STAFF REPORT

DATE: October 20, 2026

TO: City Council

FROM: Katie Yancey, Economic Development Director
Alberto Preciado, Finance Director

SUBJECT: Resolution of Intention to Levy and Collect an Assessment for FY 2027-2028 Downtown Business Improvement District (DBID)

Recommendation

Adopt the Resolution of Intention to Levy (Attachment 1) and collect an annual assessment pursuant to the Parking and Business Improvement Area Law of 1989.

Fiscal Impact

The Intent to Levy Resolution does not have a direct fiscal impact. If the assessment is approved at the November 17, 2026, public hearing, the City estimates it will raise approximately $215,000 in 2027, based on current billing practices. The City has historically passed these funds through to the Davis Downtown Business Association to implement projects in the Downtown Business Improvement District (DBID).

Staff estimates the annual cost of collecting the Downtown Business Improvement District (DBID) assessments at approximately $5,000, a cost borne by the General Fund. Staff also estimates that the City will incur an additional cost of $12,000 associated with the annual renewal of the assessment and the processing and administration of the pass-through agreement. The City Council has considered recovering these costs from DBID assessments in the past.

Council Goal(s)

The proposed recommended actions support the City Council's 2026 Goals of "Fiscal Resilience" and "Economic Development Activities."

Commission Input

This item comes directly to the City Council for review and action.

Background and Analysis

The DBID was established by Ordinance No. 1491 on September 21, 1988. It has been formally amended six times, most recently on December 16, 2009, via Ordinance No. 2330 to implement a three percent annual fee increase. The yearly three percent (3%) increase is intended to keep pace with rising operational costs due to inflation. Since its creation in 1988, the purpose of the DBID, as stated in Municipal Code 15.10.020 has been to:

a) Promote business activities within the district;

b) Promote public events which are to take place on or in public places within the district;
c) Furnish music in any public place in the district;
d) Decorate any public place in the district; and
e) Acquire, construct or maintain parking facilities for the benefit of the district.

Over time, the business classifications or DBID categories have changed. The District currently contains two benefit zones, the Core Area Benefit Zone and the Periphery Core Benefit Zone (see Attachment 1A, Exhibits A and B). The City Clerk's office has copies of the relevant ordinances on file.

Annual Assessment Procedure

California State and Highways and Government codes specify how business improvement districts are established and renewed. The first step in the annual renewal process is for the City Council to pass a Resolution of Intent to Levy the DBID assessment, which sets a public hearing date. The second step is to conduct a public hearing and adopt a resolution to enact the DBID assessment for 2027 and to contract with the Davis Downtown Business Association to administer the DBID funds. The City will send notice to the businesses located in the DBID District, providing the date and time of the public hearing and the availability of the DBID-related documents.

One of these documents is the DBID Annual Report, prepared by the Davis Downtown Business Association (DDBA) and provided as Attachment 2, which reviews the DDBA's DBID-funded activities for the year. The Annual Report's associated budget was presented to the DDBA board on October 5, 2026, and was approved by a majority vote. Included is the proposed budget for the 2027-28 DBID fiscal year, which starts in February 2027. Funds raised through the DBID process must be used in a manner consistent with the activities and improvements permitted under the law and the city ordinance. The proposed budget outlines how income received from the annual DBID assessments is proposed to be spent.

The staff report packet for the upcoming public hearing agenda item will include a Resolution to Levy authorizing the collection of the annual assessments increased by the annual assessment formula (3% yearly increase), and a resolution to contract with the DDBA to administer the expenditures of the DBID funds. The Council will consider all information related to the renewal of the DBID, including any protests or comments about the DBID, past use of funds to support the District, and proposed use of future funds, to decide whether to renew the DBID. The City Council may modify the activities, improvements, and/or the assessment proposed in the DBID Annual Report at the public hearing.

DBID Assessment by Business Group

For DBID Fiscal Year 2025-2026, the City Finance Department reported that 549 businesses were part of the DBID. For DBID Fiscal Year 2026-2027, the City Finance Department reported that 486 businesses are participating in the DBID. For the

upcoming DBID fiscal year, 487 businesses are expected to receive renewal notices based on active licenses.

DBID assessments are based on business type; all businesses located within the district are considered DBID members. The assessment schedule (see Attachment 1A) defines the specific assessments to be applied to each of the eight business groups. The groups are organized by business type. Table 1 describes the various business types and obligations with active business license and DBID payments:

Table 1: 2027 Summary of DBID Businesses and Payments

Group	Business Description	# of businesses	2027 Payment
Group I	Individual business licenses	42	$71.90
Group II	Retail	137	Assessments based on gross revenue up to $2 million cap (See Attachment 1A)
Group III	Service	105	
Group IV	Professional Businesses	104	
Group V	Financial Institutions	7	$813.62
Group VI	Branch Establishments	7	$27.16
Group VII	Commercial Leasing Businesses	82	$175.35 for the first property leased, $87.69 for each additional commercial property leased
Group VIII	Commercial Leasing Branch	3	$87.69
Total		**487**	

Modifications to the Eligible Activities

The DBID was formed under the former Parking and Business Improvement Area Law of 1979. As such, under the Parking and Business Improvement Area Law of 1989 (Streets and Highways Code §36500 et seq.), the list of eligible "activities" is governed by Streets and Highways Code §36513. It states that "activities means, but is not limited to, all of the following:

a) Promotion of public events that benefit businesses in the area and take place on or in public places within the area; and
b) Furnishing of music in any public place in the area; and
c) Promotion of tourism within the area; and
d) Activities that benefit businesses located and operating in the area."

To clarify the intent of "not limited to," Streets and Highways §36527 further clarifies that the revenue from assessments in the area cannot be "used to provide improvements or activities outside the area or for any purpose other than the purposes specified…at the hearing concerning establishment of the area." The City Council can, "at the conclusion of the public hearing on the annual levy of the assessments," consider modifying "any improvements or activities to be funded with the revenues derived from the levy of the assessments." The process to do so is set forth in §36542. The City Council would need to hold a public hearing on the proposed modifications to the improvements and activities to be funded with the revenue derived from the levy of the assessments, and

would then adopt a resolution after holding a public hearing on the proposed modifications to approve the changes. Because the approved activities are cited in the City's Municipal Code, the City Council may, as a practical matter, also approve an ordinance amendment.

Attachments:

1. Resolution of Intention to Levy and Collect an Assessment
   a. Classification of Businesses and Method & Basis of Assessments
      Exhibits A and B - DBID Boundaries & Maps
      Exhibit C – Assessment Schedule
2. DBID Annual Report

RESOLUTION NO. 26-XXX, SERIES 2026

RESOLUTION OF INTENTION TO LEVY AND COLLECT THE BUSINESS IMPROVEMENT DISTRICT ANNUAL ASSESSMENT FEE FOR THE CORE AREA BENEFIT ZONE AND PERIPHERY CORE BENEFIT ZONE PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2027-2028

WHEREAS, on September 21, 1988, the City Council of the City of Davis (hereafter referred to as City) adopted Ordinance No. 1491 establishing a business improvement district (hereafter referred to as District) pursuant to the "Parking and Business Improvement Area Law of 1979", being Section 36500 et seq. of the California Streets and Highways Code; and

WHEREAS, effective January 1, 1990, the Parking and Business Improvement Area Law of 1979 was repealed and replaced with the Parking and Business Improvement Area Law of 1989 being Section 36500 et seq. of the California Streets and Highways Code; and

WHEREAS, pursuant to the Parking and Business Improvement Area Law of 1989, the City must adopt a new resolution each year to levy an assessment for that fiscal year; and

