



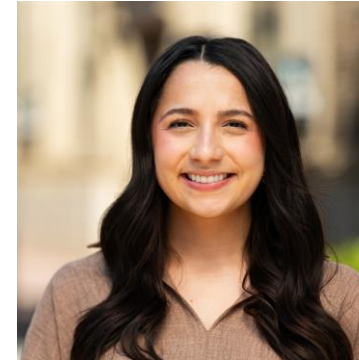
Downtown Visalians

Mission Statement

Where friends meet, fun happens, and businesses prosper. We take pride in our local specialty shopping, casual to fine dining and an extraordinary variety of community events and entertainment.

Vision

Downtown Visalians are dedicated to increasing the visibility of Downtown's unique qualities by increasing communication internally and externally through traditional and digital media. DTV will continue to collaborate with other organizations; to provide workshops and events on a variety of important issues to help business prosper and grow. We see a dynamic, vibrant downtown, increasing in beauty, innovation and distinctiveness both environmentally and through increased arts and history; ensuring that all visitors feel welcomed in this safe and friendly community of caring people.



Valerie Felix
Executive Director



Gabrielle Jones
Assistant Executive Director



Rudy Medina
Enhancement Technician

Board of Directors

Executive Board

Duane Rodriguez
President
On-Site Security

Janeen Robbins
Vice President
Janeen's Furniture

Emily Van Deuren
Treasurer
On-Site Security

Paula Falcone
Secretary
House of JuJu

Shelby Reyes
Member at Large
Apricot Lane Boutique

Board Members

Cameron Bledsoe
Franey's Carpet

Jonathan Anderson
Component Coffee

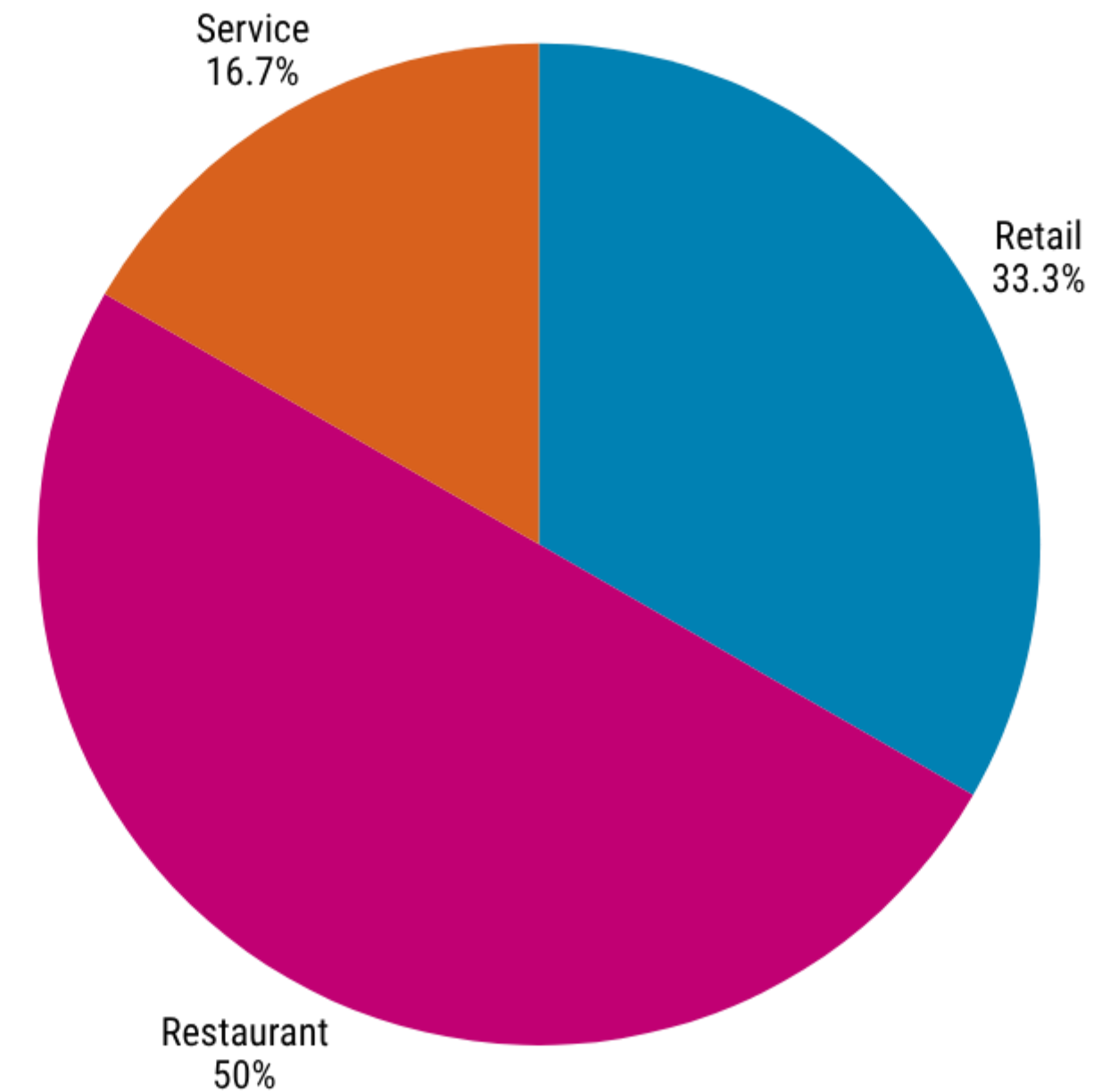
Josh Cavazos
Browns Shoes

Marie Paredes
Crazy Boba & Organic Tea

Michael Paredes
Cafe India

Sofia Iraheta
Jimmy Johns

Taylor Rodriguez
Downtown Rookies






Marketing Numbers

Social Media

LAST 90 DAYS HIGHLIGHTS


FEBRUARY 14 - MAY 14






-  **872,435+** page views
-  **88,00+** accounts reached
-  **1,261** new followers

