

Downtown Paso Robles Main Street Association



ANNUAL REPORT

(Scope of Work)
2023-2024



MISSION STATEMENT

The Paso Robles Main Street Association will actively create and implement a comprehensive program that will effectively restore, promote and enhance the economic vitality and unique historical value of our downtown, while maintaining its friendly, community atmosphere!



20,607 Volunteer Hours



3 New Downtown Benches



37 New Downtown Pavers



14 New Businesses



13 Events Downtown

- ◆ Over 6,000 brochures (Wine Tasting, Restaurants, Lodging, Antiques, Directories, Main Street, etc.) distributed in the Downtown Kiosk.
- ◆ Ambassador visits with hundreds of tourists annually for feedback provided to the City.



Paso Robles Main Street Association

Web & Social Stat Report

July 1, 2023 to February 29, 2024

Google Reporting

Total Clicks: 26,900 Clicks

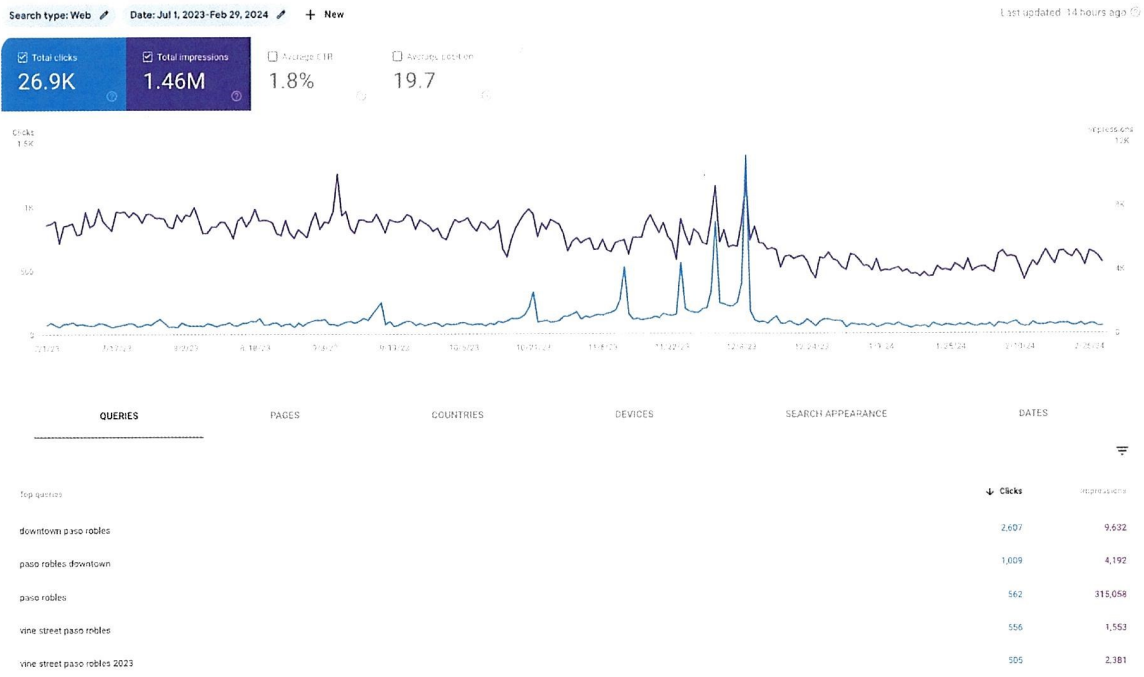
Total Impressions: 1.46M impressions (1,460,000 impressions)

Top Three Queries Clicks

- downtown paso robles
- paso robles downtown
- paso robles
- vine street paso robles
- vine street paso robles 2023

Top Three Queries Impressions

- paso robles
- paso robles ca
- paso robles california
- downtown paso robles
- pasa robles



Hosting/Server Reporting

Unique Visitors: 113,530 visitors

Page Views: 647,061

2023-2024	Unique Visitors	Pageviews
July	13636	64691
August	12909	76381
September	12315	73830
October	15289	81063
November	18452	107732
December	20569	122662
January	10597	60973
February	9763	59729
Total:	113530	647061

Social Media Report

Includes all channels per social media platform.

