	Legal fees to support organizational transition expenses
6023 · Accounting Services	\$10,000	\$12,000	Anticipated higher costs due to contract accounting, invoicing services instead of inhouse
6025 · Audit & Tax Preparation	\$9,000	\$9,000	
6020 · Payroll Processing	\$6,250	\$7,000	
6102 · Contract Services	\$49,968	\$56,200	Includes \$300 x 12 months bands for 1st thursday, \$4500 Artistic/Event Consultant Fees for ~6 installations \$2500 for 8 bands/ dj's/ performances for the month of November /December ~40 weeks of music/activations = \$10,000 \$250 per week for contractor organize, set up, tear down 20 weeks = \$5000 Entertainment for Live Art & Wine = \$1000, CBID Consultant 6 months x 4000 each month = \$2400 (if CBID passes, ~50K can be reimbursed)
Total 6050 · Professional Services	\$76,718	\$104,200	
6275 · General & Administrative			
6350 · Business Committees	\$800	\$800	
6330 · Business Development	\$1,000	\$2,300	
6105 · Technology Expenses	\$4,500	\$3,000	Conservative tech. investments until we determine if CBID will pass
6296 · Staff Development	\$1,500	\$1,500	Staff development courses, classes and or conferences
6120 · Liability Insurance	\$13,400	\$13,400	
6154 · Office Maintenance	\$1,800	\$1,800	

**Downtown Santa Barbara
FY 2023-2024 Proposed Budget**

	22-23 Annual Budget	Proposed FY 23-24 Budget	Notes
6220 · Office Supplies	\$2,000	\$2,000	
6335 · E-Car Maintenance & Insurance	\$500	\$500	
6290 · Membership Dues	\$2,700	\$2,700	IDA, CDA, NAWBO
6250 · Parking	\$50	\$1,800	\$50 per month parking stipend x 3 staff x 12 months to offset DT parking costs
6260 · Postage	\$700	\$2,000	Increased costs of mailing members/board elections etc.
6270 · Printing & Photocopying	\$17,560	\$17,560	Event signage, brochures, postcards, 1st Thursday Passport, BID mailing, and heavy on brochures for 1st Thursday, Live Art and Wine, Neighborhood activations (retail) etc.
6600 · Rent	\$28,200	\$28,200	no anticipated increases
6045 · Retreat	\$350	\$350	
6370 · Staff Meetings	\$1,000	\$1,500	Staff meetings at downtown businesses, celebrations, birthdays etc.
6601 · Storage	\$3,000	\$3,000	Storage at Paseo Nueveo + Marborg
6280 · Telephone/DSL/Cable	\$8,200	\$8,200	includes \$50 cell phone reimbursement + office phones, wifi
6295 · Travel	\$1,000	\$1,000	Travel to conferences, out of area meetings
6650 · Utilities	\$300	\$300	
6899 · Bank Service Charges	\$2,000	\$2,000	
6799 · Interest Expense	\$7,692	\$7,692	for EIDL, plan to put funds into Money Market Checking with interest to offset
6900 · Property Tax Expense	\$525	\$525	
Total 6275 · General & Administrative	\$98,777	\$102,127	
6990 · Reserves	\$2,000	\$2,000	added to \$150,000 Policy Reserves per year
Total Expense	\$739,168	\$787,700	
Net Ordinary Income	\$0	-\$74,800	
Other Income/Expense			
		\$20,000	CBID Reimbursement for Potential Anticipated Legal Fees (\$30K remaining of Reimbursement if CBID Passes to cover other transition expenses)
		\$18,200	Use of 1 time Covid Relief Funds to make up difference in Lower City Contract and BID Fees for FY 23-24
		\$24,000	1 Time use of Covid Relief funds to pay for CBID Consultant (\$4000 per month for 6 months)
PPP, Relief & ERC Income		\$12,600	Use of 1 time Covid Relief Funds to hire Marketing and PR staff person ~400 hours at \$30/hr
Total Other Income		\$74,800	Total proposed use of one time funds. Remaining 1 time funds total \$125,826
Net Other Income	\$0	\$0	
Net Income	\$0	\$0	

CBID & Downtown Organization Scenarios for Future Structure

Scenario A:

- CBID Board (a new 501 c 3 ie: Downtown and Funk Zone Partners - all volunteer board) contracts with the Downtown Organization of Santa Barbara for all (or a portion of) services to be implemented.
- DSB serves the entity that manages and delivers services for the CBID
- DSB hires and contracts for services as needed.
- In this scenario there would be two boards, one for the CBID and one for the Downtown Organization

Scenario B:

- A new 501 c 3 is created to manage the district and the CBID funds ie: Downtown Partners
- The new board is a mix of DSB board members and property owners (~35 in total) with 51% property owners
- New CBID board makes decisions as to how the new organization is ran, what contracts are made and how the funds are managed.
- DSB intention is to dissolve the BID once CBID passes
- DSB dissolves the Downtown Organization of Santa Barbara once the new combined entity is established and running by the new board. Assets, and Intellectual property are transferred to new organization to for continued service delivery for programs the new board and staff decide upon
- All or a portion of DSB staff are rehired, plus new hires and contracts as needed.
- Continue to use DSB's office