

DOWNTOWN
BRENTWOOD COALITION

Impact Report

December 2021–
December 2023



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To Our Downtown Stakeholders



Over 15 years ago, a small group of Downtown Businesses got together to build the framework for a transformation in Historic Downtown Brentwood. In 2008 they formed the nonprofit, Downtown Brentwood Coalition. They worked tirelessly to create events to engage the community and advocate for a more vibrant downtown that could serve the community for years to come.

In 2021, the Downtown Brentwood Coalition hired its first Executive Director with the support of the City of Brentwood. They signed a Memorandum of Understanding to fund the position for three years. In this report, we will examine the results of their efforts and the positive effect of this partnership on the economic vitality of the area.

This past year Brentwood celebrated it's 75th anniversary, giving us a perfect opportunity to consider and appreciate how far Downtown has come. Downtown began to take shape in the 1870's as the start of our agricultural community began to take root. From one blacksmith shop, to the thriving, vibrant map dot, Downtown continues to be a treasure for our community to discover and re-discover.

It has been an honor to serve the Brentwood community and support the amazing small businesses and nonprofit partners in our network. Over the past two and a half years, we have achieved our short-term organizational goals and we have forged strong and lasting relationships with our members, partners, and community to pave the way for the future of Downtown.

We thank each and every one of our downtown stakeholders, who have supported the journey and the vision to make Downtown a place where everyone feels welcome, safe and a cherished.

Sincerely,



Amy Tilley
Executive Director



Peter Jacoway
Board President



Peter Jacoway | President
Helen Myers Family Trust



Jim Barnett | Vice President
Perfect Star Heating & Air Conditioning



Lynn Tei | Treasurer
Zephyr Grill & Bar



David Martinez | Secretary
American Legion Post 202
U.S. Dept of Veterans Affairs



Board of Directors & Staff



Kevin Erickson | Director
Erickson Realty Group



Jon R. Elam | Director
Brentwood Senior Citizens Club



Vivian Treff | Director
Boondoggies



Savino Ruvacalba | Director
The Lounge on Oak



Dee Olmedo | Director
Soireé Love



Sheri Dickson | Director
The Pink Door



Amy Tilley | Executive Director

Who we are

A Downtown Community

The Downtown Brentwood Coalition is comprised of over 80 small businesses and nonprofit partners in the Downtown area. A Board of Directors and an Executive Director organize, plan and execute programs & events all year long, to support the members.

Board Representation

To ensure that the decisions of the Board are in alignment with the needs and desires of our members and the community, our board represents a variety of industries and interests, who share a common thread: They love Brentwood!



Veterans Services

Food & Beverage

Senior Citizens

Retail

Residents



Property Owners

Professional Services

Our volunteer Board of Directors consists of small business owners, nonprofit partners, and key stakeholders. This dynamic group frequently meets to devise strategies that support the members and enhance the local economy, while also creating a gathering place for all of Brentwood to enjoy. Several of the board members were born and raised in the area, which helps us preserve Brentwood's rich history in Downtown.



Our Mission

The Mission of the Downtown Brentwood Coalition is to find innovative and sustainable ways to support the vibrancy and vitality of Historic Downtown Brentwood. We endeavor to make downtown a safe, welcoming place, that treasures our community's rich agricultural history while supporting our community's needs for the future.



Our Vision

Downtown Brentwood is a charming destination for locals to enjoy daily, and for visitors to explore when they plan their visit to Brentwood, the U-Pick Capital. Inviting, artful, and friendly, Downtown Brentwood provides a wide variety of unique shops, cuisines, services and entertainment seven days a week. Relax and enjoy the beautiful scenery at one of the numerous outdoor seating areas that line the downtown streets. One visit, and you'll understand why they say life is Better in Brentwood.



Our Partnerships

The work done by the DBC is made possible with the help of key partnerships. We receive funding through membership fees, sponsorships, events, and economic development grants. We value our relationships with service groups and partners like the Brentwood Veterans Service Organizations, Brentwood Rotary, Lions Club, Chamber of Commerce and many others.



