

The background of the cover is a photograph of a historic, multi-story building with a prominent clock tower. The clock tower has a white facade with a large clock face and is topped with a dome. An American flag flies on a tall pole to the left of the tower. The building has many windows and a classic architectural style. The sky is a pale, overcast blue.

ANNUAL REPORT 2009-2010

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2009 - 2010 ANNUAL REPORT



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LEADERSHIP

Downtown Incorporated began the process to improve the vitality of Downtown Santa Ana with the formation of the Community Management District and officially opened our doors August 2009. During our formation, the economy rocked the business world to its roots. Despite the economy and market fluctuations along with changes in the business environment, we will work to strengthen retail and commercial establishments.

Although challenged by the market, our property owners continue to reinvest in their businesses. Herb Rose with LaBell Exchange received the coveted Award of Excellence from the Association of TeleServices in a challenging year for his industry. ROIC acquired the Downtown Plaza and have landscaped, modernized and attracted new businesses into their heavily trafficked plaza. Mil Jugos will begin an expansion project later this year to accommodate their increasing popularity. Jugos Acapulco will also be expanding in 2010. City Ventures broke ground for 16 new live/work units. The YOST Theatre, Fiesta Marketplace and the Spurgeon Building are all in varying degrees of upgrades and repositioning. Several projects are planned for 2010 that will continue to change the footprint of downtown.

As we look forward, we will continue to focus on our core functions of public safety, maintenance, advocacy, marketing and business support and developing programs and services that benefit the downtown.

With all stakeholders working together in partnership, I am confident the successes of Downtown Inc. will continue to grow in 2010.

Regards,

Bob Stewart.
Board President, Downtown Incorporated



Downtown Incorporated (DTI) is a private, non-profit organization dedicated to the enhancement and improvement of Santa Ana's central business district. DTI oversees maintenance, safety and revitalization programs financed by the Community Management District, a property assessment district originally established in 2008 through the legal process to July 2009 as the beginning of operations. The district is roughly bound by Walnut Street to the South, Mortimer Street to the East, Civic Center Drive to the North and Flower Street to the West. The 66-block district is located within the central business district C-3, C-3 A (Artist Village) zoning area.

Mission Statement

The mission of Downtown Incorporated is to facilitate the enhancement of Downtown Santa Ana as a vibrant shopping, entertainment, business and cultural destination for all.



YEAR IN REVIEW

Dear Downtown Stakeholder,

As our first year comes to a close, we recognize this year has been tough for many downtown stakeholders – business and property owners, developers and public partners alike. The realities of the new economy have caused many of us to pause and analyze our priorities and strategies.

While the economy has taken a toll, our commitment to our core fundamentals of public safety, advocacy and marketing for Downtown has not wavered. Our clean and safe teams patrol the district seven days a week to provide **our stakeholders with public safety and maintenance services.** We've also launched our website that includes a social media presence on Facebook, Twitter and real time blogs, to communicate with our downtown patrons and connect with our stakeholders. Our staff remains engaged in providing assistance to our community to include: increased benefits for our Associate Members, co-op advertising and event sponsorship, retail recruitment, expanding our Art and Entertainment district, advocacy with the City of Santa Ana staff and council, strengthen our partnership with the Santa Ana Police Department and code enforcement.

If we make good strategic decisions in this down economy, we can maximize opportunities in the next economic cycle. **Downtown Santa Ana is not unlike most large American cities. The 1950's retail environment focused on the** downtown. The advent of the mall in the early seventies brought a mass exodus of core department stores relocating to large undeveloped areas of the city. Downtown Santa Ana is reinventing itself to accommodate a new market without alienating our established market.

Earlier this year, Downtown Inc. held a mini retreat with our Board of Directors to embark on an action plan for the future of the district. We began working with the City of Santa Ana Economic Development, OPIS, Eduardo Figueroa and Francisco Valle to equip our stakeholders as to trends that would benefit their businesses. All experts believe we have the basic ingredients for success. We have a strong local market with adequate retail space inventory and a growing demand for urban experiences. The experts recommend a need for a mix of complementary uses and a focused approach to improving the retail market

As we look to the year ahead, there are many opportunities on the horizon. We will continue to inform you of our efforts and we look forward to working with you to create a strong and vibrant Downtown.

Sincerely,

Vicky Baxter
Executive Director Downtown Inc.

Christmas 2009



Public Policy

While troubled real estate and capital markets and severe local and state government budget deficits presented many challenges our first year, Downtown Incorporated was actively engaged with policy issues affecting Downtown and development projects in and adjacent to the district.



Santa Ana Fixed Guideway Project Connecting Garden Grove

The Fixed Guideway will provide faster, more reliable public transportation services and choices for residents and commuters and greater mobility in Santa Ana. Our Board of Directors is currently researching several alignment or travel paths in the downtown. The project will encourage more pedestrian-friendly avenues and spur economic development and jobs. A central city location will generate greater economic benefits for the downtown. Working with City Staff and the Mayor, Downtown Inc. is researching best practices to make recommendations on the proposal.

Trolley

Although Downtown Inc. is not in the transportation business, we definitely believe that providing a trolley in the downtown will benefit our restaurants and retail businesses. Working with the City, Downtown Inc. will begin a pilot program in mid-August to attract people to the downtown. The trolley will initially run from 4:30 PM – 7:30 PM with stops in the downtown to the train depot. **This program will build depending upon its success. The goal is to transition to a “lunch express”.**

Projects Advocated

One Broadway Plaza, Jugos Acapulco Expansion, Rehabilitation/Re-positioning of Fiesta Marketplace., YOST Theatre, Station District, RTKL Wayfinding

Policy Advocated

Dance Ordinance in Arts/Entertainment District, City One-Stop Public Information and Service Center, Proof Back Door, Limited Free Parking (Structure), Parking Meter Grace Period, 2 hours Vendor Truck Parking Enforcement

Events Monitored

First Saturday Art Walk, Fiestas Patrias, Cinco de Mayo, Noche de Altares



Clean + Safe

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Downtown Incorporated's clean and safe programs support the development of downtown office, retail and entertainment uses by maintaining a clean and safe environment.