WHEREAS, the City Council has received the Fiscal Year 2026-2027 Downtown Business Improvement District (DBID) Report submitted by the Davis Downtown Business Association, the City Council appointed Advisory Board to the District (hereafter referred to as the DD), and on file with the City Clerk.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Davis does hereby accept and adopt the 2026-2027 Downtown Business Improvement District Report (“DBID Annual Report”), subject to any changes or modifications which may be made after the required Public Hearing noted below; and

BE IT FURTHER RESOLVED that the name of the assessment district is the Downtown Business Improvement District and the District consists of the Core Area Benefit Zone and Periphery Core Benefit Zone as shown on Exhibit A and B, attached hereto; and

BE IT FURTHER RESOLVED that the City Council of the City of Davis does hereby declare its intent to levy and collect the annual assessments within the Downtown Business Improvement District for the Fiscal Year 2027-2028 based on the fees described in Exhibit C pursuant to the Parking and Business Improvement Area Law of 1989; and

BE IT FURTHER RESOLVED that the purpose of said District is to levy and collect annual assessments to be used for programs which benefit the District in accordance with the Parking and Business Improvement Area Laws of 1979 and 1989; and

BE IT FURTHER RESOLVED that a full description of the improvements and activities to be funded and the proposed assessments to be levied upon businesses in the district is included or attached to the 2026-2027 DBID Annual Report which is on file with the City Clerk and incorporated herein by reference. All interested persons are referred to that report for a full and detailed description of these items. The report is on file in the City Manager's Office of the City of Davis, 23 Russell Boulevard, Davis, California, and is available for public review between the hours of 8:00 a.m. and 4:00 p.m., Monday through Friday and available online at cityofdavis.org; and

BE IT FURTHER RESOLVED that the City Council shall hold a Public Hearing on the question of the levy of the assessments, the activities and improvements proposed for the District at 6:30 p.m., or as soon as possible thereafter, on Tuesday November 17, 2026 in the City Council Chambers located at 23 Russell Boulevard, Davis, California; and

BE IT FURTHER RESOLVED that at the public hearing written and oral statements in support of, or protest to the proposed budget and/or levy of the assessment may be made. Prior to the conclusion of the hearing, any interested person who would be charged the assessment may file a written protest with the City Clerk, or having previously filed a protest, may file a written withdrawal of that protest. A written protest shall state all grounds of objection and shall contain a description sufficient to identify the business and business owner. The City Clerk's Office is located at 23 Russell Boulevard, Davis, California, 95616; and

BE IT FURTHER RESOLVED that the City Clerk is hereby directed to give notice of this hearing as required by Section 36500 et seq. of the California Streets and Highways Code.

PASSED AND ADOPTED by the City Council of the City of Davis on this 20th day of October, 2026, by the following vote:

AYES:

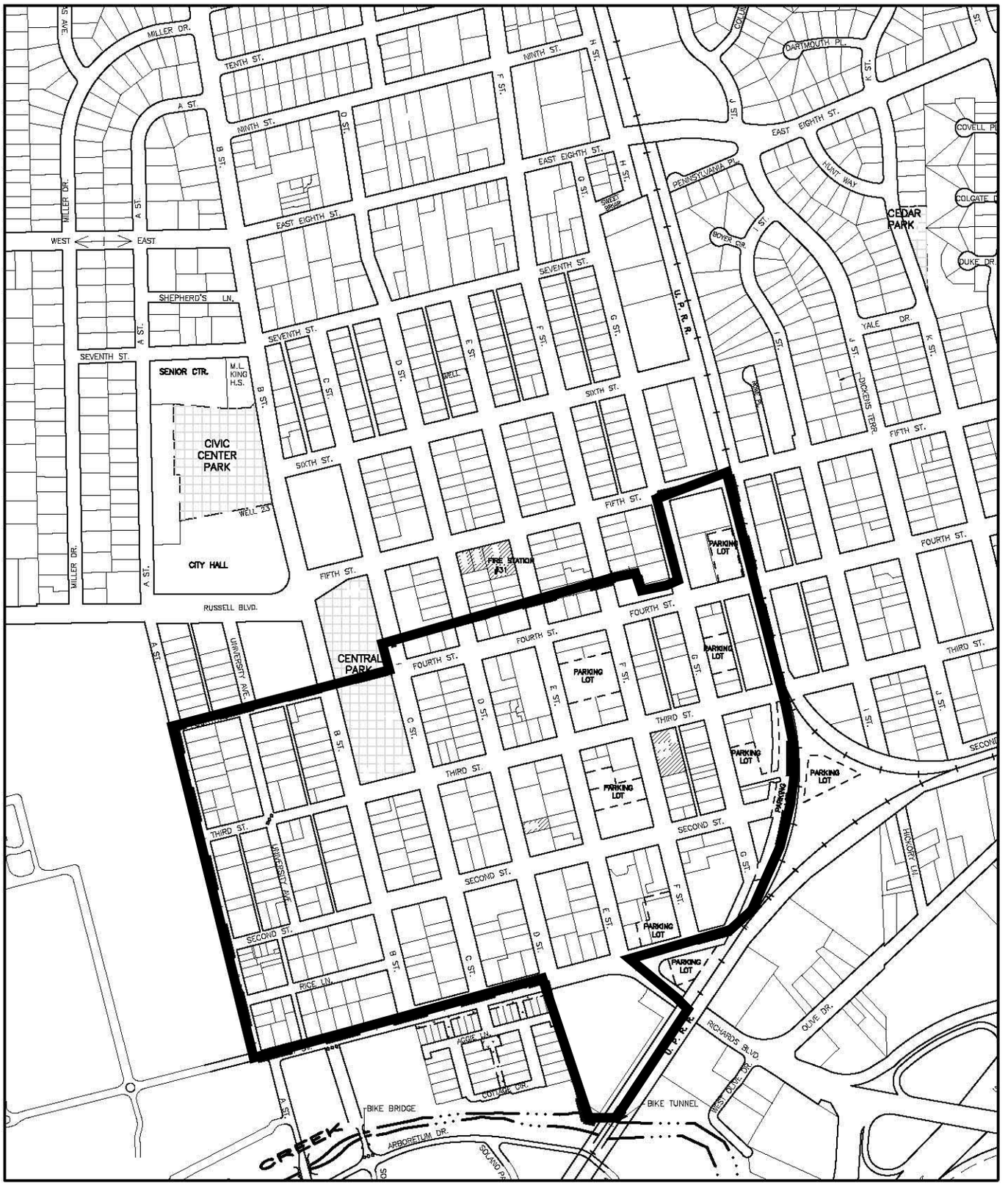
NOES:

Donna Neville
Mayor

ATTEST:

