ABOUT US

This has been an exciting and dynamic year for Downtown SLO, the organization. We moved into a new, accessible storefront office space, welcomed a new CEO and several new staff positions, expanded programs, tested new initiatives, and worked tirelessly to advocate for businesses in our beautiful Downtown San Luis Obispo.

Thanks to the community’s support as board and committee members, volunteers, and business members, we are poised to experience even more success in the years to come.

Our organization is made up of the fee-paying businesses who operate within our boundaries, voluntary members, and our civic collaborators, including nonprofit organizations, residents, and visitors to our Downtown. We have a robust partnership with the City of San Luis Obispo, and we proudly advocate to the City on behalf of our membership, as well as participate in the process and important work of shaping policy to ensure our Downtown is positioned to be successful.

Over the years, our organization and mission have grown and changed, but our mission serves us well today: to foster an economically vibrant Downtown San Luis Obispo.

Next year, in 2020, we will celebrate 45 years of service to businesses in our Business Improvement Area, as it was defined in 1975. To celebrate that milestone and usher in the next era of success, we will embark on a strategic planning process that will rely on your participation.

We invite you to engage with our daily work and help us as we build community in our beloved Downtown.

A YEAR OF CHANGE

2018

August
Moved to new, accessible, storefront office and information space at 1135 Chorro Street

September
23rd Annual Concerts in the Plaza Season Concluded
Hosted the 2nd Annual Sip ‘n Saunter at 30 Downtown business locations

October
Hired new Events Manager, Niesha Johnston
Coordinated Shop Small Saturday with 30 participating shops
Santa’s House & Classic Carousel Open in Mission Plaza
Fresh Picked Concert Series Concluded
Education Series: Merchandising 101

December
Holiday Window Decorating Contest
Presented 43rd Annual Holiday Parade with Parade Marshalls
Stephen Patrick and Toad LeMay
Hired new Marketing & Communications Manager, Kat Thompson
FINANCIAL SUMMARY
July 1, 2018 - June 30, 2019

**INCOME**
- Contributed: $54,725
- Fundraising Events: $40,250
- Earned: $609,761
- BIA Fees: $276,659
- TOTAL: $981,395

**EXPENSE**
- Administration: $135,075
- Programs: $732,594
- Fundraising: $60,753
- TOTAL: $928,423
- SURPLUS: $52,972

**Key Events 2019**
- **February**: Welcomed four new board members.
- **March**: Five staff members attend West Coast Urban District Forum in Downtown LA.
- **April**: Hosted Bunny Trail.
- **May**: Hosted Coffee with Downtown SLO.
- **June**: Began 24th Annual Concerts in the Plaza.
100 vendors per week

4-7K VISITORS TO DOWNTOWN SAN LUIS OBISPO EACH THURSDAY, 6-9 PM

3,396 BIKES valeted every year

20,000 EARS OF CORN roasted every year

2,200 PLATES OF BBQ AND

1,100 STRAWBERRY BASKETS sold every Thursday

500 pounds of fruit and veggies donated each week

Numbers are averages. Check it out for yourself, every Thursday evening from 6-9 PM.

SPECIAL EVENT ACTIVATIONS

Bunny Trail
30 participating businesses

FIRE PREVENTION NIGHT with 5 local agencies

PUBLIC WORKS NIGHT with 20 local agencies

HALLOWEEN FESTIVITIES Downtown Trick-or-Treat with 30 businesses & Costume Contest

VETERAN’S DAY with local groups

SPECIAL EVENT ACTIVATIONS

DOWNTOWN BROWN’S BIRTHDAY!
• 120 slices of cake
• 12 local mascots

FRESH PICKED concert series
4 concerts, July – October 2018 First Thursday of each month

LAW ENFORCEMENT NIGHT with 24 local agencies
CONCERTS IN THE PLAZA

Our fiscal year straddled the 23rd and 24th Annual Concerts in the Plaza seasons.