Clean Streets

In August 2009, Downtown Inc. took over the clean streets program from the City of Santa Ana. In January 2010, DTI contracted with ABLE Building Maintenance, a local Santa Ana Company in business for over 40 years. They provide litter maintenance and power washing services in the district. The program operates seven days a week. Pressure washing service is provided between 10:00 PM and 6:00 AM, Tuesday, Thursday and Sunday. A minimum of three linear blocks is done per day. High traffic areas such as; Main, Broadway and Birch are pressure washed twice per month. Downtown Inc. responds as needed to areas that need more attention or a call to service from one of our stakeholders.

Downtown Inc. clean streets team enhances the pedestrian experience by responding to maintenance issues and providing services, including sweeping and pressure washing alleys and sidewalks, removing street and first floor level graffiti, litter, collecting leaves and addressing other surface maintenance control issues. In our first year of service, we have been commended by both consumers and merchants for our diligence and clean downtown.

A recent quote from Al Afghani, Arco Gas Station; "Excellent job, immediately done. Thank you".

Clean + Safe

Safe Streets

Downtown Incorporated is determined to provide a safe atmosphere in our district. American Shield was hired in July, 2009 to provide ambassador/security services. As the first eyes on the street, Downtown Inc. Security Guides equipped with cell phones and two way radios, provide customer service to downtown patrons. Guides are informed about downtown popular attractions and special events that make Downtown Orange County unique. They act as information ambassadors, patrol downtown streets seven days a week, direct and assist visitors, serve as a communication link and report graffiti. They also support law enforcement agencies, merchants and property owners in crime prevention efforts. Security Guides walk and bike the district. In 2010, plans are to purchase an electric utility vehicle clearly marked with our logo and bold letters stating SECURITY to further announce our presence on the street.

American Shield has built a relationship with our merchants as we believe it is crucial for businesses to feel supported. As this relationship has grown, there is an overwhelming desire for partnership and cooperation.

Downtown Inc. has made a gigantic effort to have our merchants and property owners report crime. In previous years, merchants did not understand the necessity to report minor offenses typically resolved by the merchants (petty theft, odd behavior, 51/50 conduct, illegal peddlers, drug dealing, homeless trespassing, etc.). Working with SAPD, DTI has informed our community to **“make the call”**. **All calls are prioritized and recorded. This tracks the criminal activity in downtown and will further assist DTI and SAPD in providing accurate reporting statistics.** Indicators for additional service will depend upon this reporting mechanism. **Nuisance activity and criminal activity are being defined and reported. Identifying “hot spots” or areas of increased service will make response time less as we work in partnership with American Shield and Santa Ana Police Department.**





Events

Downtown Santa Ana had many events sponsored by Downtown Inc. in 2009. **Two signature events (Cinco de Mayo and Fiestas Patrias) are not sponsored by DTI at this time.**

International Music Festival

This first year event brought culture, music and international cuisine to downtown in partnership with El Centro Cultural de Mexico, Casa Guanajuato, and Fundacion Yanga Veracruz USA. 50 countries were represented.

Holiday Plays at the YOST Theatre

In conjunction with the YOST Theatre, Teratro Actores de Santa Ana, Louie Olivos, Jr., and Carter Dewberry & Associates; Downtown Inc. held free matinee plays for children in both Spanish and English during the Christmas Season. The plays **were varied from chamber music and narration to “No Christmas for Smiley” with traditional holiday music and a message** against violence and gangs. All media outlets were used with press releases and a featured story in the O C Register.

Downtown Santa Ana - World Cup Headquarters

FIFA World Cup - The Restaurant Association (32 downtown restaurants), joined this effort. Businesses televised the games to their patrons with early morning and all day rebroadcasts. 13 participating restaurants were listed on the website. Many businesses participated by contributing prizes from soccer balls to one of a kind soccer rings valued at \$350. Media outlets included: Miniondas, Farandula, O C Register, O C Weekly, Yahoo web banners, flyers and mailings.

Posse on Broadway

A monthly live music event during summer - Each show featured one-two bands performing live on the Artist Promenade in **the early evening, followed by specialty DJ's and music programming in select venues on North Broadway. This music** series showcased a broad array of musical genres including independent, alternative, acoustic, instrumental, experimental, surf, pop and jazz.

Block Party – Handmade Brigade

Marketed by DTI, this event brought a diversity of people to purchase handmade products into downtown.

Fiesta Calle Cuatro Concert Series

A diverse series of musical experiences (traditional folkloric and multi-cultural) located along our retail corridor on 4th Street. The marketing strategy of this entertainment series is to position Downtown Santa Ana as a summer destination and a place to shop, be entertained, do business and discover arts and culture. By providing different types of musical entertainment and highlighting different venues in the Downtown, all of the local businesses and areas are promoted with new patrons and increased foot traffic.

Summer Family Film Festival

DTI partnered with the Old Orange County Courthouse

A joint effort with the historic Old Courthouse brought families to enjoy a movie and exhibits featuring the California Golden Bear. Face painting and popcorn were provided by DTI along with a historic trolley tour narrated by historian Tim Rush.

