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PLUMAS STREET  
SHOPPING DISTRICT

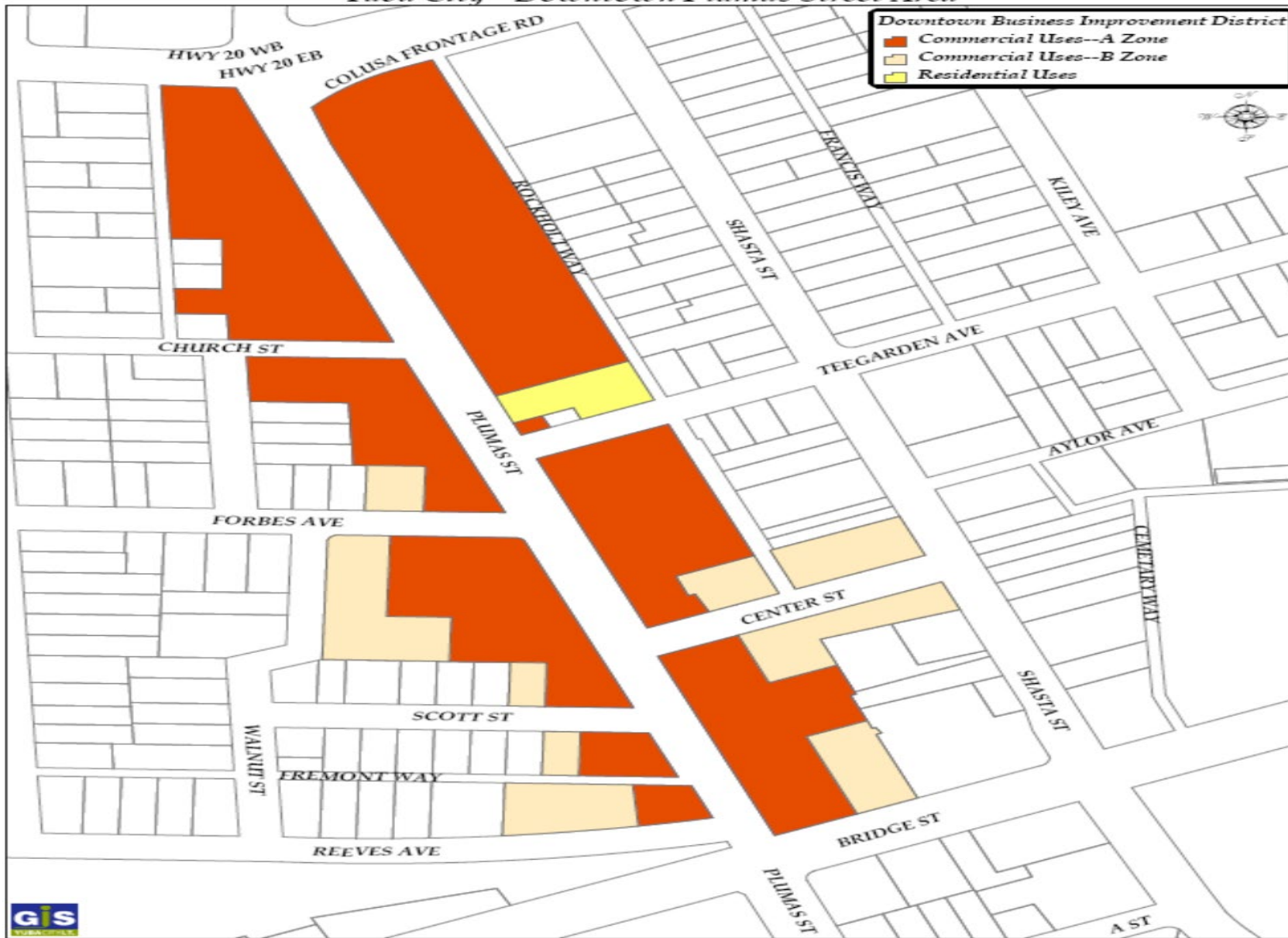
# Yuba City Downtown Association

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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.