This beloved, free music and community happy hour featured performances by Stellar, Resination, The Tipsy Gypsies, The Kicks, Damon Castillo Band, Bear Market Riot, Truth About Seafood, Diego’s Umbrella, The JD Project, The Mother Corn Shuckers, Moonshiner Collective, and rosecoloredworld.
SUPPORTING YOUR DOWNTOWN: COMMITTEES

PARKING & ACCESS COMMITTEE

Members:
Steve Akers, Bike SLO County
Pat Arnold, CoVelop, Inc.
Tim Bochum, City of San Luis Obispo
Alex Fuchs, City of San Luis Obispo
Anna Devers, SLOCOG
Donette Dunaway, SLOCo Pedal Taxi
John Osumi, Bishop Peak Technology, LLC
Gigi Paquette, Ride-On Transportation

*Pierre Rademaker, Pierre Rademaker Design
Barry Rands, San Luis Obispo Bicycle Club
Mark Rawson, Copeland Properties
Scott Smith, Central Coast Surfboards
Stephanie Stackhouse, SLO Yoga Center
Patty Thayer, SLO Repertory Theatre
Megan Weeks, City of San Luis Obispo

- Advocated for Palm-Nipomo parking structure
- Facilitated discussions and advocated for policy around multimodal transportation
- Conducted parking survey for Downtown employees

ECONOMIC ACTIVITIES COMMITTEE

Members:
Jay Beck, American Riviera Bank
Audrey Bigelow, Girl Scouts of California’s Central Coast
Bart Devany, Sunset North Car Wash & Detail Center
*Jules DuRocher, Jules D.
Carolyn Herzog, Compass Financial Planning
Molly Kern, San Luis Obispo Chamber of Commerce

*Courtney Kienow, Cal Poly Office of the President
*Laura Mullen, HumanKind Fair Trade
Jeff Olds, Jamba
Pierre Rademaker, Pierre Rademaker Design
Charlene Rosales, City of San Luis Obispo
Sara Vaskov, Hands Gallery

- Coordinated Education Series for Downtown Businesses
- Tracked new/closing businesses in Downtown
- Updated and distributed New Business Welcome Packet
- Produced Shop Small Saturday

CULTURAL ARTS COMMITTEE

Members:
Araceli Astorga, San Luis Obispo City-County Public Library
Ryan Brockett, Brocktecture
Ron Combs, City of San Luis Obispo
Landy Fike, Downtown Enthusiast
Bruce Fraser, Fraser Seiple Architects
Kevin Harris, SLO Repertory Theatre

Karen Kile, San Luis Obispo Museum of Art
James Papp, Secret SLO
*Stephen Patrick, Stephen Patrick Designs & The BladeRunner Salon & Spa
Emma Saperstein, Cuesta College Harold J. Miossi Art Gallery
Lindsey Stephenson, City of San Luis Obispo
Kevin White, ARTS Obispo

- Hosted 30th Annual Beautification Awards
- Promoted/Judged Holiday Window Decorating Contest
- Installed banners and tree lights on Garden Street
- Managed lightpole banner program
FOOD, BEVERAGE & SERVICES COMMITTEE

- Provided restrooms and additional cleaning services during high traffic weekends downtown (Halloween, Cal Poly Commencement, and St. Patrick’s Day)
- Convened conversations about nightlife and public safety

Members:
- Marco Abarahed, Mother’s Tavern
- Toney Breault, F. McIntocks Saloon SLO
- *Jai Covey, Novo Restaurant and Lounge
- Tucker Dean, BarrelHouse Brewing Co.
- Beverley Matthews, Hotel Cerro
- Shaun Matthews, Hotel Cerro
- Ron Meier, ASH Management
- Jacob Moore, Mother’s Tavern
- Jason Flores, Buffalo Pub & Grill
- Rodessa Newton, Libertine Brewing Company
- Myriam Olalizola, Black Sheep Bar & Grill
- Hank Owens, The Frog & Peach Pub
- Kevin Phillips, San Luis Obispo Police Department
- Shelley Stuckey, Tails Pet Boutique
- Christine Wallace, San Luis Obispo Police Department