Zoe S. Mirabile, CMC
City Clerk

Exhibit A

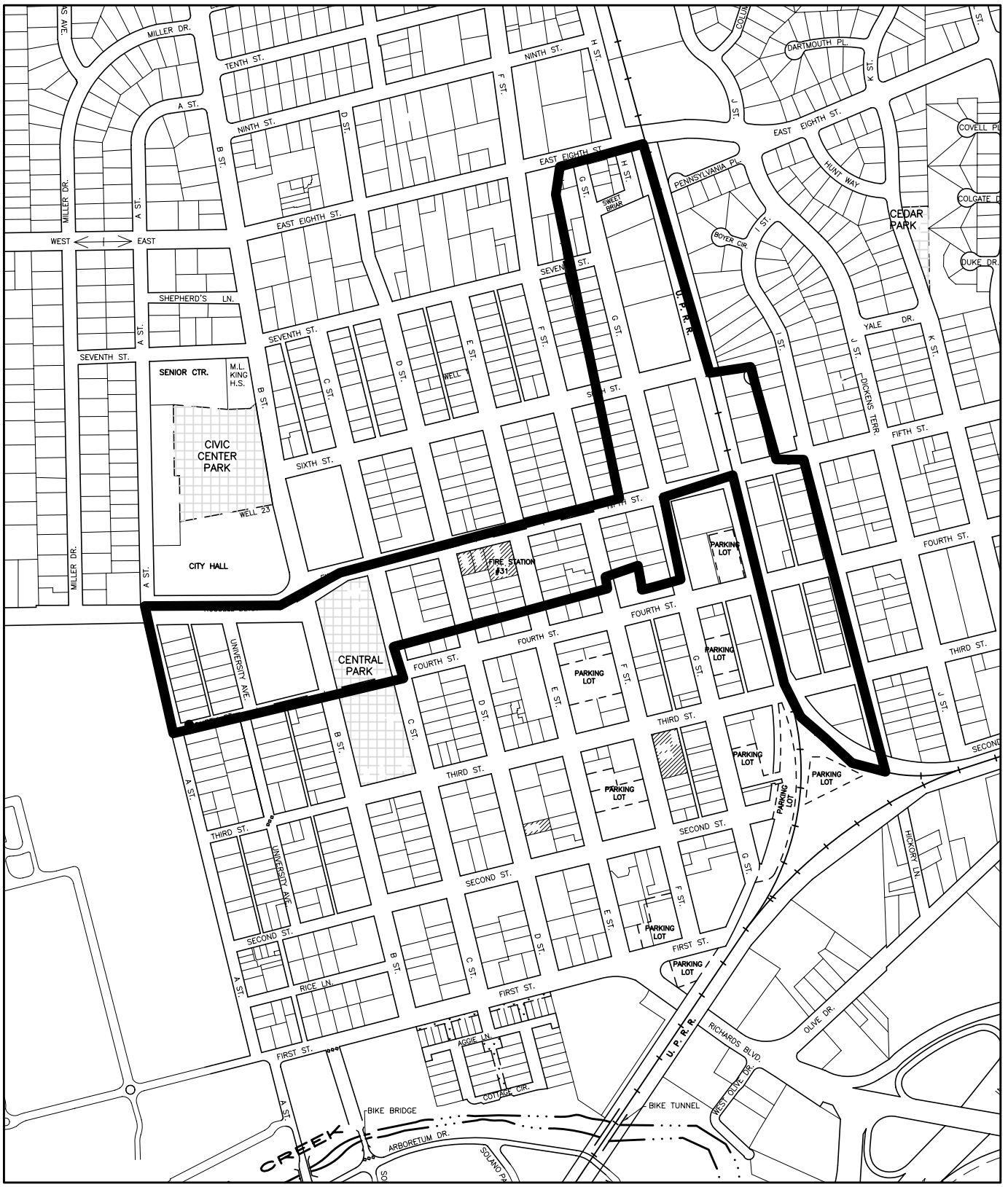


DAVIS BUSINESS IMPROVEMENT DISTRICT
EXHIBIT A
CORE BENEFIT ZONE

0 300 600 ft

Davis California

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DAVIS BUSINESS IMPROVEMENT DISTRICT

EXHIBIT B

PERIPHERY CORE BENEFIT ZONE

0 300 600 ft

Davis California

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BID SPREAD SHEET

THE FOLLOWING SCHEDULE OF ASSESSMENT SHALL APPLY IN BID AREA
EXCEPT FOR NOT- FOR- PROFIT CHARITABLE ORGANIZATIONS SHALL BE EXEMPT:

GROUP I	2026	2027	2028 Thereafter
	$ 69.80	$ 71.90	Previous Year + 3%

Group II-IV Group Receipts Brackets ($)	Group II			Group III			Group IV		
	2026	2027	Thereafter	2026	2027	Thereafter	2026	2027	Thereafter
$ 0 -100,000	$ 125.98	$ 129.76		$ 125.97	$ 129.75		$ 125.97	$ 129.75	
100,001-150,000	$ 183.86	$ 189.37		$ 163.44	$ 168.34		$ 144.70	$ 149.05	
150,001-200,000	$ 241.77	$ 249.03		$ 202.58	$ 208.66		$ 163.44	$ 168.34	
200,001-250,000	$ 297.94	$ 306.88		$ 241.75	$ 249.01		$ 183.87	$ 189.38	
250,001-300,000	$ 359.23	$ 370.00		$ 279.21	$ 287.59		$ 202.58	$ 208.66	
300,001-350,000	$ 415.38	$ 427.85		$ 318.37	$ 327.92		$ 221.32	$ 227.96	
350,001-400,000	$ 473.30	$ 487.50		$ 357.51	$ 368.23		$ 241.76	$ 249.01	
400,001-450,000	$ 531.16	$ 547.09		$ 394.97	$ 406.82		$ 260.49	$ 268.30	
450,001-500,000	$ 589.04	$ 606.71		$ 434.13	$ 447.16		$ 279.22	$ 287.60	
500,001-550,000	$ 646.93	$ 666.34		$ 473.28	$ 487.48		$ 299.63	$ 308.62	
550,001-600,000	$ 701.40	$ 722.44		$ 510.73	$ 526.05		$ 318.37	$ 327.92	
600,001-650,000	$ 762.70	$ 785.58		$ 549.89	$ 566.38		$ 337.09	$ 347.20	
650,001-700,000	$ 815.44	$ 839.90		$ 587.35	$ 604.97		$ 357.51	$ 368.23	
700,001-750,000	$ 876.75	$ 903.05		$ 626.49	$ 645.29		$ 376.24	$ 387.53	
750,001-800,00	$ 936.35	$ 964.44		$ 665.65	$ 685.62		$ 394.97	$ 406.82	
800,001-850,000	$ 992.51	$ 1,022.28		$ 704.81	$ 725.95		$ 415.38	$ 427.84	
850,001-900,000	$ 1,052.12	$ 1,083.69		$ 742.27	$ 764.54		$ 434.13	$ 447.16	
900,001-950,000	$ 1,108.29	$ 1,141.54		$ 781.41	$ 804.86		$ 452.85	$ 466.44	
950,001-1,000,000	$ 1,165.79	$ 1,200.77		$ 820.57	$ 845.19		$ 473.28	$ 487.48	
1,000,001-1,050,000	$ 1,227.46	$ 1,264.28		$ 858.04	$ 883.78		$ 492.85	$ 507.64	
1,050,001-1,100,000	$ 1,283.63	$ 1,322.14		$ 896.34	$ 923.23		$ 512.43	$ 527.80	
1,100,001-1,150,000	$ 1,339.84	$ 1,380.03		$ 934.64	$ 962.68		$ 532.02	$ 547.98	
1,150,001-1,200,000	$ 1,396.00	$ 1,437.88		$ 972.95	$ 1,002.14		$ 551.59	$ 568.14	
1,200,001-1,250,000	$ 1,452.18	$ 1,495.75		$ 1,011.26	$ 1,041.60		$ 571.18	$ 588.31	
1,250,001-1,300,000	$ 1,508.36	$ 1,553.61		$ 1,049.55	$ 1,081.04		$ 590.75	$ 608.47	
1,300,001-1,350,000	$ 1,564.54	$ 1,611.48		$ 1,087.86	$ 1,120.49		$ 610.33	$ 628.64	
1,350,001-1,400,000	$ 1,620.73	$ 1,669.35		$ 1,126.16	$ 1,159.94		$ 629.89	$ 648.79	
1,400.001-1,450.000	$ 1,676.91	$ 1,727.22		$ 1,164.46	$ 1,199.39		$ 649.49	$ 668.98	
1450,001-1500,000	$ 1,733.08	$ 1,785.08		$ 1,202.77	$ 1,238.85		$ 669.06	$ 689.13	
1,500,001-1,550.000	$ 1,789.27	$ 1,842.95		$ 1,241.08	$ 1,278.31		$ 688.62	$ 709.28	
1,550,001-1,600,000	$ 1,845.46	$ 1,900.82		$ 1,279.38	$ 1,317.76		$ 708.22	$ 729.46	
1,600,001-1,650,000	$ 1,901.63	$ 1,958.68		$ 1,317.68	$ 1,357.21		$ 727.78	$ 749.62	
1,650,001-1,700.000	$ 1,957.79	$ 2,016.52		$ 1,356.00	$ 1,396.68		$ 747.36	$ 769.78	
1,700,001-1,750,000	$ 2,013.97	$ 2,074.39		$ 1,394.30	$ 1,436.13		$ 766.95	$ 789.96	
1,750,001-1,800,000	$ 2,070.15	$ 2,132.25		$ 1,432.60	$ 1,475.58		$ 786.52	$ 810.12	
1,800,001-1,850,000	$ 2,126.34	$ 2,190.13		$ 1,470.91	$ 1,515.04		$ 806.12	$ 830.31	
1,850,001-1,900,000	$ 2,182.51	$ 2,247.98		$ 1,509.21	$ 1,554.49		$ 825.70	$ 850.47	
1,900,001-1,950,000	$ 2,238.69	$ 2,305.85		$ 1,547.52	$ 1,593.94		$ 845.27	$ 870.63	
1,950,001-2,000,000	$ 2,294.87	$ 2,363.71		$ 1,585.82	$ 1,633.39		$ 864.84	$ 890.79	
2,000,001-and above	$ 2,351.05	$ 2,421.58		$ 1,624.11	$ 1,672.83		$ 884.42	$ 910.96	
			Previous Year + 3%			Previous Year + 3%			Previous Year + 3%