# Yuba City - Downtown Plumas Street Area



**List of 2022 Directors and Committee Members of the  
Yuba City Downtown Business Association**

**YCDBA Executive Officers**

President – Sandee Drown, The Happy Viking

Vice President – Ryan Henshaw, Henshaw

Treasurer – Scott Sargent, Sutter Buttes Brewing

Secretary – Danielle Blackmer, Oro Jewelry & Loan

**YCDBA Board of Directors**

JJ Huskey, Nexa Mortgage

Teresa Schmidt, Twin Cities Flooring (Events Chair)

Natalie Syverson, Natalie Syverson Photography

Brian Hopper, Hopper Properties

Rick Rummelhart, Sawyer’s Sweet Spot

Tucker Walden, Suncrest Bank

Ken Wood, New Wave Hearing (Marketing Chair)

Lori Pack, Linda’s Soda Bar

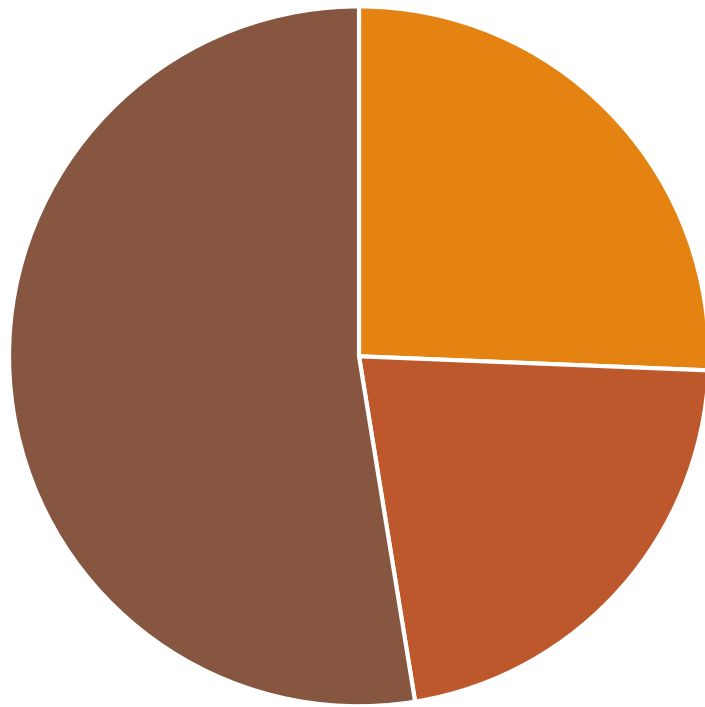
YCDBA 2022 Budget

	Budget 2022	BudgetBudget	Marketing Committee	Summer Stroll Summer	Christmas Stroll Christmas	Events Committee Totals
DBA Members	\$ 29,500.00	\$ 29,595.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Associate Member Dues	\$ 4,000.00	\$ 4,500.00				
Collection on Delinquent Account	\$ 1,500.00	\$ 1,540.00				
Income from Event Insurance	\$ 2,400.00	\$ 1,200.00		\$ 600.00	\$ 600.00	\$ 1,200.00
Income From Downtown Events	\$ 30,000.00	\$ 12,000.00		\$ 5,500.00	\$ 5,500.00	\$ 11,000.00
Income from Kids events	\$ 2,700.00			\$ 300.00	\$ 2,400.00	
Income from Food and Beverage	\$ 2,900.00			\$ 2,400.00	\$ 500.00	
Income from Sublet	\$ -	\$ 1,800.00	\$ 300.00	\$ -	\$ -	\$ 300.00
Sponsorships	\$ 30,000.00			\$ 15,000.00	\$ 15,000.00	
Total Association Receipts	\$ 103,000.00	\$ 50,635.00	\$ 2,000.00	\$ 25,800.00	\$ 26,000.00	\$ 53,800.00
Association Expenses						
Credit Card Processing Fees	\$ 500.00	\$ 412.00		\$ 167.00	\$ 167.00	\$ 334.00
Board Training and Seminar Expenses	\$ 600.00	\$ -				