First Saturday Art Walk

In June 2010 the First Saturday Art Walk's governance was taken over by DTI. Staff became responsible for maintaining the integrity of the event as well as order. Ten vendors are screened and must fit the criteria to insure quality.

MARKETING & PROMOTIONS

Downtown Inc. periodically runs promotions to promote local businesses. Promotions also help display all of the positive change downtown. Some of the promotions sponsored by Downtown Inc. are:

Santa Ana Downtown Divas

What began as a networking group of women in business has become a dynamic force for change in the downtown. Forty women who agree constitute success and these ladies are inviting more ladies to become involved in the community management district and provide needed feedback on the direction of downtown.

Passport to Downtown

Downtown Inc. was the primary sponsor for Noche de Altaras, a traditional celebration also known as Day of the Dead in November. DTI participated by having a booth and hosting a "Passport to Downtown Treasure Hunt". Passports were given to participants who received a DOWNTOWN sticker as they visited our downtown stores. The passport were filled with stickers and turned in for prizes. To encourage the public to visit both sides of 4th Street, half the stickers were black and half were white and the requirement was to have both colors to win. Patrons won a full range of prizes purchased at cost from our merchants. Advertising included mail merges, local newspaper ads as well as e-mail blasts. Attendance to Noche de Altaras is a downtown Santa Ana tradition that has taken place for the last seven years. In 2009 the event brought well over 9,000 attendees. This event is a true crossover event bringing music, food and culture to an increasingly diverse audience.

Holiday Light Projection Project

In 2009, Downtown Inc. decided to forsake the traditional and explore new avenues of holiday entertainment. Over 10,000 people braved cold December nights to watch a new concept in light and sound. Animated Light Projection set to music on the historic **Spurgeon building. With an original music score synched to Chris Alfaro's computer and over a quarter of a million dollars** in rented projection equipment, the downtown district gained new favor with both locals and visitors to produce a truly unique 14 day event. Picked up by both local and L.A. media networks, newcomers enjoyed watching a spectacle of light and sound. Although an illusion, snow falling and collecting on the window ledge can invoke cold chills even when temperatures are far from freezing.

Cookies with Santa

Downtown Inc. hosted Santa Claus straight from the North Pole on Saturday, December 5th, 12th and 19th from 11:00 AM – 3:00 PM to enjoy cookies and candy canes with kids. Parents were asked to show a receipt for \$5.00 or more from any downtown business and receive a framed picture with Santa (\$20.00 Value). 800 pictures were taken with appreciative parents and even grandparents. **Santa was thrilled to hold one of Santa Ana's youngest newcomers (Anna, 21 days old).**

Valentine's Day Celebration

Strolling Mariachi bands serenaded shoppers along with volunteers distributing 500 long stemmed red roses marked February 14th. **A featured interview with Teresa from Teresa's Jewelers and the icon of Spanish radio, Teddy Fregoso brought shoppers into the district to buy their "beloved" a gift.** O C Weekly and the O C Register were also used in media buys.

Mixers

In partnership with our local restaurants and businesses, Downtown Inc. has held a mixer at the historic Santora building and Original Mike's. **Both have brought over 150 people and a chance to meet, greet and network. A chance to get to know one another on an informal basis, mixers also produce dollars through deals and agreements as businesses "mix" their goods and services and allow commerce to take place.** Downtown Inc. assists in marketing the event via e-mail blast, press release, mailings, and flyers.



Retail

The dramatic slowing of the national economy in the housing and financial markets in combination with a reduction in consumer confidence have contributed to a significant decrease in overall sales tax revenue over the past year.

Maintaining a diverse mix of retail is essential for an active and dynamic downtown. Restaurants, entertainment, and retailers draw evening and weekend activity and support the needs of residents, businesses and promote visitors.

There is recognition amongst many of Downtown's retailers and restaurants that they must broaden their customer appeal by redefining what they sell and how they sell it. DTI is assisting these retailers in their revitalization efforts by partnering with OPIS Network and Mi Empresa Exitosa to analyze retail conditions and develop a downtown retail activation strategy. Both organizations have provided workshops for our retail community as they assess their viability in this downturn and reposition themselves for recovery. Also to further understand the market, DTI will house a seminar conducted by Francisco Valle in the fall.

Several major mixed-use projects are planned for Downtown that will enhance the economic vitality of the area. Two proposals for Broadway incorporate the historic reuse of the existing building. Chapter One: the modern local, is moving forward along with The Copper Door. These two neighbors will have a kinship as that "neighborhood" bar with a twist. The twist for Chapter One is, its affordable gourmet dining. The Cooper Door will introduce Santa Ana to beers of the world with future surprises and amenities.

In addition, Fiesta Marketplace has proposed a comprehensive re-design that will increase the diversity of retail offerings to prepare for the influx of residents and visitors into the Downtown area. The redesign will enhance the shopping and pedestrian experience on the promenade and will help strengthen this traffic-generating corridor toward Main and Broadway. The Yost Theatre, with seating capacity of 800, will draw top name entertainment and will provide a first class dining experience. A lounge, located in the property next to the Yost Theatre, will provide entertainment dining and dancing.

Downtown Inc. will work in partnership with the City of Santa Ana to inform our businesses of façade money as it becomes available. **This will further "freshen up" the downtown in anticipation of recovery.**



Physical Enhancements

The City of Santa Ana's past installation of electrical boxes in the planters on 4th Street, allowed for lighting in the trees.

Downtown Inc. covered the cost of trimming the trees and contracted with DekraLight to have lights strung along tree lined 4th Street. The public and the merchants loved the additional lighting and ambiance so much that DTI continues to maintain them throughout the year. The festive friendly ambiance creates a warm look to the downtown at night and is welcoming. The LED lights are another joint partnership with the City of Santa Ana and Downtown Inc.