Our full-time Executive Director position is supported through an MOU with our partner, the City of Brentwood. The MOU was established in 2021 and is valid until June 30th, 2024. It serves as an agreement for funding the Executive Director role, and it was created to work together toward a stronger and more vibrant downtown by improving revitalization goals and transformation strategies. This MOU and the Full-Time position have served as the foundation for the robust marketing, tourism, and small business support levels that DBC has provided for the past two years.

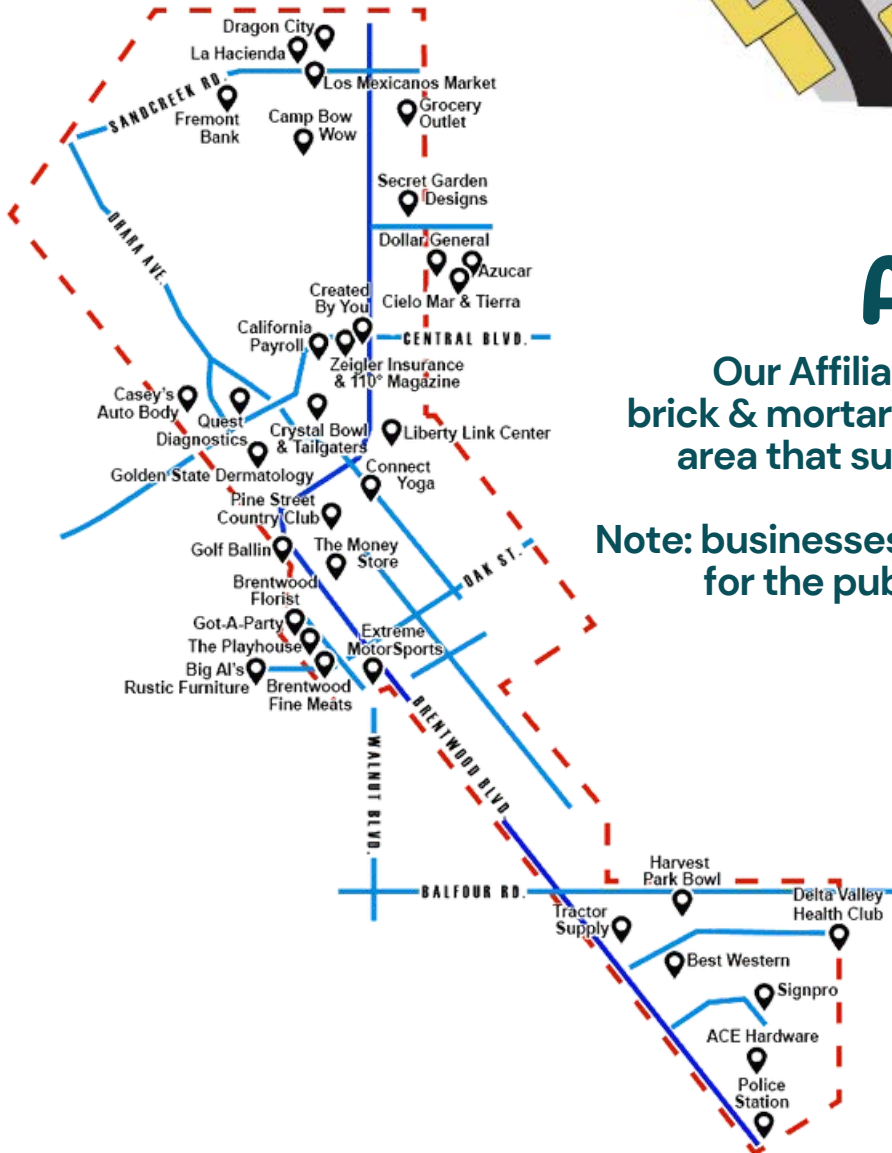


Our Support Areas

Core

Membership eligibility is determined by our organization's support boundaries.

CORE Membership is for those brick & mortar businesses located in the Downtown CORE



Affiliate

Our Affiliate Membership is for those brick & mortars located inside this key shaped area that surrounds the Downtown Core.

Note: businesses listed are for points of reference for the public and are not reflective of membership

Nonprofits

DBC has a nonprofit partnership program. We work in collaboration with our partners to highlight the great work they are doing in the community!