GROUP V	2026	2027
	$ 789.93	$ 813.62

GROUP VI	2026	2027
	$ 26.37	$ 27.16

GROUP VII	2026	2027
FIRST PARCEL LEASED	$ 170.25	$ 175.35

GROUP VIII	2026	2027
ADDITIONAL PARCELS	$ 85.14	$ 87.69

PERIPHERY ZONE
PAYS 75%
OF AMOUNT DUE

	2026	2027
GROUP VIII (COMM LEASING BRANCH)	$ 85.14	$ 87.69

2026-2027

DAVIS DOWNTOWN

DBID ANNUAL REPORT

POWERED BY THE PEOPLE



CONNECT

ACTIVATE

SUPPORT



DAVISDOWNTOWN.COM
@DAVIS.DOWNTOWN

PO BOX 72497
INFO@DAVISDOWNTOWN.COM

ABOUT DAVIS DOWNTOWN

The **Downtown Business Improvement District (DBID)** was formed in 1989 and covers a 32-block area of the downtown. The DBID empowers downtown businesses to self-assess annual fees to be used in support of the economic well-being of the DBID. Activities of the DBID include marketing and promotion, events, and advocacy. Davis Downtown was organized concurrently with the formation of the DBID in 1989 and is the entity approved each year by the Davis City Council to execute the business of the DBID.



Group	Business Descriptions 2026	Estimates
BID I	Individual licenses held	42
BID II	Retail, manufacturing, and utilities	137
BID III	Services	105
BID IV	Professional and wholesalers	104
BID V	Financial institutions	7
BID VI	Branch location	6
BID VII	Commercial leasing businesses	78
BID VIII	Commercial leasing branch	2
Total		481

BOARD OF DIRECTORS

Board Officers



KEVIN WAN
PRESIDENT



NATE YUNGVANITSAIT
VICE PRESIDENT



DONBI KIM
TREASURER



BRETT MARESCA
SECRETARY

Board Members



PAUL
TAKUSHI



DR EARLYN
NOLL



MARCUS
MARINO



NU
YUNG



HEATHER
CASWELL

Liaisons



KATIE YANCEY
CITY OF DAVIS



CARRIE ROHRBACH
CHAMBER OF COMMERCE



KELLY RIVAS
UC DAVIS



MATT MUSCARDINI
DAVIS POLICE

DAVIS DOWNTOWN TEAM

DAVIS DOWNTOWN accomplishes its administrative, advocacy, event organizing, and marketing activities with a small group of staff, consultants, and specialized contractors, a volunteer Board of Directors, advisory committees, and organizational Board Liaisons (representatives from the City of Davis, UC Davis, Chamber of Commerce and Davis Police).

STAFF + CONTRACTORS



BRETT LEE
EXECUTIVE DIRECTOR



PATRICK CURZON
OPERATIONS ASSISTANT



HEATHER LOGAN
MARKETING COORDINATOR



AUTUM FOSS
EVENT COORDINATION CONSULTANT



RICHARD JIA
SOCIAL MEDIA & CONTENT CREATOR



SHAYLEE MARR
PROJECT MANAGEMENT CONSULTANT

DAVIS DOWNTOWN COMMITTEES

THE DAVIS DOWNTOWN BOARD OF DIRECTORS rely on the efforts of its advisory committees to assist in the support and well-being of the Downtown Business Improvement District (DBID).

Davis Downtown advisory committees operate as work groups and provide two elements in downtown activities.

• Advisory committees provide tactical support for Board activities and initiatives. With a number of advocacy and marketing efforts taking place every year, support from our committees assists in distributing the workload and improving opportunities for organizational success.

• Advisory committees provide input and recommendations to the Board. Input and recommendations from the various committees helps the Board take appropriate action and better serve our member businesses.

ADVISORY COMMITTEE MEMBERSHIP is open to businesses within the DBID and to all members of our community. This open membership model creates an inclusive environment where ideas can be shared between business owners and community stakeholders. Through email and our website, Davis Downtown actively invites member businesses and the community to participate on one of our four advisory committees.

CURRENT COMMITTEES

SAFETY COMMITTEE works with the Davis Police Department and City of Davis to understand, develop, monitor, and communicate information regarding downtown Davis safety and measures, and their impact upon downtown businesses, employees, and customers.

THE MARKETING & OUTREACH COMMITTEE assists in developing and executing marketing and outreach strategies to promote downtown Davis and its members. This committee will continue to work on ensuring as many businesses as possible are engaged with the downtown and understand the different opportunities they have.

2025-2026 BY THE NUMBERS

IMPACT AT A GLANCE

4.69M

Organic social views

127.1K

Content interactions

25,630

Combined social followers

$20,250

Committed sponsorship support

6.5K-10.5K+

Estimated visitors per Day in Downtown event

7,000+

UCD Students in Dive Into Downtown orientation audience

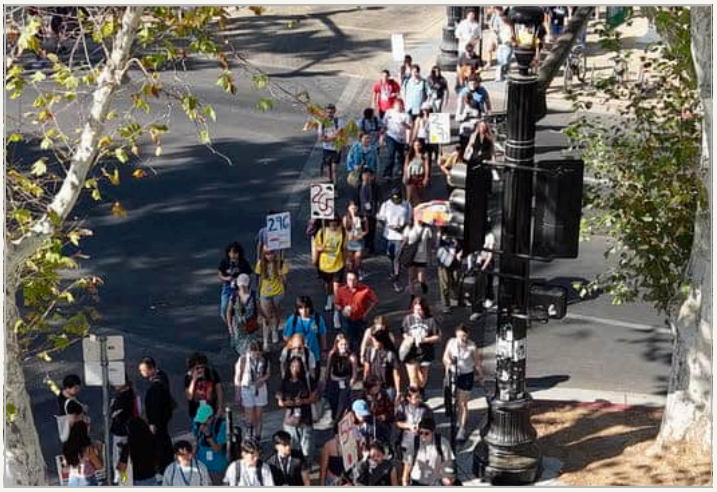


MORE CONNECTION. MORE ENGAGEMENT. MORE DOWNTOWN.