Future considerations include hanging flower baskets from the streetlights and possible flowers in the planters. Our maintenance team would water and weed the flowers and keep them well groomed. The idea would be to find corporate partners giving them recognition through a name plaque on the light pole. A utility vehicle would be purchased to hold water and tools.

The Executive Director sits on the Façade Committee to better understand the process and availability of funding for downtown applicants. Several projects were funded in 2009 totaling \$500,000. In 2010, DTI will work with the city to market this program in our district as funds become available.

Downtown Inc. works closely with the City on street lights that are not working or areas that need additional lighting. DTI has alerted property owners to light requirements resulting in increased lighting in alleys and in areas previously dark.

To better inform our merchants of signage requirements, Downtown Inc. has hosted meetings with code enforcement and merchants. One of the outcomes has been a brochure from the City outlining details and giving examples of allowed/not allowed signage.

To encourage bike enthusiasts to shop, dine and play in the district, bike racks were purchased and installed in several areas in the downtown amounting to over \$5,000. One installation was on West 4th across from the Ronald Reagan Federal Building and several locations in the Artists Village. Before the cement was dry, bicycles were parked in the racks. This has alleviated the bikes locked to trees, bollards, benches, signposts or strewed into pedestrian walkways.



Residential

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Downtown continues to evolve as a vibrant urban destination.

This year, City Ventures will finish their Phase 1 Project with four lofts and four live/work units. The additional units will fulfill the need for a diverse housing market.

New housing brings vibrant energy to the Downtown District, encourages more businesses to invest in the area and creates a sense of community. While the national housing market has experienced a tremendous slow down, efforts to support the development of quality housing projects that activate the central city continues to be a high priority.



There are four different floor plans that vary from approximately 1,500 square feet to 2,400 square feet. Early buyers will have the opportunity to create a living environment that suits their lifestyle needs by laying out the rooms. The expected completion date will be the middle to end of November with prices starting in the mid to high \$300s. The live/works will occupy the first and second floor and the lofts will primarily be on the third floor. City Ventures is working with Wells Fargo with an interest rate at a 50 year low. This complex located in the Artist Village allows residents a walkable lifestyle in Downtown Santa Ana.

Associate Membership

A regular member is a property owner in the 66 block Community Management District. All property owners are encouraged and invited to actively participate in Downtown Inc.

Any other person may apply for Associate Membership in Downtown Incorporated by executing and filing with the Secretary of Downtown Incorporated an application for membership and making payment of dues as prescribed from time to time by the Board of Directors. Upon approval by the Board of Directors, the applicant shall become an Associate Member of Downtown Incorporated.

Benefits of Associate Membership:

- Networking opportunities
- Local government advocacy
- Credibility
- Learning opportunities
- Discounts
- Co-op advertising and website link
- Committee participation
- DTI's media (bilingual newsletter, flyers and e-mails)
- Partnership with other organizations



DTI began to outreach to downtown businesses with three strategies:

- (1) Meeting the businesses on a personal level. This consists of visiting every existing business in the downtown district and making a formal introduction.
- (2) DTI staff became aware of who to contact as well as changes of locations. Staff was then able to maintain an accurate database.
- (3) DTI began a snail mail and email campaign to acquaint businesses with DTI. Bi-monthly Merchant Meetings are held to inform businesses of upcoming events, opportunities, networking, changes in policy in the district, and exchange ideas.

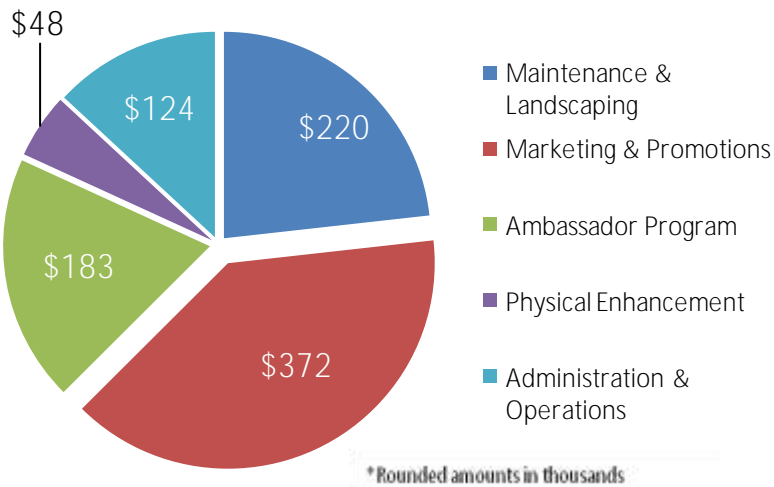
Businesses were very responsive and recognized the opportunity. A total of 55 businesses have joined in 2009. Associate Membership continues to grow and will be a focus for 2010.

Financials

Downtown Incorporated manages a budget of almost \$1 million.

Downtown Inc. receives its support primarily from property assessments. The management district encompasses 281 parcels equaling 40,000 linear feet of street frontage, 4.3 million sq. ft. of land and 3.1 million sq. ft. of buildings. DTI's assessment rates are based on flat Parcel fee + Street frontage fee + Land area fee + Building area fee. Full assessment formula on page 21. The district's operating budget allocates 87% of funds to core activities: public safety, maintenance, marketing, physical enhancement while 13% is allocated to administration. The Board of Directors voted at their July 2010 regular board meeting, no changes to the Community Management District boundaries and no increased assessment for 2010/11.

