



PLUMAS STREET
SHOPPING DISTRICT



Yuba City Downtown Association

Mission: To preserve, promote and encourage aspiring businesses and provide safe, clean center of culture and community life for residents and visitors alike.

DBA Vision Statement: To be known as the Premier Shopping , Dining and Entertainment Destination of the region.

Summer Stroll Festival Events Committee

Event Chair manages two signature events per year.

Sandee Drown,
The Happy Viking
(Event Chair)

Kristel Martin,
DBA Coordinator

Cindy Paine,
Paine Property

Teresa Schmidt,
Twin Cities
Flooring

Danielle
Blackmer, Oro
Jewelry & Loan

Branden Conejo,
Conejo Bros.
Media

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Chris Carothers,
Results Radio

Tim Styczynski,
Bridge Street
Coffee

Olivia Huskey,
eXp Realty

Britney Norris,
Recology of
Yuba-Sutter

Kevin Young, DJ
Kev



SUMMER

Stroll

FESTIVAL



SUMMER Stroll FESTIVAL

SATURDAY, JUNE 15, 2019
HISTORIC PLUMAS STREET DISTRICT
3PM-9PM

LIVE PERFORMERS

KID'S WATER ZONE	GWEN IN DOUBT	130 CRAFT VENDORS 20 FOOD VENDORS  <p><small>*To audition visit YCD on Facebook or yubacitydowntown.com</small></p>
KID'S RECYCLE ZONE	JOURNEY UNAUTHORIZED	
HYDRO STATION	MICHAEL FURLONG	
CORNHOLE TOURNAMENT	TRIBUTE TO TOM PETTY	
	NATE SMITH	
	KAYLEE STAR	



WWW.YUBACITYDOWNTOWN.COM FOR MORE INFORMATION



2019 | JUNE 15TH

3:00-9:00pm

**SUMMER STROLL FESTIVAL -
ATTRACTIONS**

**SUMMER STROLL FESTIVAL -
LIVE MUSIC**

TEEGARDEN STREET STAGE

MAIN STAGE

530 TALENT SHOW

(ACROSS FROM THE HAPPY VIKING)

4:00 Youngsters Gymnastics
7:00-8:00 Show

TOM PETTY TRIBUTE 3:00-4:30

Watch local 530 residence show off their talent

JOURNEY UNAUTHORIZED 5:15-6:30

KIDS RECYCLE WORKSHOP

GWEN IN DOUBT 7:30- 9:00

(State Farm Insurance Parking Lot)

CENTER STREET STAGE

SPONSORED BY RECOLOGY OF YUBA-SUTTER

Complimentary Lowe's Flower Pot & Jewelry Making Stations

KAYLEE STARR 3:00-4:15

KIDS WATER ZONE

ALLY 6:00-7:15

(Water Tower)

Four Water Attractions

NATE SMITH 7:45-9:00

BEER GARDEN

HYDRO STATION *(Post Office)*

SPONSORED BY ADVENTIST HEALTH + RIDEOUT

Hydrate & Recharge

(INSIDE THE MAIN STAGE)

SPONSORED BY THE HAPPY VIKING SPORTS PUB & EATERY

**MUST BE 21 YEARS OR OLDER WITH CURRENT ID*

QUENCH YOUR THIRST WITH BEER

OR ADULT SPIKED ICE FOR \$5 EACH

CORNHOLE TOURNAMENT



***City of Yuba City Police and Fire
& City Council***



Entertainment from Bridge Street
to Colusa Avenue



- *Gwen in Doubt*
- *Sutter Theatre*
- *Smiles*



2019 Summer Stroll Festival is a wrap

Event Success

- Early booth sell OUT and able to select better vendors for our event
- Bigger attendance approximately over 19,000 and attendees stayed longer
- Better attractions for kids and adults
- Created a community show that drew surrounding community together including City Mayor & Council
- No Missing Children
- Increased media coverage pre and post event
- Strengthened our partnership with City of Yuba City and staff
- Meet budget
- Gain more expertise volunteers

THANK YOU CITY OF YUBA CITY

- Yuba City Police Department- Sgt Slade and his team
- Yuba City Fire Department- Fire Marshall Frias and Alyssa.
- Yuba City Public Works- Scott Chandler, Jack McDaniel, Jason Benzel, Tony Heddles, David, Ricky and Jim Tappe
- Darin Gale, Terrel Locke and Judy Sanchez
- And of course Mayor Harris & City Councilmen and Councilwoman