Facebook: 10,920 followers

Instagram: 2,605 followers

YouTube: Information coming 2024

Web and Marketing Goals for 2024

- **New Branding for PR Main Street by May 2024**
- **New Website & Social Media graphics by June 2024**
- **Increase impressions and clicks in Google**
- **Increase impressions and clicks in Bing**
- **Increase engagement in Social Media Platforms**

Submitted by

Bill Reed on 3/28/2024 @2:54pm

PR Main Street Webmaster

Report Map

This annual report of activities and accomplishments is for the Downtown Paso Robles Main Street Association and is organized as follows:

Activity Bullet List for 2023-2024:

- The organization is comprised of four committees:
 - Design Committee
 - Economic Vitality Committee
 - Promotion Committee
 - Board of Directors
- The Board of Directors sets goals for the organization. The Design & Economic Vitality Committee and Promotion Committee implement the recommendations of the Board of Directors, and also make suggestions and recommend modifications to the Board of Directors.

This Activity Bullet list provides information on the specific actions taken by the Main Street committees.

Board of Directors' Goals for 2023-24:

- The Board of Directors establishes goals for each fiscal year at their annual goal-setting meeting, making preliminary determinations on which committees should be responsible for implementation of these goals stressing the committees work together to complete these benchmarks.
- The Board of Directors uses the Paso Robles Main Street Association Work Plan and annual budgets to guide the goal-setting process.
- The Board of Directors is responsible for meeting the necessary requirements to be certified as a National and State of California Main Street Program under the auspices of the National Trust for Historic Preservation.
- The Board of Directors also appreciates the support of the City of Paso Robles and welcomes comments and questions.



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www.pasoroblesdowntown.org email: info@pasoroblesdowntown.org



BOARD OF DIRECTORS

GENERAL GOALS and RECOMMENDATIONS (2023-2024):

- Monthly Block Party Business Mixer for downtown businesses.
- Remain focused on our Mission Statement.
- Certified as a National Main Street City by the State and National Trust for Historic Preservation.
- Form ad hoc budget committee to review budget and make recommendations to the City.
- Form partnerships with Cal Poly, Paso Public Schools, Cuesta College, El Paso de Robles Area Historical Society, Planning Commission, City Council, Chamber, Paso Robles Visitors and Conference Bureau, San Luis Obispo County Visitors and Conference Bureau, Paso Robles Wine Country Alliance, and the Art Association and establish Liaison positions on the board.
- Encourage City of Paso Robles to encourage government offices, retail development and **second floor** residential in the downtown core.
- Expand and refresh fund raising events. Promote other organizations' events taking place in the park.
- Promote downtown merchant successes through the media and by personal recognition in a NEW MONTHLY NEWSLETTER.
- Attend City Council meetings and make update announcements under Public Comments.
- Direct Design Committee to further enhance downtown's atmosphere through commemorative bricks, planters, bike racks, sidewalk dining, benches, etc. Support Design Committee efforts to encourage the City to improve downtown public spaces as needed. Direct the Design Committee to publish a third walking tour booklet on history and historic buildings. Support Design Committee's downtown clean up efforts.
- Encourage new businesses and new downtown construction to adhere to the Downtown Design Guidelines. Work with the city planners for upgrading projects in the downtown (parking, lighting).
- Support Promotion Committee's work in combining the Olive and Lavender Festivals in the downtown core and continued monthly promotions in the downtown.
- Implement annual goal-setting retreat for the Board of Directors, Committee Chairs and Co-Chairs.
- Work toward a better understanding between the city and the Downtown Paso Robles Main Street's program through personal outreach and communication with city council and city staff.
- Seek a clarification from the city as to their objectives for our organization.
- Seek clarification with our members/merchants on the purpose of our organization and seek their feedback.
- Provide continued education through seminars and speakers for our volunteers and member merchants.