What We Do

Economic Development



The DBC is striving towards achieving recognition as a Nationally recognized, National Main Street Program, with an expected announcement for this achievement in 2024. We follow the Main Street - Four Point Approach - for our program's Downtown Transformation Strategy. These four critical pillars are: **Economic Vitality, Design, Organization and Promotion.**

Marketing & Promotion



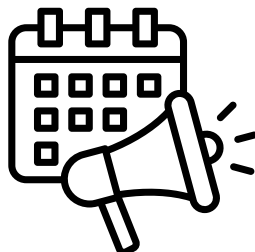
We support our member businesses through advertising, marketing, special events and small business support. We work with the City and businesses to ensure that the design and function of Downtown meets the needs of the community today, and tomorrow.

Building strong leadership within our community and within the organization is an important facet of our workplan, to ensure future success and broad community engagement. We have a well-rounded marketing plan that includes paid and in-house marketing efforts to highlight the Downtown area and how wonderful it is! We have a year-round schedule of well-attended and community focused events to bring the community together.

Community Engagement



Special Events



Champions for our Community





Revitalization & Transformation



Goals & Objectives

*The Goals & Objectives for the DBC for the past few years have been a fusion of the items outlined in the MOU with the City of Brentwood, strategies formed based on our education and training from Main Street America, surveys and feedback from the community and our members, as well as Board of Directors input and observations. The MOU and Scope of Work for the Executive Director was translated into a “checklist” and we are pleased to report that every objective was achieved as it relates to the MOU. The full MOU can be found in the appendix of this report. **Here are a few highlights:***



- Achieve recognition as a Nationally Accredited Main Street Organization as well as a California Main Street program, which represents a commitment to continual improvement, community engagement, and rigorous outcome measurement. This recognition offers national recognition and sends a strong message to local stakeholders, as well as city, state, and national funding. More than a piece of paper, this award recognizes transformative strategies that have been created, implemented, and nurtured so we can shape downtown for our community.
- Improve relationships and collaboration with businesses, service clubs, nonprofits, stakeholders, and the community. DBC built a strategic work plan that includes partnerships with groups like Harvest Time, Working Wonders, Mothers of Brentwood, and many others to deploy programs and initiatives that serve the local community while promoting Downtown as a great place to work, play and visit!
- Elevate Special Events, Promotions and Marketing Campaigns to increase visibility and positive image of the City and the Downtown. These goals are at the forefront of the DBC’s work. A strong focus in this area is the driving force behind the increase in foot traffic and the economic boost Downtown has seen in the past 2 years. As a result of the increased marketing and branding initiatives, the DBC has seen record-breaking attendance numbers and engagement from the community. Nearly every marketing piece for the DBC is done in-house, and is tailored to highlight the small business members and nonprofit partners.
- Business Support and Recruitment: The caliber of businesses in Downtown continues to improve with their expanded offerings, and DBC does daily promotion of activities, events and highlights for the community to enjoy. DBC continues to strengthen and craft it’s ongoing work plan to engage the community and promote the entrepreneurial spirit of the small businesses in the Downtown area.

Experience the Magic of Downtown



Follow the Trail for Holiday Experiences, Sales, Treats, Giveaways and Contests! Begins November 18th



A few Promotional and Programming examples

FREE!! Official Oktoberfest Mobile Passport

- Highlights
- Times and Locations
- Activities & Attractions
- Win Sweepstakes Entries when you "Check-in"!

JOIN OUR NEWSLETTER LIST!!

Downtown Insider

WE LOVE LOCAL
DOWNTOWN Brentwood COALITION

Welcome to Downtown!

Ice Skating Unique Shops! Great Food Relax & Unwind! Merry & Bright Heated Patio Seating

Downtown Brentwood Highlights @downtownbrentwood

Organizational Rebranding and Marketing Strategy

Prior to 2022



Current



The DBC has taken steps to implement an aggressive rebranding strategy, not only for the organization, but for Downtown overall.

The new strategy focuses on **Downtown as a destination and as an experience**. It showcases the vibrant and growing community we serve today, while keeping the historic charm at the center.