2009—2010 FUND ALLOCATION BY DEPARTMENT



STATEMENT OF FINANCIAL POSITION

ASSETS	
CURRENT ASSETS:	
ACCOUNTS RECEIVABLES	2,746.50
CASH AND EQUIVALENT	570,896.16
TOTAL CURRENT ASSETS	573,642.66
PROPERTY AND EQUIPMENT	10,272.97
TOTAL	583,915.63
LIABILITIES AND EQUITY	
NET INCOME	583,915.63
TOTAL LIABILITIES & EQUITY	583,915.63

*As of June 30, 2010. Financial Review pending, prepared by ELLS, CPA's..



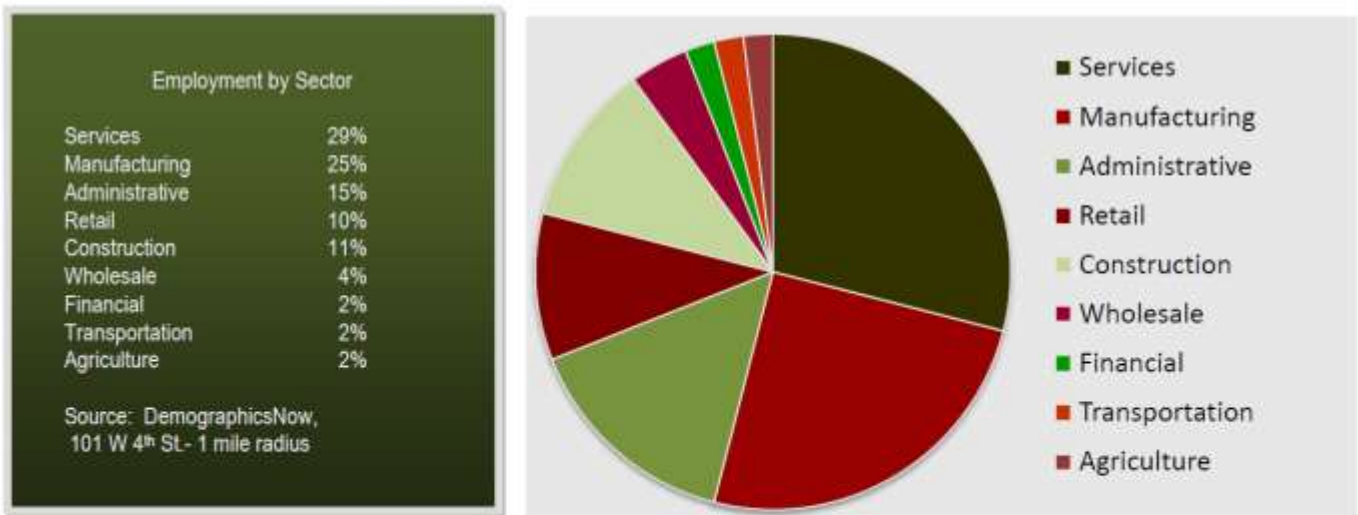
2010 - 2011 Budget		Administration Operations	Marketing Promotions	Ambassador Program	Maintenance Landscaping	Physical Enhancement
Revenue						
2009-2010 Carryover Funds	\$ 513,599.03					
2010 Unpaid Assessment	\$ 66,563.74					
January 2011 Assessment	\$ 507,839.11					
April 2011 Assessment	\$ 446,397.81					
Total Revenue	\$ 1,534,399.69					
Personnel Expenses						
Salaries		\$ 45,590.00	\$ 97,790.00	\$ 46,090.00	\$ 17,990.00	\$ 23,430.00
Employers Indirect Expense		\$ 8,000.00	\$ 21,500.00	\$ 9,710.00	\$ 3,940.00	\$ 4,560.00
Total Personnel Expenses		\$ 53,590.00	\$ 119,290.00	\$ 55,800.00	\$ 21,930.00	\$ 27,990.00
Furniture Fixture & Equipment						
Office Equipment & Furniture Lease		\$ 1,000.00	\$ 4,000.00			
Office Equipment & Furniture - Purchase		\$ 5,000.00	\$ 5,000.00			
Equipment/Facility Rental		\$ 1,000.00	\$ 2,500.00			
Total Furniture, Fixture & Equipment		\$ 7,000.00	\$ 11,500.00	\$ -	\$ -	\$ -
SUPPLIES						
Office Supplies		\$ 2,700.00	\$ 5,000.00		\$ 1,000.00	
General Office Supplies		\$ 1,200.00	\$ 1,000.00			
Film/Printing/Copying/Developing		\$ 1,000.00	\$ 8,000.00			
Computer Software & Repair		\$ 1,900.00	\$ 1,900.00			
Total Supplies		\$ 6,800.00	\$ 15,900.00	\$ -	\$ 1,000.00	\$ -
SERVICES AND CHARGES						
Operational Expenses		\$ 29,800.00				
Total Other Services and Charges		\$ 29,800.00	\$ -	\$ -	\$ -	\$ -
SERVICES						
Accounting Consulting Services		\$ 3,965.00	\$ 10,895.00	\$ 2,895.00	\$ 3,480.00	\$ 765.00
Insurance		\$ 3,000.00				
Graphics/Artistic Design and Production Services		\$ 1,000.00	\$ 5,000.00			
Copying/Printing/Developing		\$ 2,000.00	\$ 2,000.00			
Total Services		\$ 13,965.00	\$ 27,395.00	\$ 2,895.00	\$ 3,480.00	\$ 765.00
MARKETING & PROMOTIONS						
Marketing Discretionary			\$ 100,000.00			
Other Marketing & Promotional Expenses			\$ 38,000.00			
Prior Obligations			\$ 38,288.33			
Total Marketing & Promotions		\$ -	\$ 176,288.33	\$ -	\$ -	\$ -
MAINTENANCE/LANDSCAPING						
Maintenance & Custodial Services					\$ 203,600.00	
Total Maintenance/Landscaping		\$ -	\$ -	\$ -	\$ 203,600.00	\$ -
OTHER*						
Other Expenditures		\$ 12,700.00	\$ 13,300.00	\$ 600.00	\$ 600.00	\$ 600.00
Reserve Appropriation			\$ 557,111.36			
Total Other		\$ 12,700.00	\$ 570,411.36	\$ 600.00	\$ 600.00	\$ 600.00
SECURITY						
Ambassador Program			\$ 28,800.00	\$ 115,200.00		
Equipment			\$ 10,000.00	\$ 10,000.00		