FARMERS’ MARKET COMMITTEE

- Updated rules and regulations for market participation
- Implemented new market management software
- Launched a token program for conference guests/visitors
- Enhanced special event arts activations

Members:
- Jason Beres, San Luis Obispo City Fire Department
- Steve Hillstein, Music Motive
- Peter Jankoy, SLO County Farmers’ Market Association
- Sean Lee, The Real Estate Company
- Ron Meier, ASH Management
- Andrea Miller, Spikes Pub
- Aasim Sajjad, Shalimar
- *M. Farid Shahid, WithCo Coffee and Eighty20 Group
- *Doug Shaw, The Sanctuary
- Nancy Snyder, MO’s Smokehouse BBQ

SPECIAL EVENTS COMMITTEE

- Implemented reusable cup program and launched satellite bar at Concerts in the Plaza
- Streamlined application process for Concerts in the Plaza
- Developed policy for more than 50 Special Events

Members:
- Chantal Burns, City of San Luis Obispo
- Molly Cano, City of San Luis Obispo
- Kathy Collins, Maino Bros. Corporation
- Dusty Colyer-Worth, San Luis Obispo Chamber of Commerce
- Therese Cron, Copeland Properties
- Brandon Downing, KSBY
- Amity Faes, Pacific Premier Bank
- Corinn Gallo, Kreuzberg
- Karen Matta, Talosa
- *Rodessa Newton, Libertine Brewing Company
- Leslie Taborga, The San Luis Obispo Collection
- *Ariel Shannon, Bluebird Salon

ISSUES EVALUATION COMMITTEE

- Conducted feasibility study and circulated petitions for the formation of a Property-Based Business Improvement District.

Members:
- *Pat Arnold, CoVelop, Inc.
- Kathy Collins, Maino Bros. Corporation
- Therese Cron, Copeland Properties
- Will Clemens, County of San Luis Obispo
- Rodessa Newton, Libertine Brewing Company
- Pierre Rademaker, Pierre Rademaker Design
- Charlene Rosales, City of San Luis Obispo
- Matt Quaglino, Quaglino Properties LLC
CLEAN AND SAFE PROGRAM

Our Downtown Ambassador works together with the San Luis Obispo Police Department and the Public Works Department to make sure our Downtown community is safe, clean, and hospitable for residents and visitors. This past year the Ambassador was on call 40 hours per week, welcoming tourists to the area, establishing and maintaining relationships with local businesses and shopkeepers, providing necessary services and interact with transients as needed, removing graffiti & litter, and serving as a representative of Downtown SLO. Downtown Ambassadors are dressed in grey shirts with the Downtown SLO logo.

You can reach the Ambassadors via voice or text on the hotline at (805) 458-5153.

DOWNTOWN FORESTERS  Plant | Prune | Protect

The Downtown Foresters is a group of volunteers formed in May 2007 as a sub-committee of the Cultural Arts Committee. Volunteers meet as needed to assist City tree crews in caring for and maintaining the trees in the Downtown area.

LOVE SLO  An annual, community-wide day of service in San Luis Obispo

75 city blocks cleaned in Downtown

Gum Removal

Store Front and Window Sill Cleaning

Public Bench Cleaning

Utility Box-Art Cleaning

graffiti tags cleaned/removed from public property

1,165 pounds of trash removed

424 stickers removed

464
THANK YOU TO OUR SPONSORS

The following businesses, individuals and organizations sponsored events from July 1, 2018 – June 30, 2019. Every effort has been made to ensure this list is accurate; please contact us at ReachUs@DowntownSLO.com if you have questions or if you are interested in sponsoring an event.

