



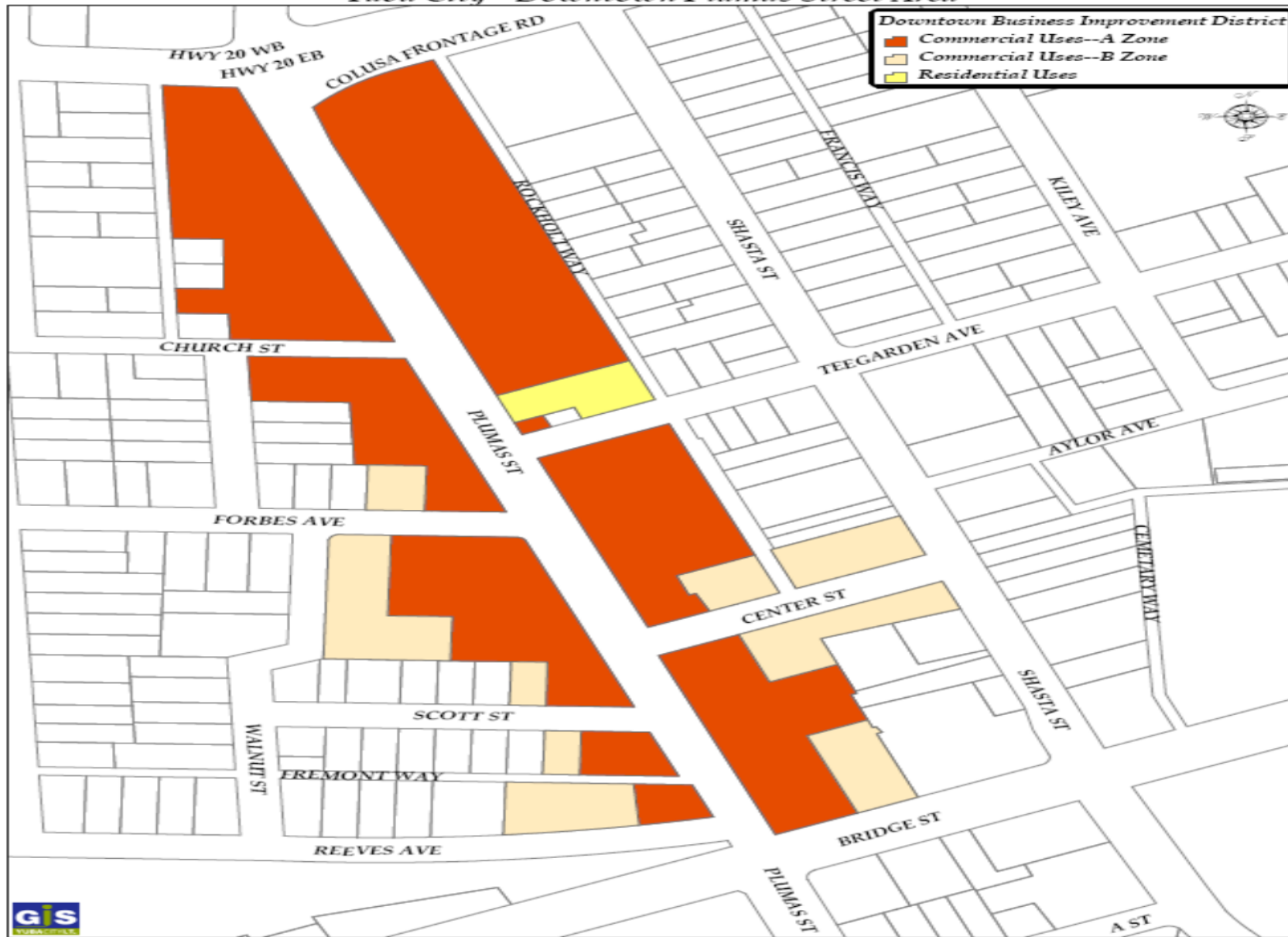
PLUMAS STREET
SHOPPING DISTRICT

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.

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)