DEMOGRAPHICS

Downtown Santa Ana continues to be one of the region's largest employment centers with an estimated employment population of 26,425 with 2,277 establishments.

Downtown's population in 2009 totaled 70,928 with 13,627 households. Per capita income is \$10,649 and the average household income is \$47,273. The average Central City citizen is 26.5 years old.

Source City of Santa Ana Community Development Agency



In addition to traditional demographics, industries are increasingly utilizing psychographics as a tool to target potential market segments. Psychographics identify personality characteristics and attitudes that affect a person's lifestyle and purchasing behavior. In terms of retail, Santa Ana's trade area psychographic characteristics are conducive to a prosperous retail market. Groups such as **IN STYLE, OLD and NEWCOMERS, METRO RENTERS, CONNOISSEURS, URBAN CHIC** and others with a favorable disposition towards urban retailing have a renewed interest in the district. Santa Ana has an encouraging new mix of "urban trendsetters," those who will set the tone for downtown's retail and restaurant scene, and "followers," those that will follow the lead of the trendsetter.

Top Five Trendsetter Groups
Psychographic Profiles

In Style: *Sophisticated professionals; live in the suburbs but love the city*

Old and Newcomers: *Active young trendies moving into old neighborhoods; fixed-income consumers*

Urban Chic: *Quintessential affluent urbanites; favor local operators over chains*

Connoisseur: *Entrepreneurial, management and professional workers; urban in neighborhood choice and lifestyle; don't dislike suburbs so much as find them too far removed from cultural amenities.*

Metro Renters: *Young up-and-comers and empty nesters; prefer urban high rises and low rises; need to be where the action is.*

Assessment Formula:

Street Frontage Fee + Land Area Fee + Building Area Fee + Parcel Fee

1. Single-family residential uses are set at a rate of 10 cents per square foot of building pad (includes residential condos).
2. Multi-family residential uses are set at 25 percent of respective base assessment rates (apartments).
3. Nonprofit- (501c3) owned/occupied properties are set at 25 percent of respective base assessment rates.
4. Building areas are capped at a floor area ratio (FAR) of 4.0.
5. Government-owned/occupied properties will not be assessed and will receive no direct services.
6. Residential uses, regardless of the number of units, that are 100 percent project-based rental assistance programs; for example, senior housing and the like, will not be assessed and will receive no direct services.
7. Mixed-use properties/complexes will generally be assessed based on prorated land-use ratios, using the following guidelines:

Commercial/Office Condos – No Residential Uses (multiple owners)

- a. Building area fee at full building area fee rate (structured parking area excluded).
- b. Land area fee at full land area fee rate but prorated for each unit based on ratio of unit building area to total building area.
- c. Frontage fee at full frontage rate but prorated for each unit based on ratio of unit building area to total building area.

Mixed-Use Rental: Ground-Floor Commercial and Upper-Floor Residential (single owner)

- a. Building area fee at full rate for commercial area and 25 percent commercial rate for residential area (structured parking area excluded).
- b. Land area fee at full land area fee rate.
- c. Frontage fee at full frontage rate.

Mixed-Use Condos: Ground-Floor Commercial and Upper-Floor Residential (multiple owners)

- a. Building area fee at full rate for commercial pad areas and 10 cents per square foot of building pad area, per residential condo unit (structured parking area excluded).
- b. Land area fee at full land area fee rate for commercial pad footprint.
- c. Frontage fee at full frontage rate for commercial units (ground floor direct frontage).
- d. Live-work condo units where there is a clear and legally defined distinction between work space and living space will be assessed using a combination of a, b, and c above.

Street Frontage Fee is calculated by multiplying the linear feet of street frontage of a parcel by the Street Frontage Rate (\$6 per linear foot).

Land Area Fee is calculated by multiplying the square footage of the parcel by the Land Area Rate (10 cents per square foot)

Building Area Fee is calculated by multiplying the square footage of a structure, as derived from its gross exterior dimensions, by the Building Area Rate (15 cents per square foot).

Flat Parcel Fee – **each individual Assessor's Parcel is assessed the Flat Parcel Rate (\$425).**

Street Frontage Rate	Land Area Rate	Building Area Rate	Flat Parcel Rate
\$6.00 per linear foot	10¢ per square foot	15¢ per square foot	\$425 per parcel

OPERATIONS

Administration

Downtown Inc. currently employs three full time staff. The Executive Director, Business Manager who is acting Human Resources Director and Membership Outreach Manager. Each of these positions is varied and involves many facets. A part time Administrative Assistant works closely with the business manager to insure quality accounting and record keeping. Due to a mix of contract services and the necessity to be transparent; DTI uses a bid process for most services costing over \$5,000. An independent contractor provides consultation in this process along with Information Technology issues such as telephone, computer software/hardware, copy machine, networking, data base and other technologies requiring a specific competence. In November, 2009 Downtown Inc. launched an Intern Volunteer Program designed to assist university students/graduates interested in the public sector field. Each student selects their area of interest from events, retail recruitment, research into municipal codes and enforcement, and issues pertinent to Downtown Inc. The interns have proved to be invaluable and have logged over 500 hours of volunteer time. They have moved the organization forward far beyond what was expected in our first year. The Board of Directors and staff are most grateful for their efforts and accomplishments.