Dues and Subscriptions	\$ 1,500.00	\$ 530.00				
Insurance and Permits	\$ 12,000.00	\$ 4,000.00		\$ 1,300.00	\$ 1,300.00	\$ 2,600.00
Office and Computer Supplies	\$ 500.00	\$ 200.00				
P.O. box, Postage and Mailing	\$ 300.00	\$ 100.00		\$ 50.00	\$ 50.00	\$ 100.00
Collections/ Small Claims Expense	\$ 1,000.00	\$ -				
Commercial Marketing/ Advertising and Promotion	\$ 1,200.00	\$ 2,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00
Employee Exp. 15 Hours a week @ \$25 per hour	\$ 19,500.00	\$ 13,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Employee Exp. 10 hours @\$25 per hour per event	\$ 500.00	\$ 1,000.00		\$ 500.00	\$ 500.00	\$ 1,000.00
Event Entertainment	\$ 13,000.00	\$ 5,000.00		\$ 8,000.00	\$ 4,000.00	\$ 12,000.00
Equipment Rental	\$ 13,000.00	\$ 1,000.00		\$ 8,700.00	\$ 3,000.00	\$ 11,700.00
Maintenance	\$ 500.00	\$ 100.00				
Mixer/ Annual Meeting	\$ 650.00	\$ 600.00				
Newsletter						
Non-Profit Status Fees and Costs	\$ 35.00	\$ 35.00				
Printing and Reproduction	\$ 300.00	\$ 1,000.00	\$ 250.00	\$ 375.00	\$ 375.00	\$ 1,000.00
Rent	\$ 4,800.00	\$ 4,800.00				
Security	\$ 1,000.00	\$ 700.00		\$ 360.00	\$ 360.00	\$ 720.00
Police	\$ 7,000.00	\$ 7,000.00		\$ 3,500.00	\$ 3,500.00	\$ 7,000.00
Miscellaneous	\$ 6,000.00	\$ 4,000.00		\$ 250.00	\$ 250.00	\$ 500.00
Street Décor	\$ 8,500.00		\$ 500.00			
Landscape and Flower Bowl maintenance	\$ 2,700.00	\$ 1,700.00				
Telephone and Internet	\$ 2,400.00	\$ 2,000.00				
Tax Preparation	\$ 400.00	\$ 400.00				
Website and Social Media	\$ 2,400.00	\$ 200.00				
Total Association Expenses	\$ 100,285.00	\$ 49,777.00	\$ 1,250.00	\$ 23,702.00	\$ 14,002.00	
Estimated Operation gain/loss Per category	\$ 2,715.00	\$ 858.00	\$ 750.00	\$ 2,098.00	\$ 11,998.00	
Total Budget			\$ 2,000.00	\$ 25,800.00	\$ 26,000.00	