Facebook Visits
+401.4%



2020– 3,876 followers
2023 – 10k+ followers



2020– 8,000 visits
per year

2023 – 67,000 visits
per year



This new approach to marketing and promotion for downtown has been incredibly effective, and it has led to a significant increase in our marketing and social media reach, to bring visitors to downtown.

Follow us @downtownbrentwood

Year One | Highlights



For the purposes of this report, we will call **2022–2023, Year One**. This was the first full calendar year, that the DBC had an Executive Director through the MOU and partnership with the City of Brentwood. The current Executive Director’s tenure began in mid December of 2021.

In year one, the focus was on **team-building, strategic planning and rebranding**. Getting to know the lay-of-the-land, from the inside-out helped us create strategies that were meaningful and effective for economic development in Downtown.

The DBC Board started the year with a strategic summit to build the framework for new membership benefits and products that would have a greater impact for the small businesses the DBC supports. The first **Affiliate Membership and Nonprofit Partnership** offerings were created and launched along with the Downtown Core Membership. The new membership year began on July 1st 2022. It was exciting for the organization to branch out and support more small businesses just on the outskirts of the downtown core. Given that the local economy was (and is) still recovering from the Covid-19 Pandemic, these new levels of support were enthusiastically received by the newly eligible small businesses.

We brought back Oktoberfest in October of 2022 for the first time since before the pandemic, and were met with a record breaking **attendance level estimated at over 15,000** locals and out-of-town visitors. An important aspect of our work plans included **putting families first**, and gearing our events and programs towards their needs and desires, as they represent the largest demographic in Brentwood.

Forging stronger and more collaborative relationships was the primary goal for 2022. Meeting frequently with stakeholders and getting feedback from the community, we launched new events and programs to **re-connect the community with the history and charm of Downtown**, while spreading awareness of the quality and variety of shops, stops and services offered in Downtown. Branding, messaging and plenty of marketing & advertising were deployed to **reach the community in new and meaningful ways**.

New strategic work plans and marketing plans that followed the Main Street Four Point Approach were designed and implemented in year one.

In 2022, the DBC established a new vision and mission, which was embraced by the members and the community, setting the stage for a transformation.



Building a more collaborative and dynamic Downtown Community

Year Two | Highlights

The second year of the MOU was dedicated to deploying the transformation strategies that were required to give Downtown the **support and economic boost** it needed following the pandemic. We implemented new and innovative approaches in our marketing, promotion, small business support and events.

Once the framework was established, the DBC began increasing marketing and advertising for Downtown as a cherished, **local amenity** for all, as well as **a wonderful piece of the Ag Tourism experience**. We worked with the City in 2023 to take steps towards developing a Downtown hub/visitors center and DBC office space to continue to build on these initiatives.

The DBC wrote for, and was awarded City of Brentwood **Economic Development grants** for a few key initiatives including: The first ever 4th of July Drone Show, the We Love Local –Free Mobile Passport for visitors and locals, and the annual Oktoberfest.

These Economic Development initiatives, along with existing programs and other special events elevate the perception of Downtown and of Brentwood overall, with additional benefits like: creating a sense of hometown pride, being in greater alignment with the needs of the community today and **significant revenue boosts to the small businesses and our local economy**. The We Love Local Pass was not only a great way to connect U-Pick visitors with downtown, but it also served as a way for us to strengthen our relationship with our members, partners and local community. **Over 80 businesses participated** in We Love Local mobile pass program. It was the foundation for the entire We Love Local campaign that was launched in 2023 which included paid marketing, community outreach and even a feature at the closing of the Light Up the Night, 4th of July Drone Show.

Gaining new customers and increased foot traffic for our members was an organizational goal for 2023 and a commitment to our member businesses. In post event and program surveys, the **downtown businesses reported record breaking revenues for their businesses**. Some **quadrupling sales** during the same times in similar years. The mobile passes and programs deployed in 2023 were analyzed and used to fine tune our events, programs and future planning. This momentum and focus on marketing and advertising became **the catalyst for high-quality new businesses and restaurants desiring space** in our once, very vacant downtown. We welcomed over 15 new businesses in 2022–2023 including Locanda Capri, The Yard, California Gleamin', Chrome Coffee, Vibe, Soiree Love, The Brentwood Emporium, and Salt & Fig to name a few.