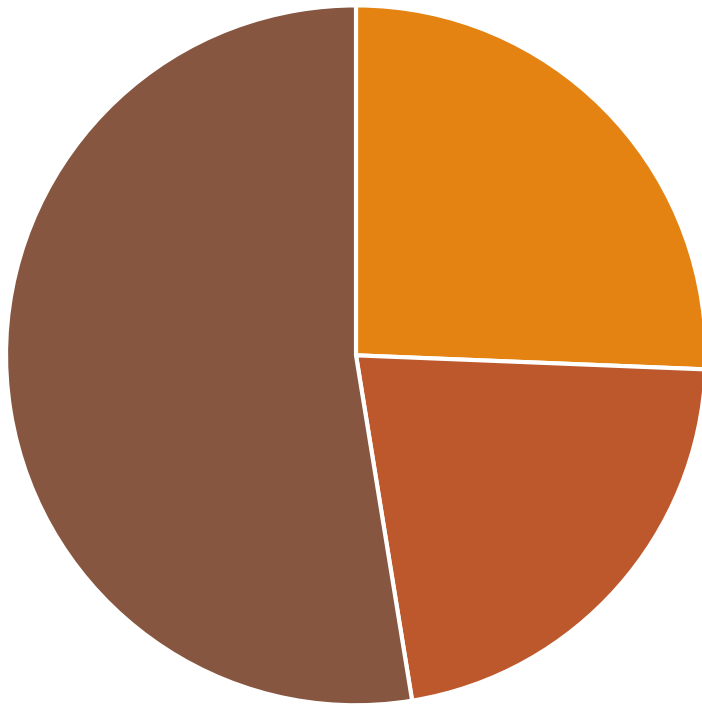
Lori Pack, Linda's Soda Bar

YCDBA 2022 Budget

	Budget 2022	Budget	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

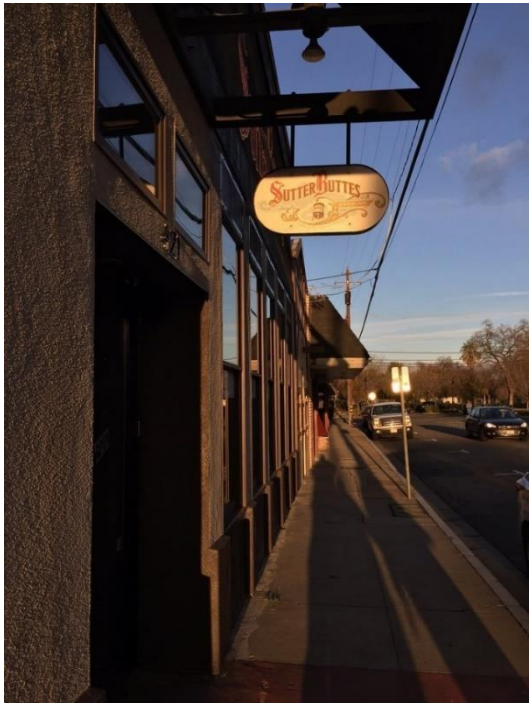
Membership



■ Food/Restaurant ■ Professional ■ Retail

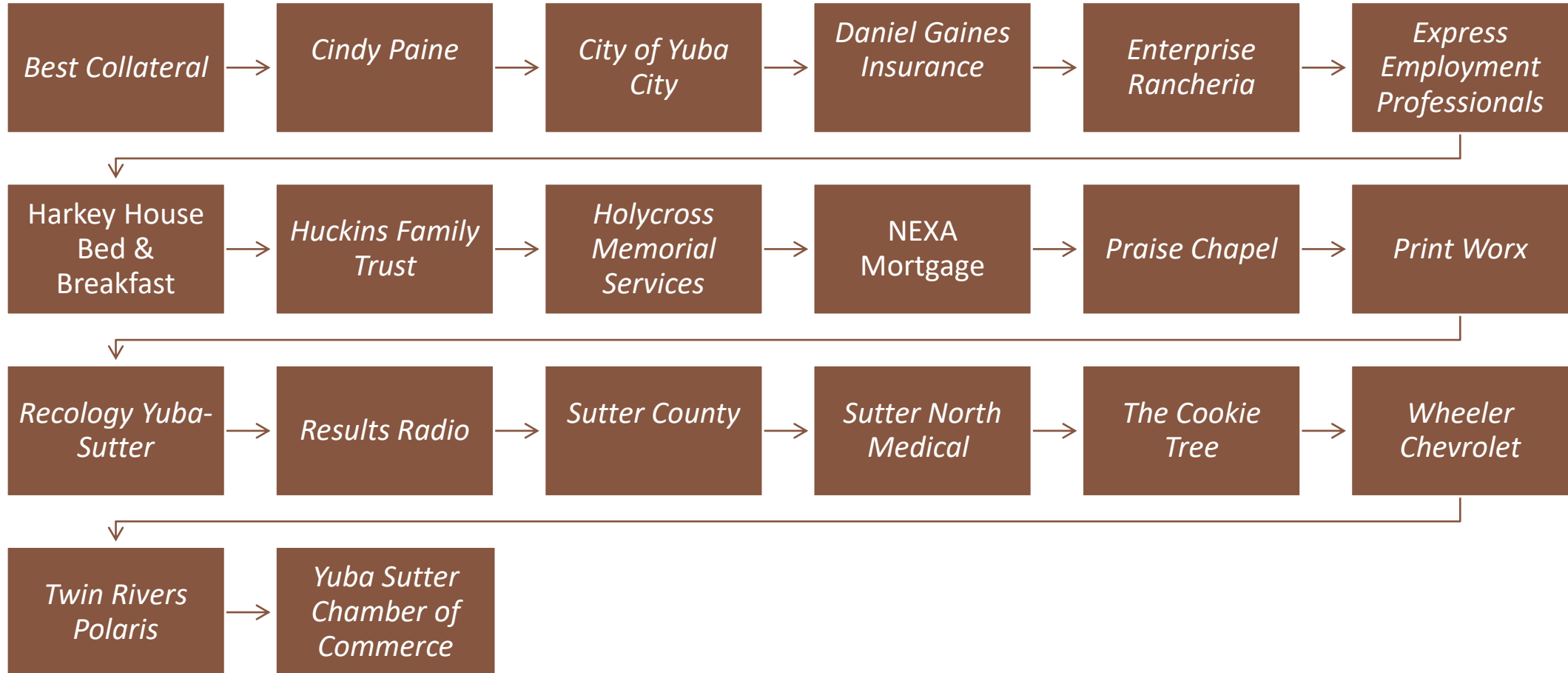
Dues \$29,595

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

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