# MEMBERS

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Membership



■ Food/Restaurant ■ Professional ■ Retail

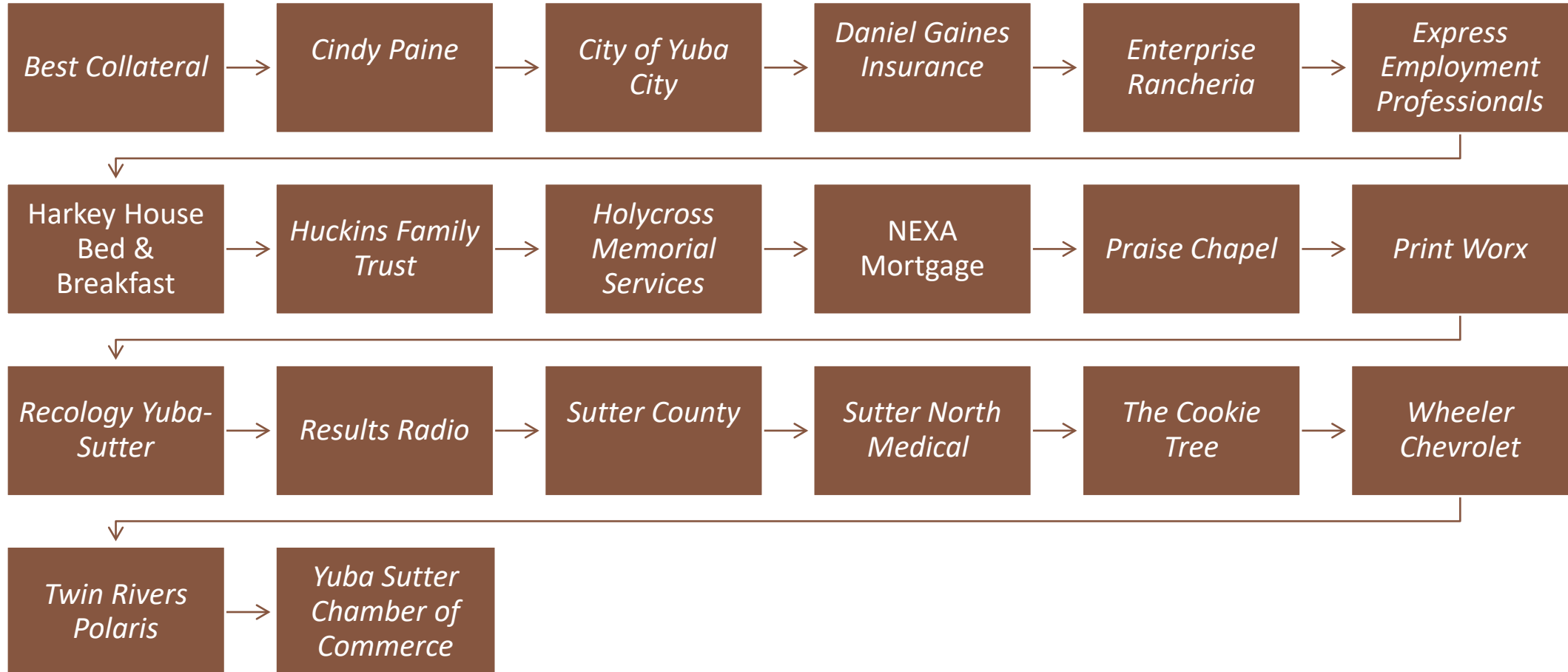
Dues \$29,595

Average \$485



# Associate Members:

The DBA has 20 Associate Member Businesses. These are businesses not located downtown; however, they want to be a part of and show their support for the Downtown District. The following are DBA Associate Members:





# New Businesses

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Amplex

As you Whish Salon & Beauty Bar

City Club

Draped N Taped

IQ Fitness

Lunaria Salon

La Flor de Michoacan

Plumas Pointe

Plumas St. Pub & Grill

Ocean Massage

# BUSINESSES CLOSED

Quality Consignments

Melissa Poma

Dr. Ellis, DDS

## OPENING SOON....



## 2022 Summer Stroll Festival & Christmas Stroll

# Event Success

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First and Second event since Covid-19  
2020

Attendance 15,000 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 and team

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

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

New City Manager Langley and staff

And of course, Mayor Shaw & 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

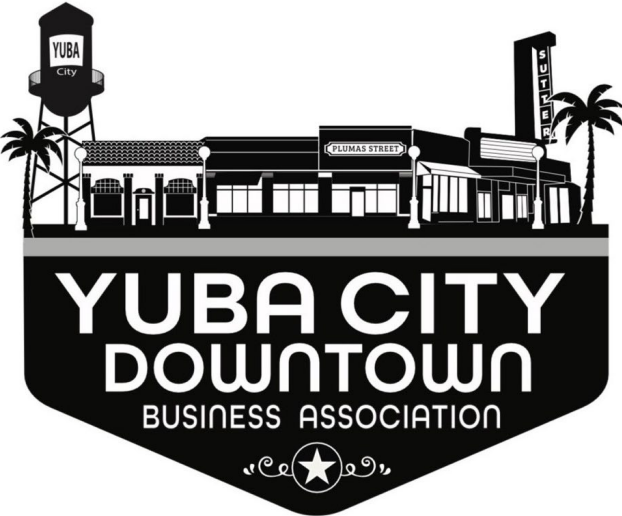
# New DBA Logo

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ROUGH DRAFT



FINAL DRAFT



# Downtown Arches for Bridge/Colusa Gateway

POSSIBLE DESIGNS



NIGHT VIEW





Presented by Sandee Drown, DBA President

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(530)813.2058

SANDEE@THEHAPPYVIKING.COM