EVENTS + ACTIVATIONS

DDBA creates year-round opportunities to gather, explore, shop, dine and connect—while keeping Downtown Davis businesses at the center.















GROWING EVENTS • STRONGER CONNECTIONS • MORE MEASURABLE ENGAGEMENT

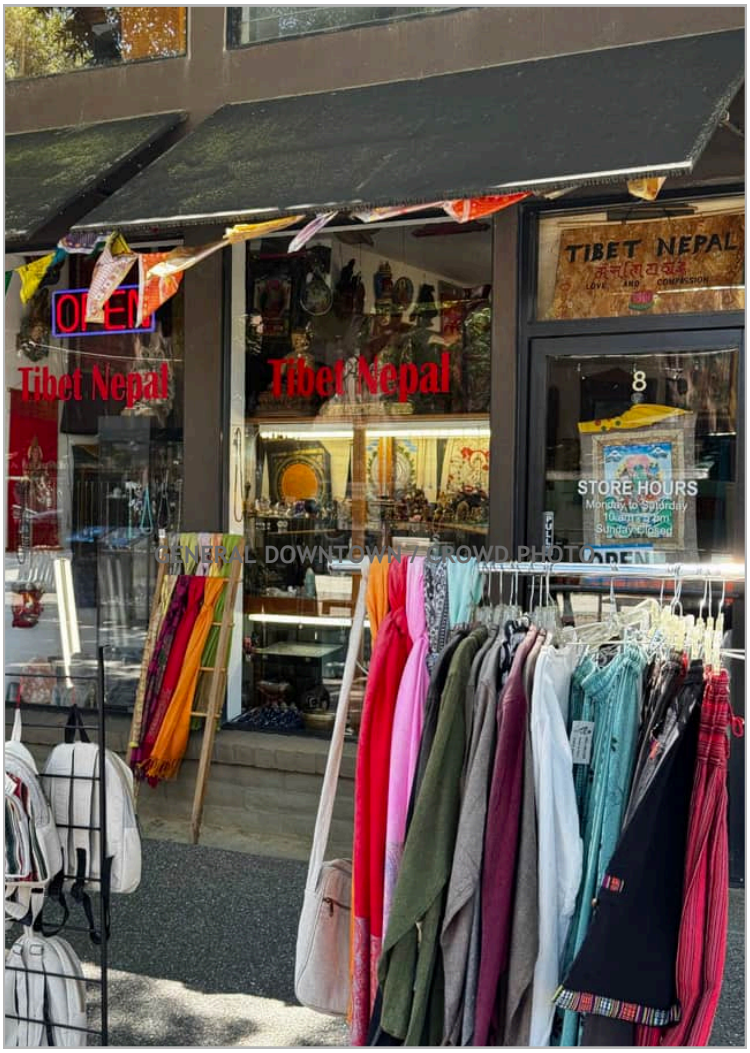
FOOT TRAFFIC + COMMUNITY

DAY IN DOWNTOWN

6,500-10,500+

estimated visitors per event

A section of E Street becomes an open-air marketplace featuring approximately 25-45 vendors, from makers and vintage sellers to nonprofits and downtown businesses.



25-45 vendors per event

WHY IT MATTERS

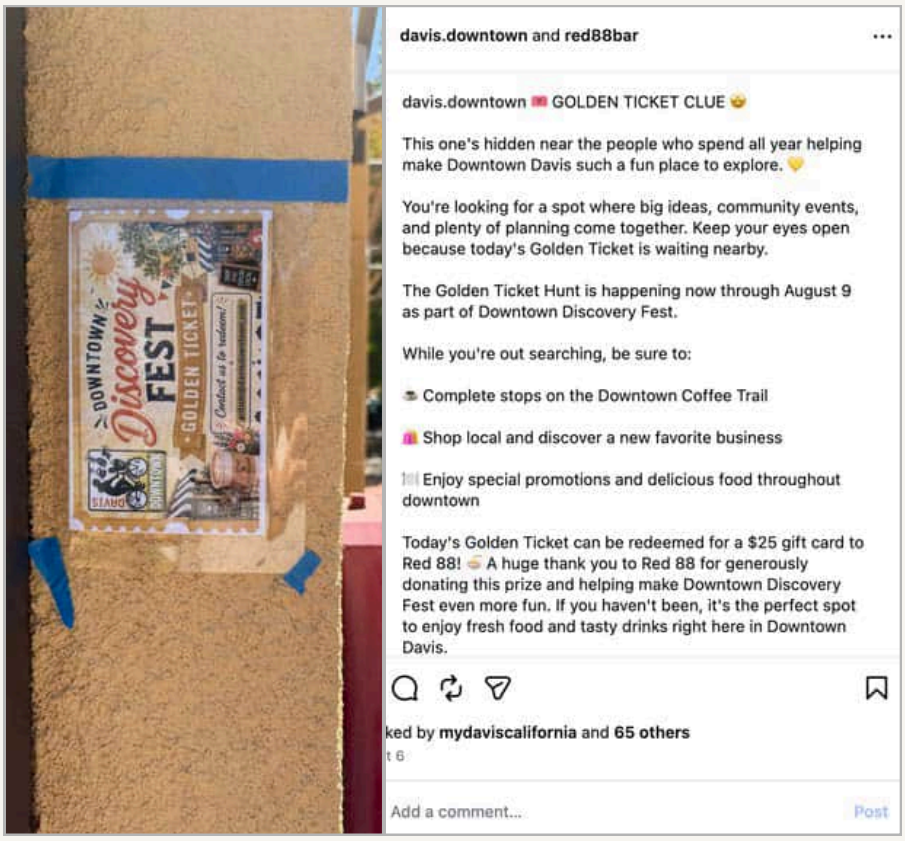
The event creates concentrated downtown foot traffic while giving small businesses, artists and organizations a direct way to meet the community.



INTERACTIVE EXPLORATION

DOWNTOWN DISCOVERY FEST

A multi-day celebration designed to encourage residents and families to explore Downtown Davis in new ways through interactive activities, business promotions, giveaways and community events.



30+

Golden Tickets hidden

17

Coffee Trail Locations

27K+

Views for a Golden Ticket Clue

Community response and donated prizes were strong enough to support additional surprise pop-up hunts beyond the event.





MORE THAN A SINGLE EVENT

Discovery Fest creates multiple touchpoints encouraging the community to explore new businesses, return downtown and participate in local experiences.

3 WAYS TO DISCOVER DOWNTOWN

HUNT

Follow social clues to find Golden Tickets and win prizes donated by downtown businesses.

SIP

Explore 17 coffee, tea, café and bakery locations through the Downtown Coffee Trail.

SHOP

Discover local specials, giveaways, samples and experiences during Shop Small Weekend.