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



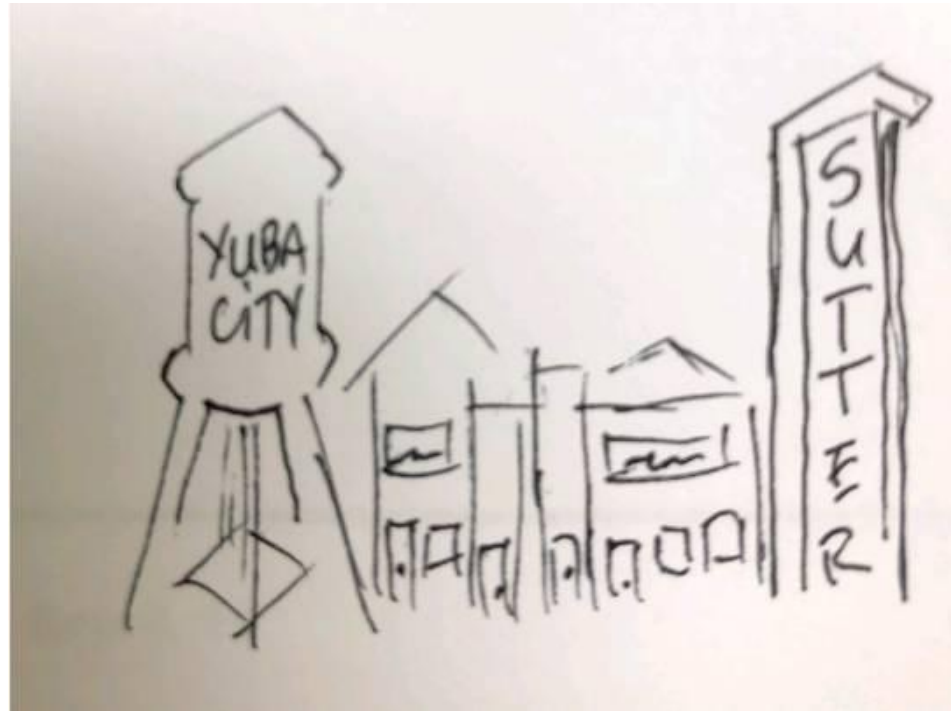


DBA Upcoming Marketing Projects

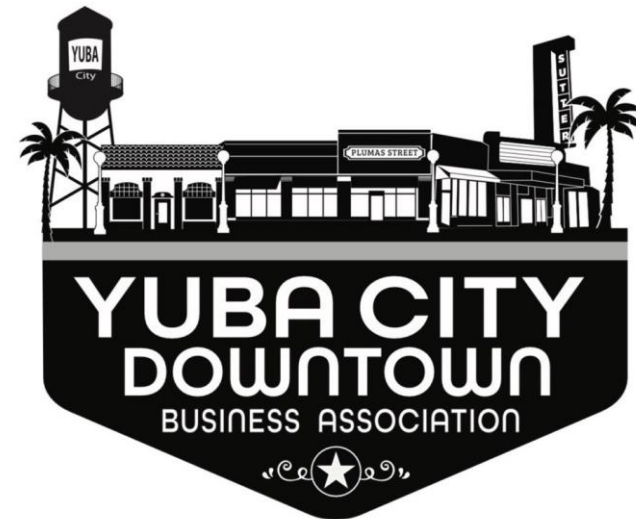
- New DBA Logo
- Downtown Arches (Bridge Street/Colusa Avenue)
- Downtown Signage

New DBA Logo

ROUGH DRAFT



FINAL DRAFT



Downtown Arches for Bridge/Colusa Gateway

POSSIBLE DESIGNS



NIGHT VIEW



Presented by Sandee Drown, DBA President

(530)813.2058

SANDEE@THEHAPPYVIKING.COM