Intern Testimonial:

In February I started as an intern at Downtown Incorporated after finishing my degree in Political Science at UC Berkeley. Since February, I've interned for approximately 200 + hours in addition to participating in events Downtown Inc. has hosted or been affiliated with. I mainly work on projects associated with the Art Walk and the Artists Village such as devising a system to permit vendors who wish to operate on the promenade during the First Saturday Art Walk. Each month, I communicate with all vendors, get the information and documents needed in order for them to obtain a permit, and bring them to City Hall. After this process is complete, I assign vendors their spaces, give them a set of rules they must comply with, and stay the duration of each art walk to ensure everyone complies and that no unauthorized vendors are present. I also assist the staff with various projects and events as well as write for and help edit the monthly newsletter.

Downtown Incorporated has provided me with great experience and has allowed me to make this internship truly my own. I am not stuck filing papers, but instead get real hands-on experience in local politics, administration, and project management. I believe this internship will prove beneficial for me as I enter law school in 2011 and will undoubtedly come in handy if I wish to work in local government or for a PBID in the future.

Kathryn Podsiadio, U C Berkeley 2009



Directors + Staff

Board Directors

2009/10 Officers

Term Expiration:

President: Bob Stewart, Empire Building (2010/11)	4/30/12
Vice Chair: Ryan Chase, Fiesta Marketplace #2 (2010/11)	4/30/12
Treasurer: Ray Rangel, R & R Sportswear (2009/10)	4/30/10
Gil Marrero, Harrah Properties (2010/11)	4/30/11
Secretary: Wendy Bryan, Gonzalez Northgate Markets (2009/10)	4/30/10
Irv Chase, Fiesta Marketplace #1 (2010/11)	4/30/13

Property Owners - Directors

Joe Duffy, Phillips Hutton Building	4/30/11
Jon Gothold, DGWB Ventures	4/30/11
Davin Gumm, Pacific Building	4/30/13
Adolfo Lopez, Lopez Properties	4/30/12
Elise Luckham, First American Title	4/30/12
Michael Paxton, Spurgeon Building	4/30/13
Alicia Valdez, Gonzales Northgate Markets	4/30/13
Raul Yanez, Yanez Properties	4/30/11

Neighborhood Representative Property Owner

Brian Christenson, Artist Village Lofts	4/30/11
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Merchant Representative Business Owner

Teresa Saldivar, Teresa's Jewelry	4/30/11
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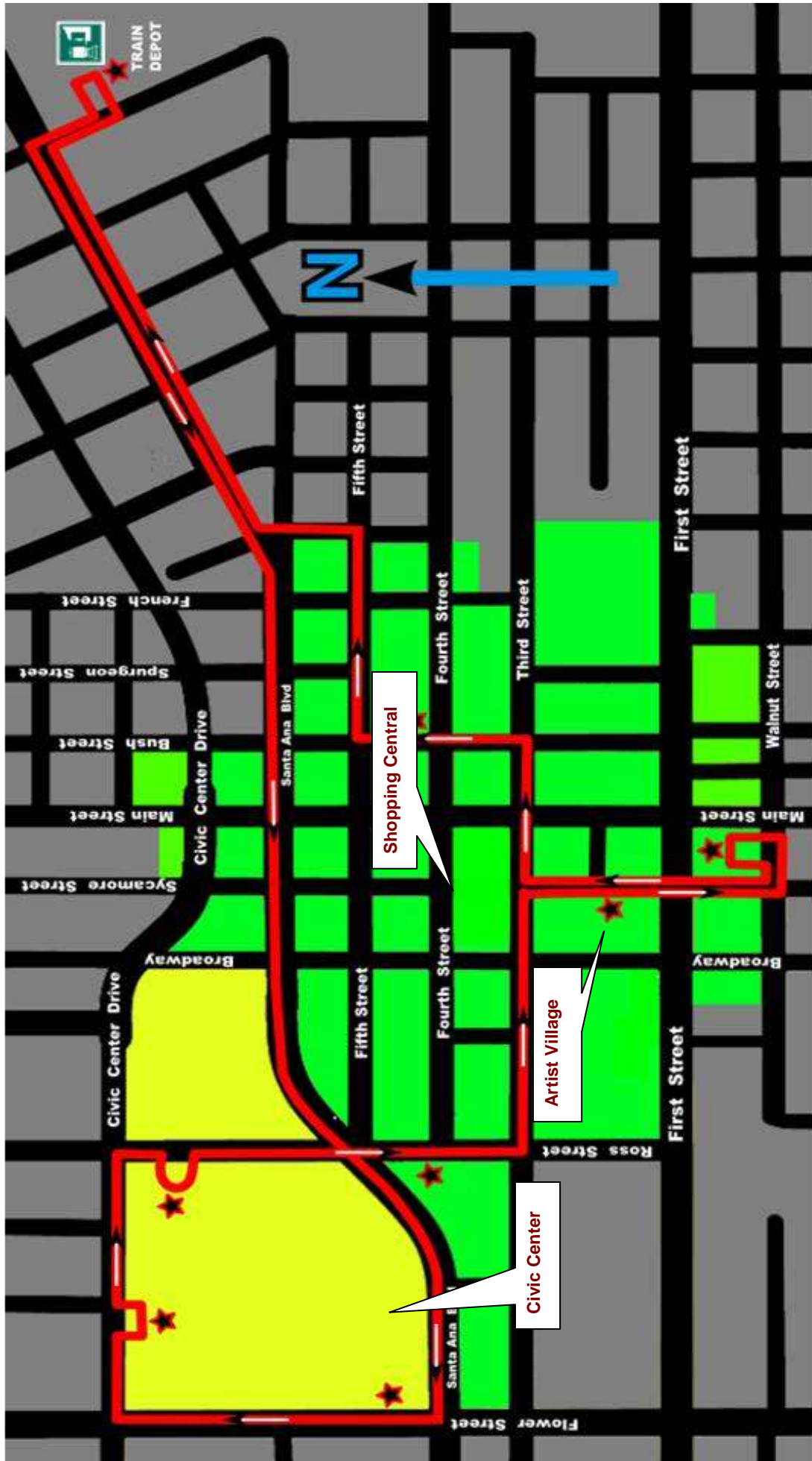
City of Santa Ana Representatives