CAMPUS + DOWNTOWN

DIVE INTO DOWNTOWN

7,000+

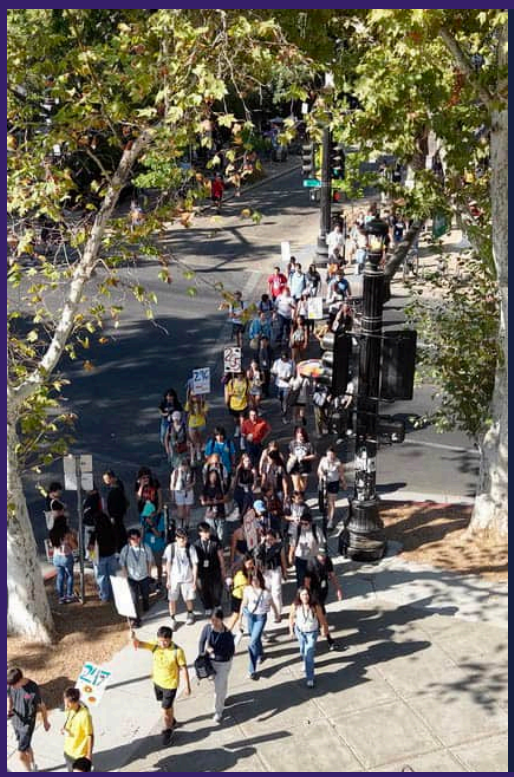
students attending orientation event

5 YEARS

of partnership with UC Davis orientation



Three days of 2026 programming connected incoming students with downtown businesses, nonprofits, Davis PD and student-exclusive Aggie Super Deals.







FEATURED SUCCESS

DAVIS SOCCER FEST + WORLD CUP WATCH PARTIES

ONE GAME. ONE WORLD. ONE DAVIS.



5
EVENTS

13
NEARBY FOOD + BEVERAGE BUSINESSES

209K+
INSTAGRAM VIEWS

1,290
SHARES

WHY IT STOOD OUT

The series paired major-match excitement with downtown gathering, dining and business promotion. Social content amplified the experience beyond G Street, making Soccer Fest one of DDBA's strongest examples of an event creating both in-person and digital engagement.

Across 24 Soccer Fest related Instagram posts, the campaign generated approximately:

209,526 views
5,171 recorded interactions
3,555 likes
1,290 shares
275 saves
51 comments
182 attributed follows

RECURRING G STREET ACTIVATION

DOWNTOWN AT DUSK



10

Thursday activations

Every Thursday during the spring, live local music brought community energy to G Street and gave people another reason to dine, gather and spend an evening downtown.

G STREET
activated through music + partnership





Supported by Sol West Village, DDBA, and the City of Davis.

FOOD + INTERACTIVE PROMOTIONS

EXPLORE DOWNTOWN

BURGER BATTLE

A multi-week dining promotion encouraging customers to try featured burgers, visit participating restaurants and vote for favorites.



RED, WHITE & BREWS

80+ sign-ups

400+ scans

250+ map clicks

9 participating stops

A refreshed digital event experience made participation easier to track while encouraging people to move between downtown establishments.

MORE INTERACTIVE. MORE TRACKABLE. ALWAYS CENTERED ON LOCAL BUSINESS.

ADDITIONAL PROGRAMMING

More Ways We Brought People Downtown

Treat Trail

Thousands of children + families • Oct. 31

Shop Small Holiday

Holiday series • window decorating • tree lighting

2nd Friday ArtAbout

Walkable arts experience

Aggie Deals

Year-round ASUCD student offers

Dia de los Muertos

Celebrating culture + families • Nov. 1

Neighborhood Market

Local markets • artisans & more

Together, these programs create a consistent calendar of reasons to visit, explore and support Downtown Davis.



A SAFER + STRONGER DOWNTOWN



RELAUNCHING THE DAVIS HOST PROGRAM

In partnership with the Davis Police Department, Davis Downtown is relaunching the Downtown Ambassador — or Davis Host — program, building a volunteer network to assist and welcome people downtown.

NEW IN 2026-27! DDBA SAFETY COMMITTEE

The committee meets monthly to discuss safety matters and provide useful safety content through email and the Davis Downtown website. They will also be hosting a Safety Matters Mixer for community members to connect and learn from our Davis Police Dept. partners.

COMMUNITY IN ACTION

MAKE DAVIS SPARKLE — F STREET GARAGE CLEANUP

In partnership with the City of Davis and the Davis Chamber of Commerce, DDBA launched Make Davis Sparkle, a hands-on beautification effort focused on improving the F Street Garage and surrounding downtown environment.

The project included removal of trash and overgrown vegetation, pressure washing, graffiti abatement, and coordination to ensure public artwork was appropriately identified and protected.

The effort brought together DDBA, city partners, local organizations, and professional service providers around a shared goal: creating a cleaner, more welcoming downtown environment for businesses, residents, and visitors.

