



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.

Teresa Schmidt,
Twin City Flooring (Event
Chair)

Kristel Martin, DBA
Coordinator

Sandee Drown,
The Happy Viking

Scott Sargent,
Sutter Buttes Brewing

Brian Hopper,
EXP Realty

Tucker Waldon,
Suncrest Bank

Yuba City Police

Yuba City Fire



SUMMER

Stroll

FESTIVAL



SUMMER Stroll FESTIVAL

SATURDAY JUNE 19, 2021

HISTORIC PLUMAS STREET DISTRICT

3PM-9PM

LIVE PERFORMERS

KID'S ZONE
KID'S PLANTING ZONE
CORNHOLE TOURNAMENT

ARIEL JEAN BAND
NORTH FORTY
EVERYTHING NICE
COLES & COMPANY
SLAUGHTERHOUSE ROAD
KYMMIE & DIAMONDBACKS

130 CRAFT VENDORS
20 FOOD VENDORS



WWW.YUBACITYDOWNTOWN.COM FOR MORE INFORMATION

2021 | JUNE 19TH

**SUMMER STROLL FESTIVAL -
ATTRACTIONS**

TEEGARDEN STREET STAGE

DJ GABRIEL GUTIERREZ

KIDS SUCCULANT PLANTING WORKSHOP

(by Water Tower Space W61)

SPONSORED BY LOWE'S

KIDS ZONE

(Lee's Canton Parking Lot)

*BUILD A BOAT, WIND TUNNEL, MINI BEACH BALLS,
MINI BUBBLES, BUBBLE MACHINE*

SPONSORED BY SUTTER COUNTY CHILDREN & FAMILIES COMMISSION

ATTRACTIONS:

PALM TREE ROCK WALL,
ALL STAR BASKETBALL CHALLENGE,
GIANT LIFE SIZE DARTS

3:00-9:00pm

**SUMMER STROLL FESTIVAL -
LIVE MUSIC**

MAIN STAGE

(ACROSS FROM THE HAPPY VIKING)

EVERYTHING NICE BAND 3:30-5:00

NORTH FORTY BAND 5:30 - 7:00

ARIEL JEAN BAND 7:30 - 9:00

CENTER STREET STAGE

KYMMI & DIAMONDBACK 3:30-5:00

SLAUGHTERHOUSE ROAD 5:30-7:00

COLES & COMPANY 7:30-9:00

BEER GARDEN

(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 SNO CONES

\$7 EACH OR 3 FOR \$20

CORNHOLE TOURNAMENT



Entertainment from Bridge Street
to Colusa Avenue



2021 Summer Stroll Festival is a wrap

Event Success

First event since Covid-19 2020

Attendance 10,000 with half capacity

Better attractions for kids and adults

Created a community show that drew surrounding community together with City Manager in attendance

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.
Hauck, Katy Goodson and team

Yuba City Fire Department- Fire Chief
Alexander, Fire Marshall Frias and
team

Yuba City Public Works- Scott
Chandler, Jack McDaniels & team

City Manager Vaughn and staff

And of course, Mayor Boomgaarden
& City Council for your continued
support in the success of our
Summer Stroll





DBA Upcoming Marketing Projects

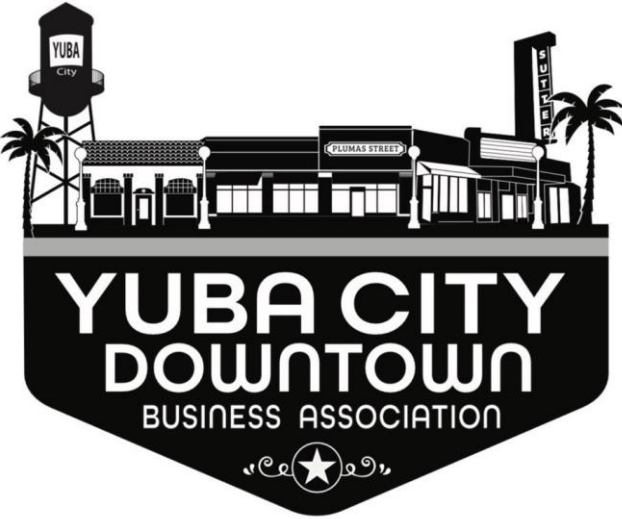
- New DBA Logo
- Downtown Arches (Bridge Street/Colusa Avenue)
- Downtown Signage

New DBA Logo

ROUGH DRAFT



FINAL DRAFT



Downtown Arches for Bridge/Colusa Gateway

POSSIBLE DESIGNS



NIGHT VIEW



Presented by Sandee Drown, DBA President

530-813-2058