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BOARD OF DIRECTORS

2023-2024 ACCOMPLISHMENTS (in addition to items listed on previous page):

- Conducted goal-setting workshop of the Board and committee chairs.
- Collaborate with the City of Paso Robles to promote tourism, downtown enhancement, and events in Paso Robles City Park.
- Worked with the Chamber to provide downtown information to promote more equestrian events at the Event Center.
- Updated website for www.pasoroblesdowntown.org and provide links to all member merchants and wine industry promotions and local attractions.
- Developed social media platforms.
- **Tracked 20,607 hours of volunteer service (events, committees, office and donated professional time).**

PASO ROBLES MAIN STREET ASSOCIATION

OFFICERS AND BOARD OF DIRECTORS

BOARD OF DIRECTORS (Officers)
 Jeffrey Wiesinger—President
 (Jeffry's Wine Country BBQ)
 Charles Themens—Vice President
 (Community Volunteer)
 Julie Richardson (Community West Bank)— Treasurer
 Bill Saylor — Secretary
 (Yabba Dabba Dogs)
 Derek Bettencourt — Past President
 (Food Services)

BOARD MEMBERS:
 Camilla Burns—Board Member
 (Bijou)
 Eliana de Leon — Board Member
 (Eliana Interior Designs)
 Andrea Phillips—Board Member
 (Jayde)
 Anna Rodriguez—Board Member
 (Odyssey World Cafe)
 Raymond Smith—Board Member
 (Indigene Cellars)
 Garrett Wesch—Board Member
 (Kahunas)

LIFETIME BOARD MEMBERS:
 Jan Hop—Board Member
 (Bemer Group)
 John Roush—Board Member
 (Park Cinemas)
 Nick Sherwin—Board Member
 (Retired)
 Dale Gustin—Board Member
 (Dale's Wine & Beer Tours)
 June Bertoni—Board Member
 (El Paso de Robles Area Historical Society)

COMMITTEES:
 Design Committee & Economic Vitality Committee Chair:
 Stephen King (Architect)
 Promotion Committee Chair:
 Jennifer Roush Kloth—Park Cinemas

Office Staff
 Norma Moyer—Executive Director
 Susanne Anshen—Executive Asst.
 Carolyn Dilaine—Office Volunteer
 Bill Reed (Central Coast Marketing) Webmaster
 Karyl Lammers (Community Member) Downtown Ambassador & Reporter
 Sharon Foster (Community Member) Downtown Ambassador
 Karli Twisselman Bookkeeper



JEFFRY WIESINGER
President
Jeffry's Wine Country BBQ



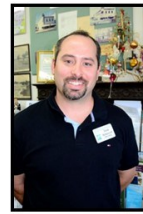
CHARLES THEMENS
Vice President
Community Volunteer



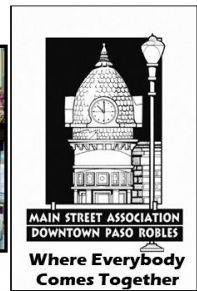
Julie Richardson
Community West Bank
Treasurer



BILL SAYLOR
Secretary



DEREK BETTENCOURT
Past President
Food Service



CAMILLA BURNS
Director
Bijou



ELIANA DE LEON
Director
Eliana Interior Designs



ANDREA PHILLIPS
Jayde



ANNA RODRIGUEZ
Director
Odyssey World Cafe



RAYMOND SMITH
Director
Indigene Cellars



GARRETT WESCH
Director
Kahunas

Lifetime Members:



NICK SHERWIN
Lifetime Director
Retired



JOHN ROUSH
Lifetime Director
Park Cinemas



JAN HOP
Lifetime Director
Bemer Group



DALE GUSTIN
Director
Dale's Wine & Beer Tours



JUNE BERTONI
Director
El Paso de Robles Area
Historical Society



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Economic Vitality Committee



GENERAL GOALS and RECOMMENDATIONS:

416 MEMBERS:

177 Business Improvement Assessment District MEMBERS

221 Associate MEMBERS

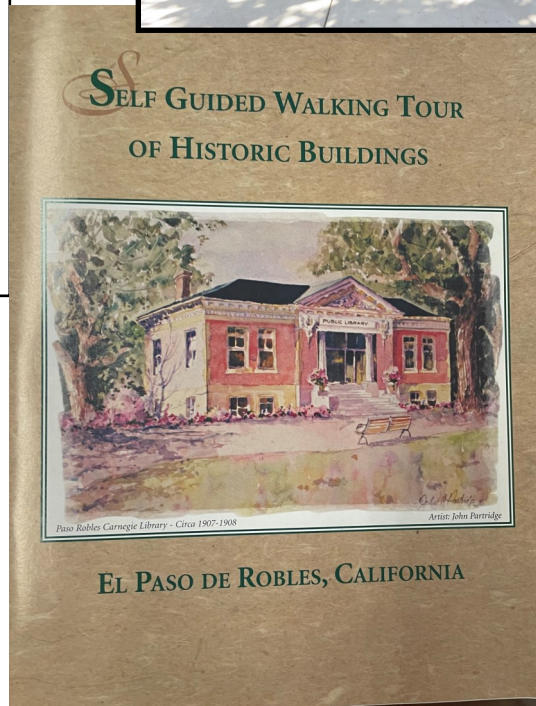
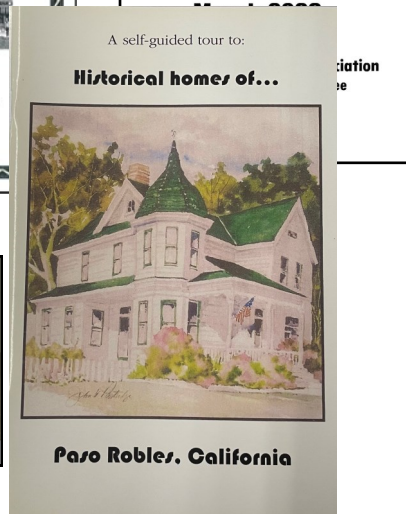
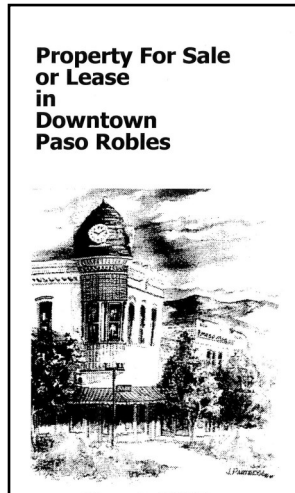
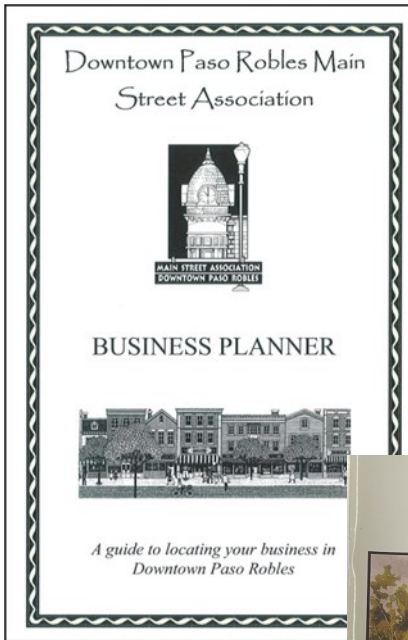
- Bring local speakers to members at the monthly meeting focused on services available, trends in business, financial updates, retail development and expansion, and other pertinent topics to assist downtown businesses and property owners.
- Gather information on retail, office and residential space available for lease or sale in the downtown core and publish it monthly on the Paso Robles Main Street Association website (www.pasoroblesdowntown.org) and in a brochure (For Sale and Lease Downtown).
- Work closely with the Cuesta College Small Businesses Development Center to provide member merchants with valuable information and assistance.
- Create a subcommittee on Parking to gather downtown merchant feedback and provide same to the city.
- Expand associate member outreach to include businesses for Business Mixers who are outside the downtown core.
- Update the Downtown Business Owners manual.
- Provide downtown businesses with hand-delivery of information through eight block captains (15 block downtown area) and email to an additional 497 members, property owners, etc.) monthly.
- Prepare a monthly calendar for distribution to our members including events Downtown and member birthdays.
- Distribute through monthly email eblasts member Flyers and promotions.
- Provide all new members with a Downtown Welcome Book with information on events and membership benefits.