By 2023 we saw vacancy in Downtown drop to Zero, and we saw our membership grow to over double what it had been prior to the existence of the MOU and Executive Director position. As a Downtown community, we are pleased with the foundation and momentum that the first two years have produced, **but we believe the best is yet to come.**



Where the Community Comes Together



Facts & Figures



**Sponsorship
2019**

\$5,000

**Sponsorship
2023**

\$68,000

Reinvesting in Downtown

**Advertising &
Promotion**

**OVER \$50K IN
THE PAST 2 YEARS**

Event Expenses

OVER \$175K IN 2023

**Membership
2019**

AROUND 36 MEMBERS



**Membership
2023**

OVER 85 MEMBERS

**Vacancy in
2023**

**ZERO - IN THE
DOWNTOWN CORE**

**Volunteer
hours**

**OVER 3,770 HOURS IN
2023**

**Highest event
attendance**

**2023 OKTOBERFFEST
OVER 15,000**

**Event related
visits**

**OVER 32,000 VISITORS
ENJOYED DBC EVENTS
IN 2023**

Funding Highlights

Grants

\$83,000

City of Brentwood
Economic Development
Grant Awards reinvested

2022-2023

Sponsors

\$97,000

In Sponsorship, raised and
reinvested in Downtown
programs and events

2022-2023

Special Events

\$65,000

Raised via Event Ticket
sales, & reinvested in
Downtown support
programs & events

2023

Membership

\$12,000

In membership
dues per year

\$300 - Downtown Core

\$99 - Downtown Affiliate

\$79 - Nonprofit Partner

MOU

\$70,000

Funding DBC receives
per year of the MOU for
Executive Director
position

Event Planning & Community Engagement

The Downtown Brentwood Coalition (DBC) events and community outreach initiatives are a **vital part of Downtown vibrancy**, new & increased foot traffic, and they strengthen our partnerships with local nonprofits, students and families.

In 2023, over 3,770 hours of volunteer work were performed in the community as a direct result of DBC's events and programs. The DBC's events have also been a major attraction, with approximately **32,000 event-related visits to Downtown in 2023**, up from 24,000 visits in 2022.

An organizational priority for the DBC is to **support and uplift local nonprofit partners**. They do important work in supporting our community's growing needs, and often provide services that locals need but otherwise would not have access to. Over the past two years, **12 nonprofits have been supported and promoted** by the DBC in partnership. In 2023 DBC partnered with Working Wonders for the **Downtown Shines** project. In which local adults with disabilities work alongside DBC staff & volunteers on beautification projects and community outreach initiatives. The program provided paychecks for the Working Wonders clients, along with jobs skills training. Downtown businesses and the community benefitted from having a litter-free downtown, plus **it was a joy** to work alongside the crew each Monday!

The DBC provides complimentary booth space at its events to its members and nonprofit partners. We actively look for ways to highlight our partners through our events. For example, we designed a **complimentary pop-up gallery** for our friends, the Art Guild of the Delta at the 2023 Oktoberfest. At the Santa Crawl we collected a substantial amount of non-perishable food and blankets for our friends at Hijas Del Campo and the Brentwood Regional Community Chest.

Event expenses have risen dramatically in the past three years. Rental costs, sanitation and other critical services have taken a steep hike which makes fundraising and event planning much more challenging. The expenses for an event like a large festival such as Oktoberfest, for example, are over \$84,000 and **require over 250 volunteers**.

In 2024, we will be looking at ways to keep events free/accessible while keeping the quality of the events high for the community. We understand that all nonprofits are experiencing these same challenges, and we plan to work more collaboratively with our partners to find ways we can team up to keep the most impactful ones going.

