

# DBA Accomplished the following:

DBA July – December 2016:

## Promotion of DBA Members:

- Increased Ribbon Cuttings – Partnerships with Chambers, mixers and celebrations:
- Capstone, Mi Peru, Santa Fe Café, The Green Room, Gimmie Some Sugar, High Desert Medical, Kern County Bar Association, Centro 18 Anniversary, Alzheimer's Association, KRS Hair Group and Christmas Party/Casino

## New Downtown Event:

- DBA coordinated first Downtown Expo – Huge success with media coverage and video (will be an annual event)
- Taste of Downtown in Arts District (New location) and Best Downtown Martini Contest?
- Promoted Driven by Art Scavenger Hunt kicked off of October First Friday (New Art Project)
- 4th Annual Champaign and Shopping event with passports was a success promoting Small Business Saturday increased vendors and participants . Unveiled New DBA Restaurant and Shopping Guides
- Attended the planning for 2017 Go Red Luncheon – planning Downtown Goes Red Window Decorating contest in February 2017 with judging on First Friday with the Think Green Pedicabs
- Judges in the annual Veteran's Parade
- Served on the Bakersfield Christmas Parade Committee and helped to find a new location to build the Santa Float.
- Worked with Greg Iger regarding photos for downtown the Mayor's Coffee Table Book promotion of downtown through the DBA and DBDC



## Education of Downtown:

- Education of DBA as a vendor at the Black Chamber of Commerce and Kern County Hispanic Chamber Expos.
- Education through attending the State of the City Luncheon by Bakersfield Chamber
- Held DBA Board meeting at Bakersfield College to learn more about Measure J (which passed) and to discuss the future of the downtown Weill Institute.
- Attended the press conference at BC to learn more about the Condor's Winter Fest
- Networked at the Greater Bakersfield Business Expo
- Education through the Empowerment Breakfast guest Ventura Downtown Partnership
- Promotion of businesses through Champagne and Shopping for Small Business Saturday Morning shows



## Mark Your Calendars: DBA Events

- State of Downtown Breakfast, February 16, 2017
- Third Thursday, May 18, 2017
- Business Expo, August 17, 2017
- Taste of Downtown, September 14, 2017
- Third Thursday, October 19, 2017
- Champagne & Shopping, November 25, 2017
- DBA Christmas Party, December 5, 2017

# DBDC Accomplished the following:

## DBDC July – December 2016:

Creating the Vision through planning and ordinances:

- Attended workshops and steering committee meetings Vision Planning ten, twenty and thirty year plan with the HSR Site Station area planning. (Planning to be unveiled at the State of the Downtown Breakfast, February 16, 2017.)
- Guest Speakers at the Bakersfield Association of Realtors update visioning process
- Education through attending the State of the City Luncheon by Bakersfield Chamber
- Education of DBDC as a vendor participating in the Black Chamber of Commerce and Kern County Hispanic Chamber Expo's.
- Worked with City, DBA Brick and Mortar Businesses, and member Food Trucks to create an updated Food Truck Ordinance
- Attended Keep Bakersfield Beautiful Meetings – collaboration Street Ambassador Project Cleaning after First Fridays and general maintenance of flower trash receptacles, weed abatement, and planted flowers in neglected flower beds.
- DBDC toured with the Fox Board to Fresno, Visalia and Hanford, to learn from other theaters and how we can collaborate to save historic theaters.
- Attended monthly CIT Training Meetings at United Way, updates Street Ambassador project and discussion regarding the Kern County Recovery Center.
- Attended Historic Preservation meetings: Created an updated Historic Downtown Bakersfield Plaque Walking Tour Brochure (attended Third Thursday distributed), finalizing the Mills Act Program City Council for approval first of the year (attended Mills Act Webinar), currently update historic sign ordinance to encourage neon signage.
- Strategic Planning Meeting with KERNCOG and City of Bakersfield – Collaboration and support for potential grants, etc.
- KBB Make A Difference Day – recycling and volunteer cleanup of downtown and painting downtown benches.
- Education through the Empowerment Breakfast guest Ventura Down town Partnership