EXPANDING OUR REACH

SOCIAL MEDIA IMPACT

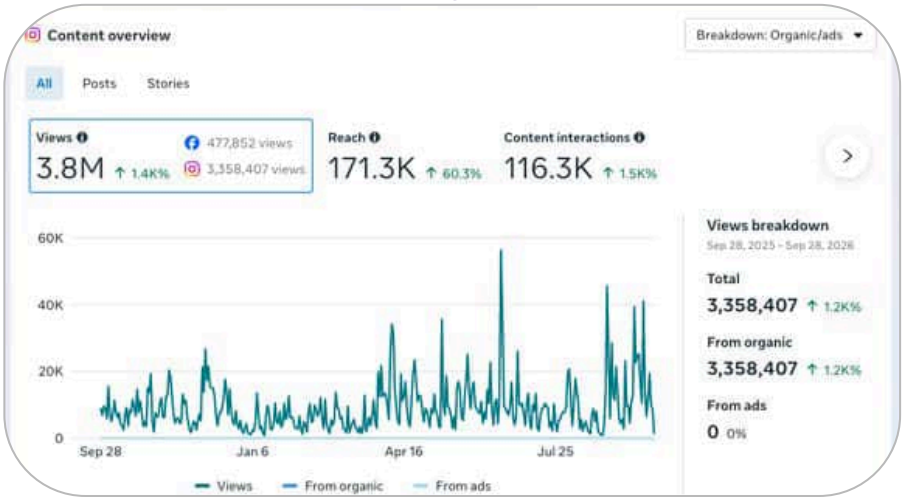
4.69M
TOTAL ORGANIC VIEWS

127.1K
CONTENT INTERACTIONS

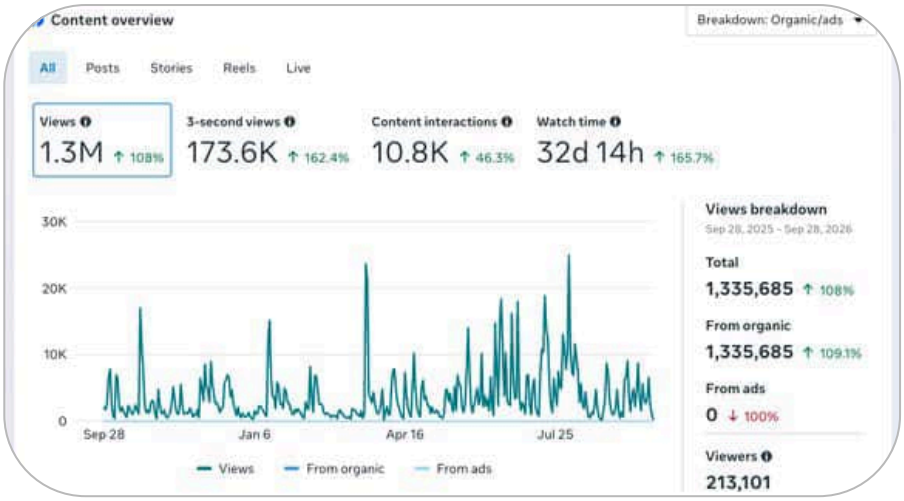
25,630
COMBINED FOLLOWERS

100%
REPORTED VIEWS ORGANIC

Instagram

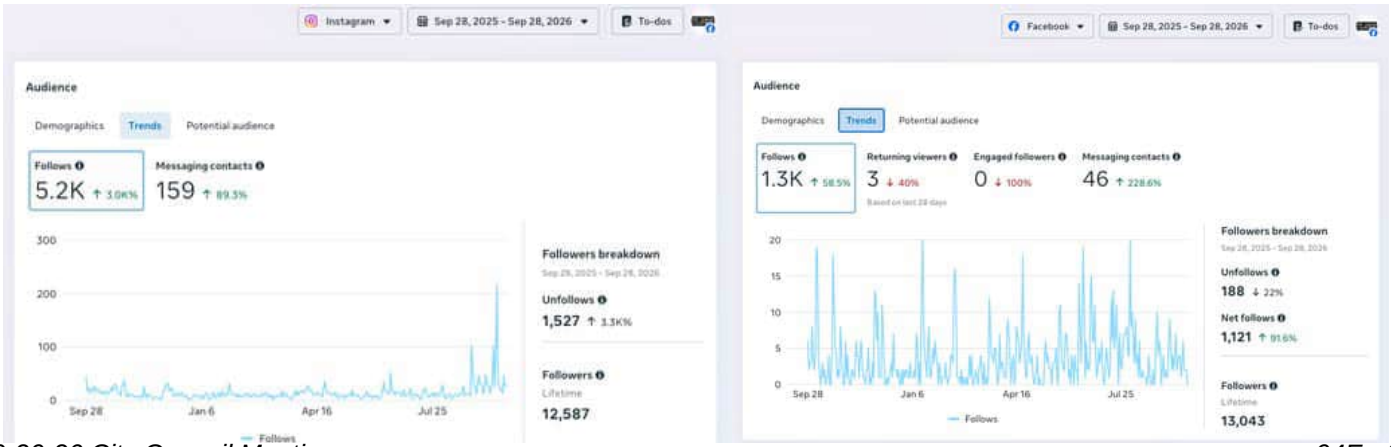


Facebook



Audience growth

Instagram +3,700 net followers
Facebook +1,121 net followers



WHAT PEOPLE ENGAGED WITH

TOP ORGANIC CAMPAIGNS







SOCCER FEST

85,477 views
5,408 interactions
1,363 shares
4,221 likes
1,300 shares
136 saves

DIVE INTO DOWNTOWN

72,825 views
52,719 reach
2,971 interactions
1,942 likes
845 shares
160 saves
217 attributed follows

GOLDEN TICKET HUNT

27,094 views
11,600 reach
918 interactions
841 likes
58 shares
33 attributed follows

WHY THIS MATTERS

These campaigns did more than generate views: they encouraged people to explore downtown, discover businesses, attend community events and share Downtown Davis content with their own networks. Golden Ticket Hunt turned digital engagement into real-world exploration, using social clues and business-donated prizes to bring people into Downtown Davis. Soccer Fest and Dive Into Downtown similarly connected digital promotion with in-person experiences and local businesses.

CONNECTING THE COMMUNITY WITH DOWNTOWN

The Davis Downtown website provides a go-to resource for events, Aggie Deals, parking information and local businesses.

4,040

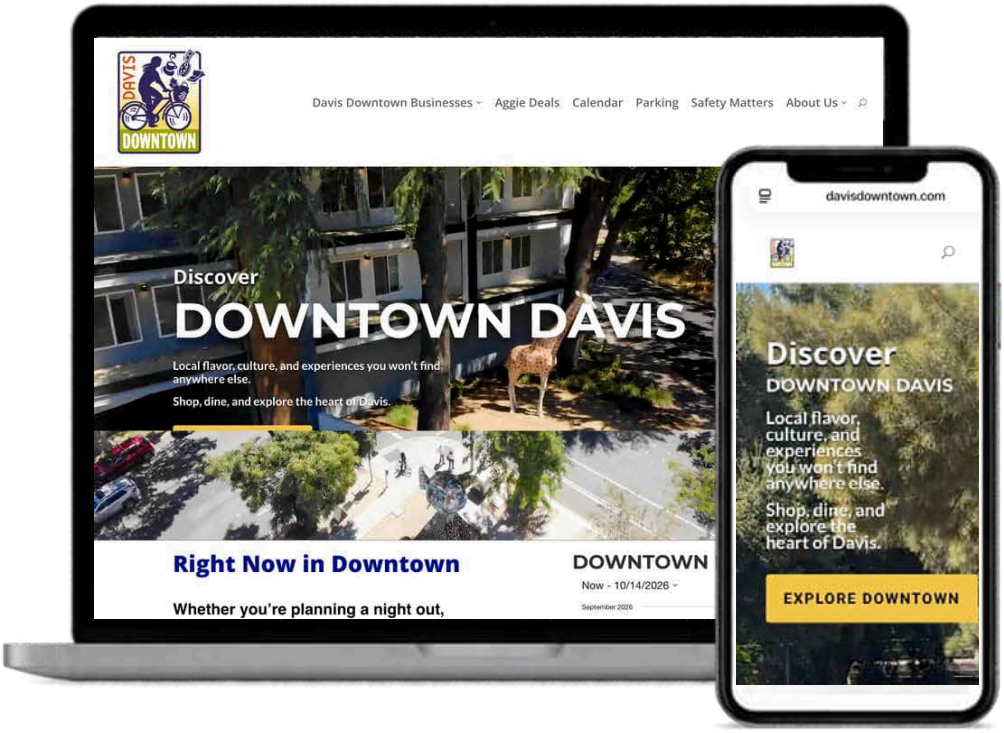
Aggie Deals Page Views

A key destination connecting UC Davis students with downtown offers.

4,001

Events Page Views

Up from 101 in the prior reporting period, showing substantially greater use of the website as an event-discovery resource.



16K

Google Organic Sessions

Search remained an important way people found Davis Downtown content during the year.

A RESOURCE FOR DOWNTOWN

The website supports year-round discovery of events, Aggie Deals, parking information and downtown businesses, extending DDBA's outreach beyond social media.

DIGITAL INTEREST → DOWNTOWN ACTION

Website activity shows strong interest in actionable downtown information, including events and Aggie Deals, reinforcing the website's role as a resource for planning a visit and discovering what's happening downtown.

EMAIL MARKETING + DIRECT CONNECTION

KEEPING DOWNTOWN CONNECTED

Email gives DDBA a direct way to share events, promotions, business opportunities and important downtown updates with members and the broader community.

57.87%

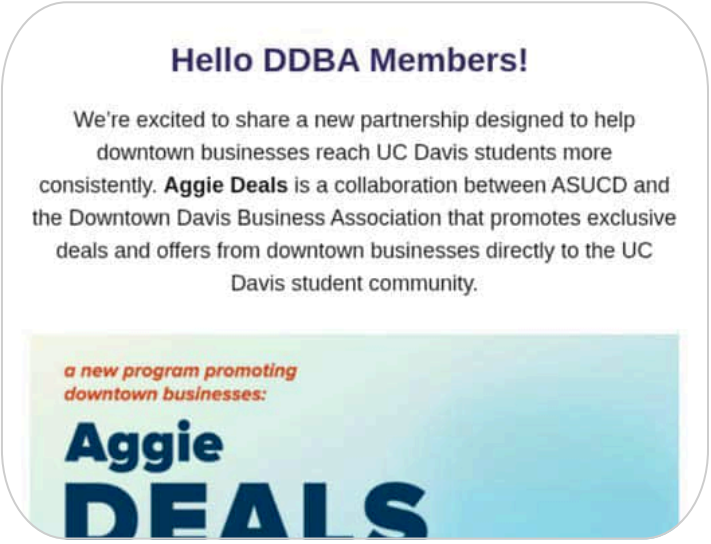
AVERAGE CAMPAIGN OPEN RATE

More than half of delivered campaign emails were opened during the reporting year.