Economic Vitality Committee

ACCOMPLISHMENTS (in addition to items listed on previous page):

- Published a new wine-tasting guide for the downtown core listing 38 downtown wine-tasting rooms and their location and hours, as well as member wineries that are outside the downtown core.
- Publish a Restaurant Guide distributed downtown.
- Publish an Antique Shopping Gide distributed downtown.
- Publish on the website and a brochure on retail, office and residential space available for lease and sale in the downtown core on a monthly basis.
- Committed to monthly speakers on the economy and downtown retail at the meetings which are open to all community partners.
- Provided quarterly reports to the City of Paso Robles on new businesses opening and business closing within the downtown (15 block Business Improvement Area).



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Design Committee

GENERAL GOALS and RECOMMENDATIONS:

- Provide Walking Tour Booklets (see below) to tourists and locals.
- Work with local artists and the city to development downtown Murals.
- Deliver DOWNTOWN DIRECTORIES to established distribution areas outside of the downtown core.
- Maintain informational brochures and posters on downtown events and tourism in the downtown Main Street kiosk.
- Repair and distribute to the city banners for 1st Street overhead and the City Park on downtown events.
- Published the second edition walking tour booklet featuring downtown historic buildings and history of the area and historic home walking tour booklet.
- Sub-committees continue to maintain the Gazebo, benches, planter barrels, and commemorative bricks and Holiday House.



PASO ROBLES MAIN STREET ASSOCIATION

Committee Chairs

COMMITTEE CHAIRS:

Design & Economic Vitality
Committee Chair:
Stephen King (Architect)
Promotion Committee Chair:
Jennifer Roush Kloth (Park Cinemas)

LIAISONS:

Shelly Carter
(Sea Shell Cellars)
Downtown Wineries

Councilman, Fred Strong
City Council

Councilman, Chris Bausch
City Council

Sheree Davis
Planning Commission

Mark Perry
(Paso Robles Waste & Recycle)
Waste & Recycling

Maria Garcia
(Paso Robles Hispanic Business
Association)

OFFICE STAFF:

Norma Moya
Executive Director

Susanne Anshen
Executive Assistant

Karli Twisselman
—Bookkeeper

Karyl Lammers—
Downtown Ambassador & Reporter

Sharon Foster—
Downtown Ambassador

Carolyn Dildine
—Office Volunteer

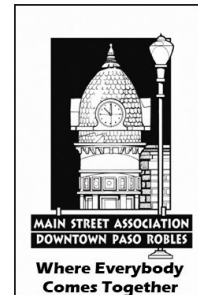
Bill Reed—
(Central Coast Marketing)
Webmaster & Social Media



Jennifer Roush Kloth
Park Cinemas
Promotion Committee
Chair



Stephen King (Architect)
Design & Economic
Vitality Committee
Chair



Liaisons



Shelly Carter
(Sea Shell Cellars)
Downtown Wineries
Liaison



City Councilman,
Fred Strong
City Council Liaison



City Councilman,
Chris Bausch
City Council Liaison



Sheree Davis
Planning Commission
Liaison



Mark Perry
Paso Robles Waste &
Recycle
Liaison



Maria Garcia
Paso Robles Hispanic
Business Association

Office Staff



Norma Moya
Executive Director



Susanne Anshen
Executive Assistant



Karli Twisselman
Bookkeeper & Social
Media



Karyl Lammers
Downtown Ambassador
And Reporter



Sharon Foster
Downtown Ambassador



Carolyn Dildine
Office Volunteer



Bill Reed
Central Coast Network
Marketing Webmaster
& Social Media

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Design Committee

ACCOMPLISHMENTS (in addition to items listed on previous page):