$15,000-$20,000
The San Luis Obispo Collection
Sunset Honda

$3,250 – $3,500
Pacific Western Bank

$3,000
Firestone Walker Brewing Company
Pacific Premiere Bank
Sunrun

$2,000–$2,500
SLO City Transit
Wells Fargo
Woodstock’s Pizza

$1,000 - $1,500
Aerovista Dental
American Riviera Bank
Cal Poly Downtown
Central Coast Gymnastics
Chamisal Vineyards
Coastal Dispensary
The Creamery Marketplace
Friday Night Lights Youth Flag Football
The Gold Concept
Jean Marie Cidery
Rabobank
Tartaglia Realty
Thoma Electric
SLO Credit Union
SLO Safe Ride

$700–$850
Adamski, Moroski, Cumberland & Green LLP
Bankers Life
Bill Gaines Audio
Bluebird Salon & Spa
Creeky Tiki
Frog & Peach Pub
Luna Red
Mission College Prep
Moondoggies Beach Club
McCarthy’s Irish Pub
Mother's Tavern
Splash Café
The Creamery Marketplace
SESLOC Federal Credit Union

$650
Doc Burnstein’s Ice Cream Lab

$600
Coastal Pediatric Dentistry
Legacy Training Center
PolyPay
SLO Sweets
Trust Automation, Inc.

$500
THE REAL ESTATE COMPANY

In 2018, the Friends of Downtown SLO, a 501(c)(3) charitable organization, was formally incorporated. Its purpose is to raise funds to make Downtown cleaner, safer, and more hospitable for all. All donations to the Friends of Downtown SLO are tax-deductible.
RECOGNIZING & SUPPORTING DOWNTOWN BUSINESSES AND BEAUTIFICATION EFFORTS

Downtown SLO awarded honors to 28 Downtown businesses at the 30th Annual Beautification Awards Ceremony, held on April 3 at the Downtown SLO Office at 1135 Chorro Street. Each year since 1989, these awards have been given to businesses that made physical or aesthetic improvements toward keeping Downtown beautiful.

Downtown SLO’s Cultural Arts Committee oversaw the process, selecting the candidates and presenting the awards in categories including New Construction, Tenant Improvements, Merchandising, Maintenance, and several special awards. Beautification Awards Committee chair Marshall Ochylski emceed the ceremony and presented a slide show while announcing the winners, along with help from Mayor Heidi Harmon who handed out the Mayor’s Award.
2018-2019 DOWNTOWN SLO PEOPLE

STAFF

Bettina Swigger, Chief Executive Officer
Rachel Maiorino, Chief Operating Officer
Brent Vanderhoff, Office Administrator
Whitney Chaney, Farmers’ Market Manager
Kat Thompson, Marketing & Communications Manager
Niesha Johnston, Events Manager
Austin Bertucci, Ambassador
Zoya Dixon, Digital Content & Marketing Manager
Alex Church, Operations Assistant/Volunteer Coordinator
Bethany Donaldson, Operations Assistant
Chase Campanelli, Mascot

INTERNS

Michael Barros
Erika Colucci
Brandon Contreras
Maxim Dahan
Tori English
Grace Glaeser
Rachel Gorbun
Abbie Lauten-Scriver
Madeline Leber
Tanner Lechner-Luke
Josie Li
Ashley Ma
Cameron Ruiz
Priya Sodlapur
Ethan Soong
Jacqueline Starnes
Haile Swanson
Andrea Van Ginneken
Queenie Xie

Through a robust partnership with Cal Poly University, Downtown SLO offers students the opportunity to engage in hands-on event management, operations, and communications. Interns typically work for 10-14 weeks. We are always accepting applications for new interns.