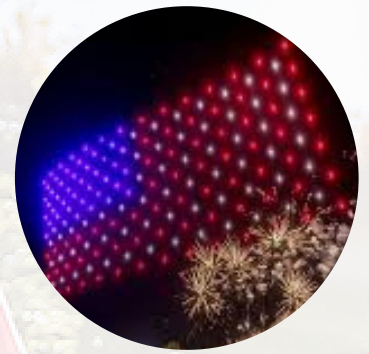
Special Events



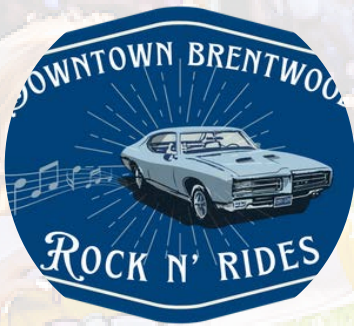
Wedding/Valentine's Events



Cornhole Tournament & Military Tribute



Light Up the Night 4th of July Drone Show



Car Show

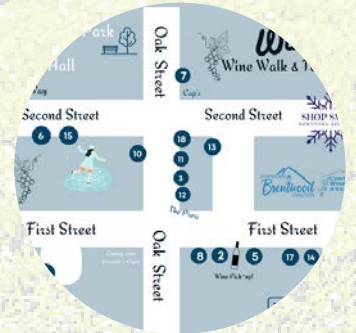


MamaPalooza



Bubbles & Broomsticks

Our vision for our special events is to provide memorable, high-quality experiences that locals and visitors will carry with them for years to come. Events are a great way to introduce visitors to the variety of shops, stops and experiences found in Downtown.



Wine Walk



Before the Bird / Retail Event



Santa Crawl



We Love Local

Conclusion & A Look Ahead

Conclusion

The Downtown Brentwood Coalition has found incredible momentum to support and stimulate the local economy in Downtown Brentwood. This impact would not have been possible, were it not for the support of the **City of Brentwood** through the existing MOU and partnership that has been cultivated over the past few years. The guidance and innovative strategies gleaned from the **California and National Main Street America** organizations training and education have played an important role in developing our Organization's program and impact. We have seen unprecedented successes in small business development, revenue increases and broad community support for the place we are shaping together. It has been a privilege to serve the small businesses, stakeholders and partners in these transformational efforts. But, the work is far from over...

A Look Ahead

As the current MOU for the Executive Director role expires on June 30th 2024, we are planning our **3-5 year organizational goals** in the hopes that this work can continue, and that Downtown and the community at large might see even more fruits of this labor in the years to come. The DBC plans to request for **continued support from the City of Brentwood** in preparation for the expiration of the existing MOU. The partnership has demonstrated significant impact to the local economy and has shown itself to be an important piece of making life in Brentwood, better.

In 2024 the DBC will focus on **building a home** in Downtown at 648 Second Street, the historic treasure, known to many as the **Brentwood Women's Club** building. We will work towards finding additional grants and funding to restore the building, while making it ADA accessible so it can be enjoyed by the community as a future hub for visitors and locals alike. From here, we can continue to **build on the successes** of the past and better support the small businesses and the community.

The DBC plans to continue to **fine tune and fortify** its member support initiatives through even more **collaboration, promotion, and technical support**. We are inundated with inquiries by businesses looking to find a home in Downtown. So now we turn our attention to design and making the most of the space we have, while working hand-in-hand with the City to pave the way for future economic development that maintains the history and charm that gives Downtown its unique character. We look forward to continuing our transformation efforts in 2024 and beyond.



Bringing the past, present and future together.

Acknowledgements

We would like to thank our sponsors, supporters and cheerleaders who have embraced our shared vision of making Downtown the most welcoming and community-oriented space in Brentwood. Your support has played a crucial role in the increased vibrancy and vitality we are enjoying as a community. From volunteers, City staff and City Council, to past and present Board members, each of you have been a valued part of this journey. Thank You!

Thank you MSA and CAMS for your partnership!

Thank you
City of Brentwood



Some of our Top Financial & Fundraising Supporters in 2022-2024
THANK YOU!



Appendix



MOU & Scope of Work



Follow us @downtownbrentwood
www.brentwooddowntown.com



Coming Soon!
DBC Office

**648 Second Street
Brentwood, CA 94513**