Cindy Nelson, Deputy City Manager	Standing City of Santa Ana
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Staff

Vicky Baxter, Executive Director
Liset Hernandez, Business Manager
Ruth Valle, Member Services/Outreach
Norm Baxter, Consultant
Phung Mai, Administrative Assistant
Kathryn Podsiadlo, Special Projects Intern
Andrew Tovstein, Retail Recruitment Intern
Claudia Lavini, Special Projects Intern
Joshua Lee, Research Intern

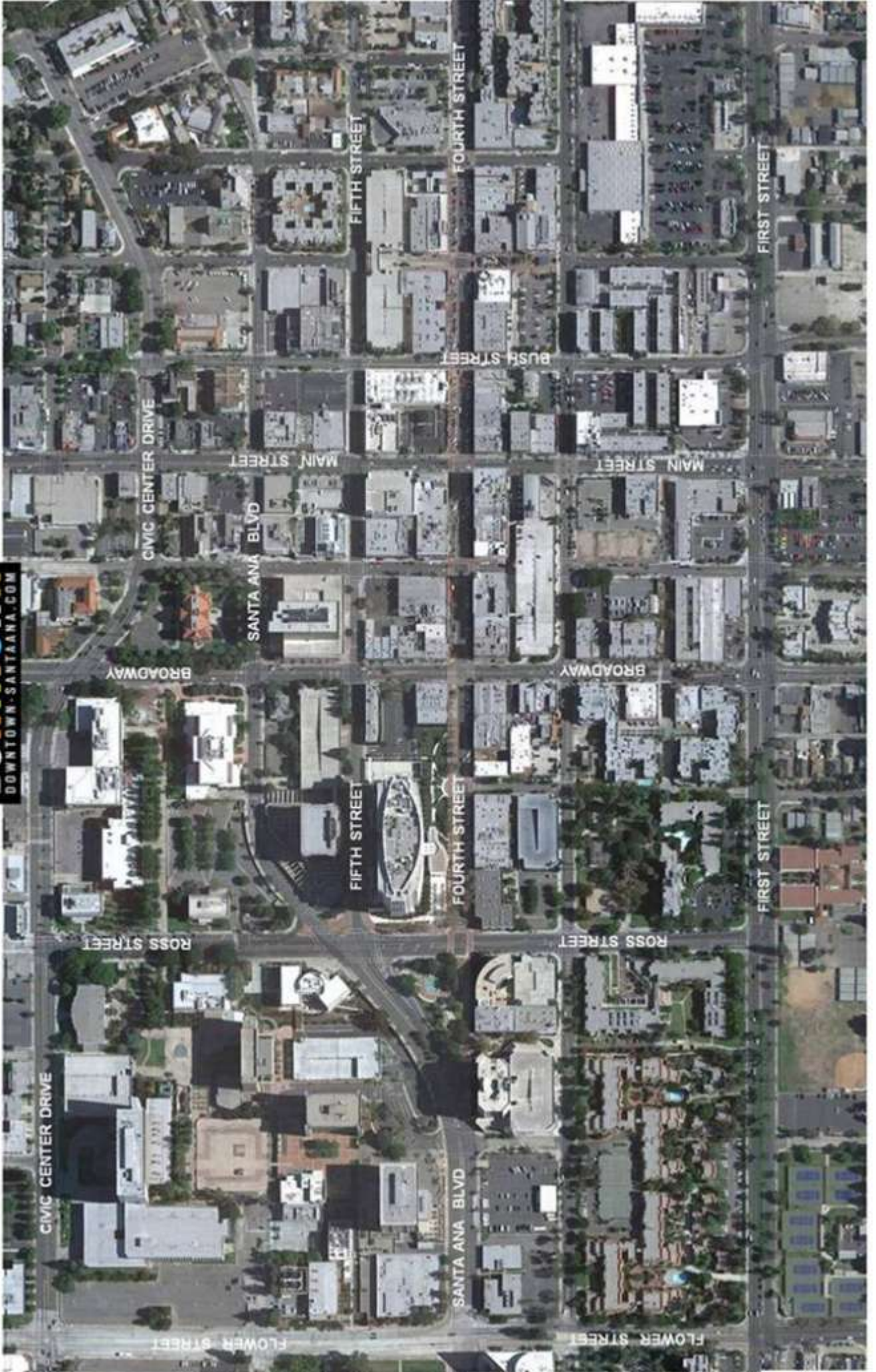
COME RIDE THE DOWNTOWN TROLLEY



- TROLLEY ROUTE
- TROLLEY STOP
- CIVIC CENTER
- DOWNTOWN DISTRICT

DOWNTOWN

DOWNTOWN.SANTAANA.COM





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