



DOWNTOWN
SANTA BARBARA

The Downtown Organization of Santa Barbara is dedicated to the promotion, economic development, and enhancement of the Santa Barbara Downtown District for the benefit of downtown businesses, Santa Barbara residents, and visitors since 1976.

Downtown Business Spotlight
a virtual interview series

185 BUSINESSES HIGHLIGHTED
Over 1 Million Views



MARKETING & PROMOTIONS

ECONOMIC DEVELOPMENT



BUSINESS RESOURCES

EVENTS & PROGRAMMING



ADVOCACY

NETWORKING

BEAUTIFICATION

www.downtownsb.org



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SANTA BARBARA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BENEFITS

The business improvement area is bounded by Anacapa, Chapala, Micheltorena, and Gutierrez Streets.

These benefits are also available to dues paying Associate Members

More info at <https://www.downtownsb.org/membership>

Benefits Orientation: Email us to schedule a meeting to learn more about how to access these and other benefits through our organization. Email daniel@downtownsb.org to schedule.

• **Online Calendar of Events:** Add your business happenings as often as you'd like. These are featured on our website and often helps us to populate our e-newsletter and social media calendars.

• **Membership Portal:** You can update your business listing on our website, and include different photos, descriptions, and contact info at any time. This is an important way to have locals and visitors find your business. Email daniel@downtownsb.org for a tutorial if desired.

• **Participation in Downtown Committees:** The Downtown Santa Barbara Organization facilitates several opportunities that you or your colleagues can participate in (listed below).

Economic Development & Task Force

Marketing & Promotion Committee

Retail Working Group

CBID Steering Committee

Downtown Safety Working Group

Downtown Activations and Events Volunteer Team

State Street Regional Action Plan on Homelessness

Email robin@downtownsb.org to learn more about joining a committee or volunteering.

• **Advocacy:** The Downtown Santa Barbara staff and board members are constantly communicating with our downtown members and advocating for their needs. Staff participates in business task forces, attends conferences, and participates in a wide range of activities with the goal of supporting our business community.

• **Free Business 1 x 1 Strategy Calls:** Available by appointment with Downtown Santa Barbara staff and our partner organization business strategy specialists to support your business! Email daniel@downtownsb.org to learn more and schedule an appointment.

• **Business Resources and Trainings:** DSB shares business resources and trainings and updates on current issues affecting downtown businesses to support you to grow your business and build your business support network. Make sure your email is up to date by emailing daniel@downtownsb.org and be added to the list.

• **Business Mixers:** Promote your business and build partnerships at DSB's regular mixers at one of the networking events our partners promote.

EVENTS & PROGRAMMING

The Downtown Santa Barbara team puts on numerous community events such as:

- **1st Thursday Art Walk**, Every 1st Thursday of the month, 5-8 pm
- **Downtown Live Art and Wine Tour** - Thursday, May 18; 5:30 - 9 PM
- **Downtown Craft Brew Fest**; Sunday, July 23, 2-6 pm
- **Downtown Seasonal Live Music Series**; Various Dates
- **Holiday Happenings**, November and December
- **Downtown Trick or Treat**; October 28, 3-8 PM
- **Small Business Saturday**, November 25
- **Annual Awards Breakfast**, February, 15, 7:30 - 10 AM
- **State Street Job Fair**; Wednesday, April 19 3-5 pm
- **Downtown Beautification Day**- Volunteer Clean up, Saturday, June 3, 9 am - 12 pm
- **Rock the Block Block Parties**; Seasonal Dates; Check website

Dates listed are for 2023 at the time of print and subject to change

Email Amy@downtownsb.org for more information and to learn how to participate in these events.

MARKETING & PROMOTIONS

• **Downtown Santa Barbara Map and Guide**: We design and distribute the "go to" guide of what to see, where to go, where to dine, and what to do in historic Downtown Santa Barbara.

• **Business Directory, Holiday Shopping Guide, Downtown Neighborhood Guide, Video Tours**: We host a comprehensive business directory of all business improvement district and associate member businesses, as well as neighborhood highlight, video tours and more.

"**What's Happening Downtown**" **E-Newsletter**: A weekly newsletter of downtown happenings and updates sent to thousands of contacts.

Email tim@downtownsb.org and request to be included.

• **Social Media Highlights**: 37,000 followers and growing via Instagram and 11,000 on Facebook. We feature businesses for many different reasons, do giveaways, and more to drive traffic to you. Follow and tag us at @downtownsantabarbara.

Seasonal Promotions & Community Partner Events: In October we host "ARTOBER" a month long series of Art, Music, Theatre, and Design events. We also collaborate on special promotions of the Arts District, the Vintage Crawl, and local festivals such as Earth Day, Old Spanish Days Fiesta, Summer Solstice, CycleMaynia and more.

SUBMIT YOUR CONTENT FOR MARKETING

**Do you have news to share about your business or organization?
We want to know about it so we can promote it!**

Please fill out the form below to submit your content for consideration in the Downtown Santa Barbara weekly "What's Happening Downtown" e-newsletter, the Downtown Santa Barbara 'Business Update' e-newsletter, social media via Instagram, Facebook, Twitter or via our website or a press release.

Examples may include: An upcoming event, business anniversary, a new hire, grand opening, new partnership, sale, or promotion, happy hour, new menu, new product line, milestone accomplishment, acts of service, etc!

SUBMIT YOUR MARKETING CONTENT FORM [LINK](#)

Deadline: Please submit at least two weeks prior to the Wednesday you'd like it to appear.
Or email Tim@downtownsb.org

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BUSINESS RESOURCES AND NETWORKING

***Free and low cost business resources and associations that support
Downtown Santa Barbara for area networking***

Economic Development Collaborative

SCORE Santa Barbara

Women's Economic Ventures

Santa Barbara County Office of Arts and Culture

NAWBO – SB

Santa Barbara South Coast Chamber of Commerce

Greater Santa Barbara Regional Hispanic Chamber of Commerce

Healing Justice Santa Barbara

Santa Barbara Association of Relators

California Restaurant Association

Visit Santa Barbara

Visit California

Go Biz:

EDD

SBCC

Santa Barbara Public Library

SB ACT Regional Action Plan on Homelessness

City of Santa Barbara

County of Santa Barbara

Santa Barbara Association of Governments

Santa Barbara Foundation

Association for Women in Communications – Santa Barbara

Ventech

Silicon Rivera

AIA Santa Barbara

Friends of State Street