BOARD OF DIRECTORS

Elected Members
Pat Arnold, CoVelop, President, April 1, 2019 - March 2021
Jules DuRocher, Jules D., Past President
Pierre Rademaker, Pierre Rademaker Designs
Jai Covey, Novo Restaurant
Beverley Matthews, Hotel Cerro
Ken McGavin, Just Looking Gallery
Rodessa Newton, President, April 1, 2018 - March 30, 2019
Mark Rawson, Copeland Properties
Stephen Patrick, Stephen Patrick Designs
Bladerunner Salon & Day Spa
Ariel Shannon, Bluebird Salon
Doug Shaw, The Sanctuary
Scott Smith, Central Coast Surfboards
M. Farid Shahid, WithCo Coffee, Eighty20 Group
Stephanie Stackhouse, SLO Yoga Center
Shelley Stuckey, Tails Pet Boutique

Designated Members
Jessica Darin, Cal Poly Office of the President (education)
Brandon Downing, KSBY (media)
Carl Dudley, Pacific Western Bank, Treasurer (financial)
Aaron Gomez, San Luis Obispo City Council Liaison
Courtney Kienow, Cal Poly Office of the President (education)
Laura Mullen, HumanKind Fair Trade (nonprofit)
Charlene Rosales, City of San Luis Obispo Liaison

The Board of Directors meets every second Tuesday at 7:30 AM in the Downtown SLO office. The Board shapes policy, oversees financial management, and sets the strategic direction for the organization. Board members serve two-year terms beginning April 1 of the election year and ending March 31; two consecutive terms may be served. Elections are held in January/February. If you are interested in running for a seat on the Board of Directors, please contact ReachUs@DowntownSLO.com
MARKETING & ADVOCACY: WORKING FOR YOU

FACEBOOK
Downtown SLO page likes 4,897 (June ‘19)
Farmers’ Market page likes 12,220 (June ‘19)
Concerts in the Plaza page likes 5,232 (June ‘19)

INSTAGRAM
DowntownSLO account 3,211 (June ‘19)
DowntownSLO Farmers’ Market 2,130 (June ‘19)

EMAIL MARKETING
Downtown Deliver-E: 2,691 subscribers with a 20.2% open rate, above industry average. The Farmers’ Market eBlast was re-launched in April to broaden communications with Market vendors and expand local engagement with the Market.

PRINT
Downtown SLO publishes a section in each monthly issue of The Central Coast Journal, a publication reaching more than 100,000 readers around the Central Coast distributed at more than 600 locations. Each issue features business spotlights and an article touching on a pertinent downtown issue.

RADIO
Downtown SLO has a weekly radio presence with American General Media on four local stations, promoting Farmers’ Market and other events. Spots air every Thursday morning.

ADVOCACY
Our staff sits on advisory boards, attends City Council and Advisory Body meetings, and ensures that Downtown is part of the conversation around Economic Development, Community Vitality, and that parking and access are always top of mind.

---

Downtown SLO, in partnership with the City of San Luis Obispo, sent the mailer below to 11,000 residences within a 1 mile radius of Downtown with the message, “Did you know your home is within a mile of Downtown? Leave your car at home and bring your bike or take a stroll to discover Downtown San Luis Obispo this summer.”

Rediscover YOUR DOWNTOWN

SHOP
100+ Retail Shops
World-Famous Farmers’ Market

DINE
80+ Dining Options
Restaurants, Coffee Shops & Bakeries

REFRESH
40+ Salons & Spas

LEARN
5 Museums
History Center, Children’s Museum, San Luis Obispo Museum of Art, Mission Museum, Jack House & Gardens

DISCOVER
9 Arts & Entertainment Venues
SLO Rep, Fremont, Pratt, Downtown Cinema, Mission Plaza, SLO Brew, The Penny, Jack House

Concerts in the Plaza
every Friday (June 14-Sept 13) from 5-8 p.m.
Art After Dark
First Friday of every month from 6-9 p.m.

PARK & WALK
250+ Bicycle Racks
1,177 Parking Structure Spaces Usually Available
First 60 Minutes Free!

Having trouble finding street parking? Look in the 10-hour meter zones surrounding Downtown!

#sloutions