- Purchased and installed 24 bike racks in the downtown.
- Partnered with the Lions Club to install bike racks and commemorative bricks and benches.
- Provided docent tours of groups visiting the city.
- Establish a sub-committee to deliver downtown directories to eastside and westside wineries.
- Worked with City to establish dedication of Spring Street as a portion of the Historic California Highway 101.
- Partnered with Downtown Businesses to maintain downtown planter barrels and keep the City Park Gazebo clean.
- Installed historic murals, e.g., T & D Theatre mural and Paso Robles Inn mural (below).
- Repaired the Holiday House in the Downtown City Park.
- Replaced light pole banners that had become worn.



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Promotion Committee

GENERAL GOALS and RECOMMENDATIONS:

- Promote downtown Paso Robles as a unit and enhance the economic vitality of the area through events held in the downtown core.
- Implement at least one promotional event in the downtown per month.
- Work with the City's Recreational Dept. on Summer Concerts in the Park.
- Partner with the California Mid-State Fair in July for the Free Pancake Breakfast to promote downtown Paso Robles during the fair.
- Work with the olive and Lavender growers to expand the popular Olive & Lavender Festival in May.
- Provide Holiday Decorations for the downtown core.
- Promote farmers market in the downtown core.
- Annual Awards Dinner to celebrate volunteers.
- Work with local media on group advertising for the downtown merchants.



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Promotion Committee

ACCOMPLISHMENTS:

- Expanded Olive & Lavender Festival in May in the entire City Park and doubled attendance.
- Secured sponsorship for downtown holiday events from local banks and sociate member outside the downtown core.
- Attend the annual CalFest Convention to learn and refresh our festival ideas.
- Expanded Monthly Mixers to a full Block Party mixer to showcase businesses in a full block each month.
- Adding two new event to attract visitors and locals downtown: Dia de los Muertos Festival on October 26 (pending) and Horseless Carriage Club of America S Show and Shine May 7th (pending).



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Attachment 1

Paso Robles Main Street, Inc. Budget for FY 2023/2024

<u>INCOME</u>	<u>Budget for Year</u>	
City Funding	\$	110,000.00
BIA Income	\$	17,600.00
Memberships	\$	18,000.00
Fundraising:	\$	5,000.00
Donations	\$	2,500.00
Event Sponsorship	\$	5,000.00
Promotional Income	\$	40,000.00
Interest Income	\$	1,000.00
TOTAL INCOME	\$	199,100.00

<u>EXPENSES</u>	<u>Budget for Year</u>	
Advertising	\$	14,000.00
Awards	\$	2,000.00
Bank Charges (credit card fees)	\$	2,000.00
Cost of Goods & Brick Purchase	\$	2,500.00
Committee Expense	\$	800.00
Computer Expense/Internet Access	\$	1,500.00
Copier Rental	\$	3,500.00
Costumes	\$	100.00
Dues & Subscriptions	\$	3,000.00
Entertainment	\$	2,000.00
Event & Promotions Expenditures	\$	11,000.00
Flowers/Cards/Gifts	\$	400.00
Insurance (Workers Comp, Liability, D	\$	8,000.00
Internet	\$	2,000.00
Licenses/Taxes/Permits	\$	1,200.00
MS Donation	\$	100.00
Maintenance/Repairs	\$	4,500.00
Meals (Client/Volunteer)	\$	1,380.00
Office Equipment	\$	2,200.00
Office Supplies	\$	5,000.00
Payroll	\$	74,400.00
Payroll Liabilities	\$	14,000.00
Postage & Delivery	\$	2,500.00
Printing	\$	8,000.00
Professional Fees	\$	13,000.00
Rent	\$	4,320.00
Sales Tax	\$	1,000.00
Scholarship Award	\$	1,500.00
Security Services	\$	2,500.00
Conferences	\$	1,500.00
Taxes/Fees	\$	1,000.00
Signs/Banners	\$	1,000.00
Telephone	\$	2,200.00
Utilities	\$	5,000.00
TOTAL EXPENSES	\$	199,100.00