

DBA & DBDC Accomplishments

DBA NEW for 2015:

- Increased staff by adding a representative as an outreach service to downtown businesses in helping to strengthen by promoting and finding solutions to problems.
- Started monthly marketing meetings
- Formed the DBA ambassador program
- Record number of ribbon cuttings
- Updated the Downtown Restaurant Guide (new two years ago)
- Updated the Downtown Shopping Guide (new last year)
- DBA Business Guide (new this year)
- Meeting on a regular basis with jurors to distribute guides and ask questions about downtown then give downtown gift certificates to winners.
- State of the Downtown Breakfast updating our members and the community of our accomplishments and ideas for 2015!
- Strengthened the Spring & Fall Third Thursday event held in May & October
- Mural Project Wall Street Alley continuation of the 40's Theme started at The Mark Restaurant.
- Empowerment Breakfast held in June – to help educate businesses in what to do when encountering a mentally ill person in their place of business.
- Brought an intern for the summer to help in the DBA Office and provide work experience for the UEI College Student.



DBDC NEW for 2015:

Safe, Secure and Welcoming

- State of the Downtown Breakfast brought Randy Jackson, Placeworks, to discuss findings from last year's Urban Development Plan workshops. Also revealed ideas for the future such as branding with better signage into downtown.
- Worked with Caltrans (who was in the process of updating the signs) to have the words "Downtown" as the directional signs north and south to encourage out of town guests to explore what we have to offer in the Heart of our City!
- Project we just completed is the continuous lighting in the trees on Chester Avenue creating a welcoming view on our city's main street. Contracted with Lighting in Style to maintain.
- Increased trash cans in the Arts District to accommodate the increase in pedestrian traffic
- Beautified the area by working with local artists to paint flowers on the trash receptacles
- Worked with Keep Bakersfield Beautiful to clean up on Saturdays after First Friday
- Worked with Keep Bakersfield Beautiful and the Bakersfield Rescue Mission to scrape gum off the sidewalks in the Arts District.
- Building the partnerships with BPD, KBB, Caltrans, Kern County Mental Health, The Mission of Kern County, Garden Pathways, The Homeless Center and others to meet discuss issues explore what works in other communities, then create short and long term goals.
- Crowdfunding Campaign "Discover Downtown Live" raised funds for Wall Street Lighting Project.
- Fundraiser at Boss Pizza raising funds for the event lighting project 18th & Eye and Street Ambassador Progress



DBA and DBDC Building the Team and Dream in 2015!

Year End Projects

DBA:

- Creating a list on contacts with pertinent information of those that can assist downtown businesses deal with their issues.
- Creating a new DBA Medical Directory - completion 2016
- Continue networking with monthly marketing meetings and quarterly mixers.
- Fall Third Thursday
- Shop Small Saturday Champagne Shopping starting at the Padre and ending at the Marriott.



DBDC:

- Working with Lighting in Style to maintain the lighting on Chester Avenue.
- LED event lighting for Wall Street Alley from "H" to Eye". Funded through the Discoverdowntownlive.com campaign.
- Meeting with the BPD, Kern County Mental Health and Homeless Collaborative to help continue building the TEAM! Potential of a Recovery Center 2016.
- Empowerment Breakfast held in June – that unveiled the team's ideas for helping the homeless and mentally ill. Meeting on a continuous basis with mental Health, BPD & Homeless Collaboration.
- Fundraiser held at Boss Pizza to go towards event lighting at 18th & Eye and pilot project with the Bakersfield Homeless Center, The Mission at Kern County, Garden Pathways and Keep Bakersfield Beautiful to create the Street Ambassador. Project to start early 2016.
- Collaborate with the local Rotary's to clean Downtown before the Rotary Convention held in October.
- Working with the City to find solutions to trash in the alleys.
- Committee to work on creating incentives (not roadblocks) into restoring and or building projects for downtown.
- A Successful 3rd Annual Taste of Downtown held at The Westchester. The Event promoted downtown restaurants and raise funds for DBDC to continue to create a "Safe, Secure and Welcoming" area for our City Center!
- Committee to create ideas and fundraiser to illuminate Chester for the holidays.
- Worked with the City to secure for the High Speed Rail sight survey that can help with the downtown Urban Plan.

