



April 23, 2018

Don Noble, Chairperson
Supplemental Benefits Fund
1735 Montgomery Street
Oroville, CA 95965

Dear Mr. Noble,

The Oroville Downtown Business Association (ODBA) is requesting funding from the SBF "Marketing/Community Benefit Fund" for marketing and beautification projects for Downtown Oroville.

The ODBA lives and breathes Downtown Oroville. We own, manage, or sponsor most of the events and festivals that take place downtown such as First Fridays, The Farm to Table Community Dinner, Parade of Lights, as well as Feather Fiesta Days and Salmon Festival Street Fairs. The board is made up of local small business owners, all of whom volunteer their time to manage, plan, decorate, promote, and execute these local events. All of this work is done by board member volunteers without an office or a paid staff. The ODBA has also been working closely with community beautification volunteers to clean and beautify the downtown.

While we see some added interest in Downtown due to these efforts, we know there is more to be done. There are several factors that lead us to see an urgent need for funds to help promote and advertise downtown Oroville and it's businesses to our community and surrounding areas.

We feel especially passionate about this due to the hardship that the spillway incident, resulting evacuation, and subsequent negative press has caused our downtown community along with the rest of our town.

That said, we feel there is a there is a huge opportunity to reach out to our community, surrounding areas, and beyond to let them know **Downtown Oroville is Open for Business** and it is a charming, safe, and fun environment. In order to do this we need funds to elevate the look and feel of downtown as well as creating and executing marketing campaigns.

We are the keepers of Historic Downtown Oroville's charm and future. It deserves the investment.

We feel that time is of the essence and have made it a 2018 priority to focus on the marketing and promotion of Downtown Oroville. Through researching the efforts of other communities similar to ours, we have identified several best practices and successful beautification and marketing tactics that we feel would also be effective in our community. As a result, we propose the following projects:

Digital Marketing: \$50,000.00

1. **Visit Downtown Oroville Marketing/Advertising Campaign.** We want to “show and tell” people that we are here and what we have to offer.
 - TV Commercial about Downtown Oroville that we can also share on Social Media. This would include a local media buy and focused target market Facebook ads.
 - **Hire local photographer and videographer to create imagery and videos of businesses.** Local business profile videos and images will be shared on Social Media and the ODBA website - an indepth look at what Downtown Oroville has to offer.
2. **Downtown Oroville Website and Management:** This website will be the “go to” website for all Historic Downtown Oroville information. All businesses zoned within the downtown area will be represented in a directory, while ODBA members will have more in-depth profiles. This site will also link to and share information with other area organizations such as the Chamber, City, and Riverfront.
 - **For Example:** Downtown Chico “Downtown Chico Business Association” has a great website that is sponsored by local businesses. They spend about \$22,000 a year on their website. <https://www.downtownchico.com/>
 - **Itineraries:** Where to stay and what do on a weekend getaway in Downtown Oroville.
 - **Real Estate:** What’s available to rent or buy. Bring your business to Downtown Oroville!
3. **Social Media:**
 - **Digital Content for Social Media: Hire local photographer and video producer for photoshoot and video/vlogs of downtown businesses** that create content for ODBA Facebook page. This content will promote sales, store specifics, events, and Oroville as a destination. This content will consistently engage, inform, and expand our reach on social media platforms such as Facebook and Instagram.
4. **Beautification:**
 - **Safety and decorative:** Solar lighting in trees and across streets
 - **Safety:** Gates to go around trees in sidewalk
 - **Safety:** Planters or fill in to replace more dangerous or missing tree holes
 - **Permanent Signage Myers St:** “Welcome to Historic Downtown Oroville” sign above the train tracks or painted on both sides of the bridge entering on Myers Street.
 - **Billboards:** Myers street @ Baldwin. This billboard is at the entrance to downtown and a perfect opportunity send a welcoming message to visitors.
 - Improve miners alley (arts showcase, usage for events, lighting)

Office/Part-time Employee & Downtown Guide: \$45,000.00

The ODBA manages a large portion of all of the Downtown festivals and First Friday events. Hundreds Of volunteer hours go into these community events. A staff and place to call home would give us a chance to elevate these events and make them event more profitable and enjoyable for the city.

1. This office and support staff would be a place for vendor support and ticket sales as well as ODBA business: office \$5,000 + staff \$25,000

- Festival information including vendor support, applications, and payment drop off
- Ticket Sale box office for all Downtown Oroville events
- A place where visitors and community members can come to obtain information on the happenings of downtown; entertainment, food, drinks, shopping, and where to stay
- Coordinate all logistics for festival infrastructure and organizing volunteers for all participants
- Help organizations like the Oro Dam Cruisers and others who need help with online vendor and ticket sales and promotion.

2. “What to do Downtown” guide: design, content and printing \$15,000 Production of flyers and brochures for downtown businesses, historic sites, events, festivals, and museums. Design and content creation for event and festival promotional material.

About ODBA 2018

Mission: The Downtown Oroville Business Association is a non-profit organization dedicated to enhancing and restoring Downtown Oroville as a thriving and diverse retail and cultural center. It serves as an independent advocate actively engaged in the promotion of a prosperous downtown community, and a catalyst for a vibrant and welcoming downtown, which deserves much greater recognition for its entrepreneurial opportunities and historic beauty. We also focus on providing tourism promotion and easy access to information for out of town visitors.

Vision: Our vision is to become a recognized and respected organization within the community. Our long-term vision is to become a Downtown Improvement District (DID).

ODBA Goals for 2018

1. Update and modify the existing By-Laws and establish robust, effective organizational processes.
2. Grow relationships with downtown businesses, City, Chamber, and the Riverfront District.
3. Deliver an integrated website marketing package to increase the profile and economic activity of Downtown Oroville.
4. Elevate, organize, and promote downtown events and festivals to create a sense of local pride in our downtown, while also attracting visitors.
5. Increase downtown occupancies by identifying open spaces and promoting Downtown Oroville as a place of opportunity and growth for entrepreneurs.