112.5K
Emails Delivered

2,545
Email Subscribers

588
DDBA Members



ONE CHANNEL. TWO IMPORTANT AUDIENCES.

Email supports communication with 588 downtown members while also reaching a broader subscriber audience interested in events, promotions and what's happening downtown.

DIRECT ACCESS TO OUR DOWNTOWN COMMUNITY

A reliable way to reach members and subscribers directly with timely information and opportunities to engage downtown.

PARTNERSHIPS THAT MAKE IT POSSIBLE

$20,250

IN COMMITTED SPONSORSHIP SUPPORT

SOL WEST VILLAGE	$10,000
ASTOUND BROADBAND	$5,000
WOODSTOCK'S	$2,000
ARTIST TREE	$2,500

PARTNERSHIPS IN ACTION

ASUCD + Aggie Deals • Davis Police Department + Davis Host Program • Davis Chamber of Commerce + DCS + Davis Legacy + Davis Soccer Fest • Make Davis Sparkle + Hilton Garden Inn • Zombie Bike Parade + Treat Trail



*Sponsorship total reflects committed support; some payments may still be outstanding.

INVESTING IN THE WORK

Building the people, partnerships and systems that help Downtown Davis thrive.

MARKETING CAPACITY
NEW MARKETING COORDINATOR POSITION

A dedicated Marketing Coordinator strengthens coordination across marketing, social media, events and member promotion.

SAFETY + COMMUNICATION
DDBA SAFETY COMMITTEE

A new monthly forum focused on downtown safety, information sharing and practical resources for downtown businesses.

DOWNTOWN SUPPORT
DAVIS HOST PROGRAM

Relaunched with the Davis Police Department to create a volunteer-based resource that can assist and support people downtown.

THE INVESTMENT

More coordinated communication. Stronger partnerships. Better support for downtown businesses and the people who visit them.

FINANCIAL STEWARDSHIP

2027–2028 Estimated Annual Budget

FY 2028 • February 2027–January 2028

TOTAL INCOME	TOTAL EXPENSES	EST. NET INCOME
$304,300	$304,280	$20

ESTIMATED INCOME

BID Fees	$265,000
Sponsorship / Events / Programs	$25,000
City Beautification Support	$10,000
Miscellaneous Income	$2,500
Other Income	$1,800
Total Income	**$304,300**

ESTIMATED EXPENSES

Marketing / Promotions	$166,970
Payroll	$92,850
General Administration	$33,600
Downtown Beautification	$10,000
Uncategorized Expense	$500
Committees	$360
Total Expenses	**$304,280**

BUDGET AT A GLANCE

The estimated FY 2028 budget directs the largest share of spending to marketing, promotions and payroll, while maintaining dedicated support for downtown beautification and committee work.

Source: DDBA Budget_Feb2027 to Jan2028.xlsx

WHAT'S NEXT

2027-2028 PRIORITIES

SAFER DOWNTOWN

Advocate for additional police resources and continue collaborative approaches to downtown safety.

CLEANER DOWNTOWN

Improve cleanliness, maintenance and the overall downtown experience.

ENTERTAINMENT + ACTIVATION

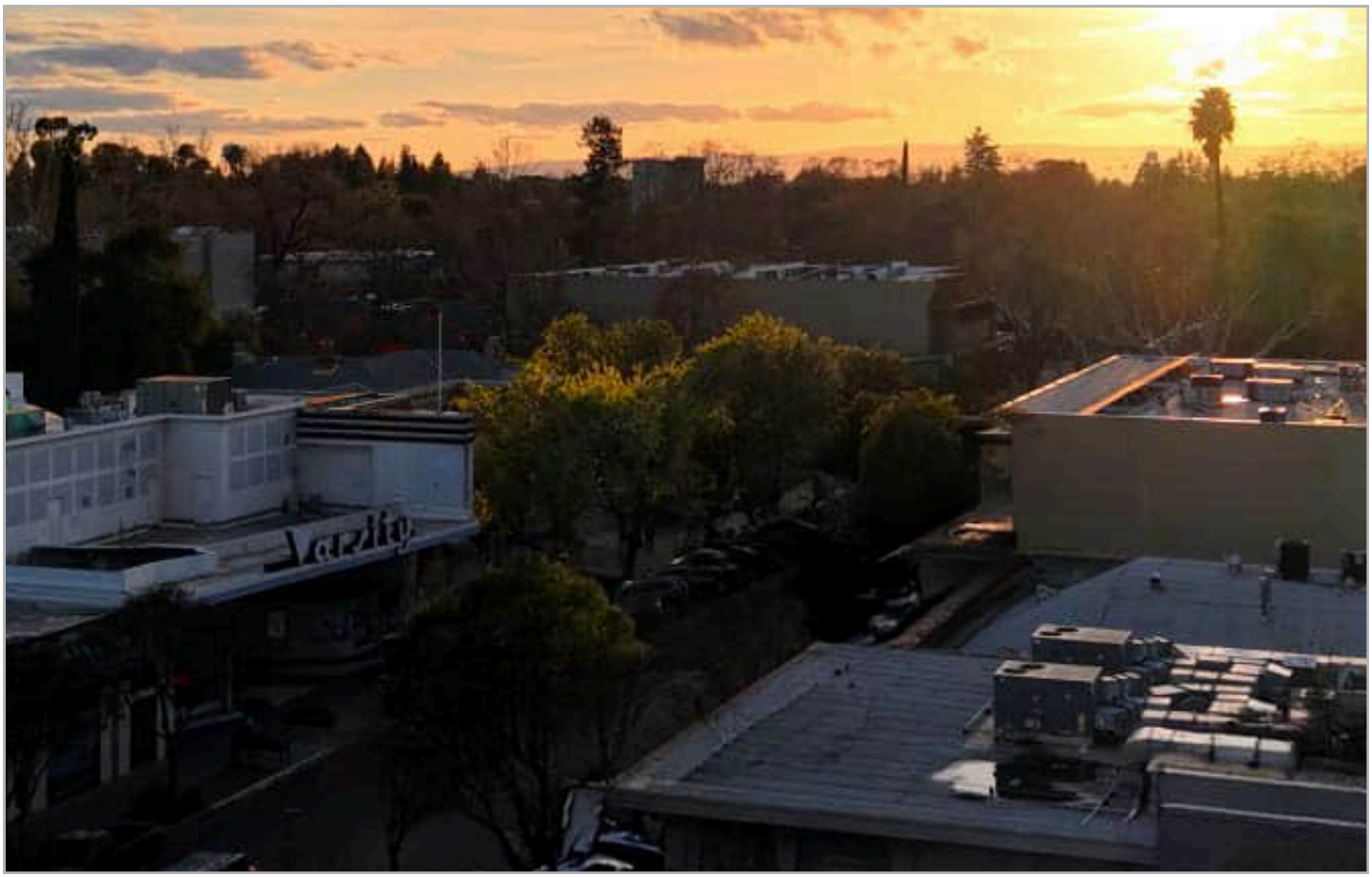
Advance creation of a Downtown Entertainment Zone and continue activating G Street.

SMARTER PARKING + USER FRIENDLY GIFT CARD PROGRAM

Support a sensible, comprehensive and customer-friendly downtown parking plan and gift card program.

COMING TO G STREET

Monday Night Football Watch Parties • Women's World Cup Watch Parties



POWERED BY THE PEOPLE

Downtown Davis is strongest when businesses, community partners, residents, students and visitors all have a reason to be part of it.

SHOP LOCAL

GATHER HERE

LOVE DAVIS

DAVISDOWNTOWN.COM • @DAVIS.DOWNTOWN