LAST 90 DAYS HIGHLIGHTS

FEBRUARY 14 - MAY 14






-  **183K+** page views
-  **2K+** interactions
-  **400** new followers

Monthly Newsletter

EMAIL PERFORMANCE

AS OF 14 MAY 2026



-  **1,462** subscribers
-  **54%** open rate

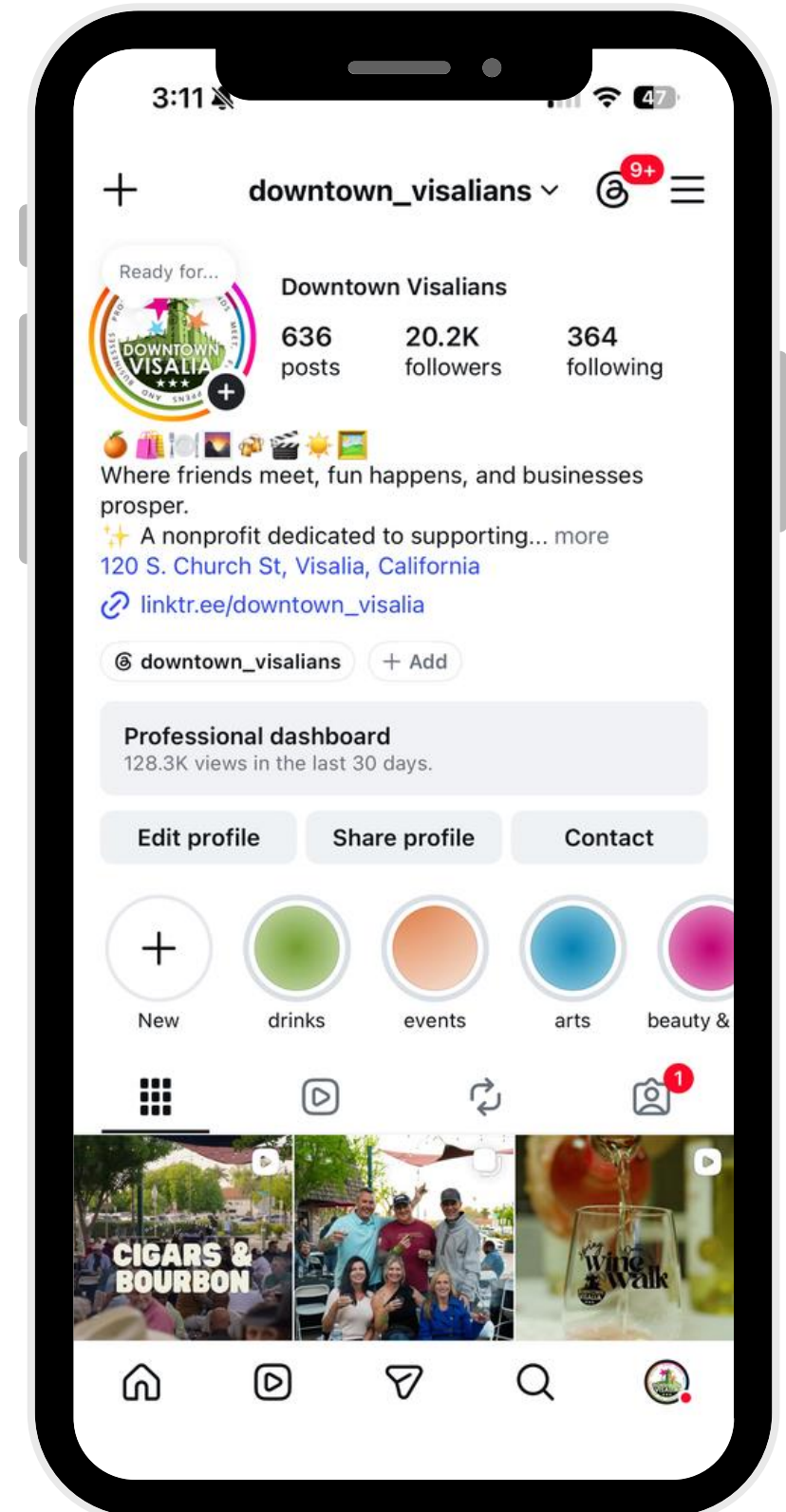
Other Media

Radio

Downtown Visalians maintains a seasonal radio presence through local media partnership with Momentum Broadcasting, promoting signature events and Downtown merchants

Print

Downtown Visalians also utilizes local community publications to advertise downtown events, initiatives, and programs, helping expand visibility throughout Visalia and the greater Tulare County area.





2026 DTV Events

PAST



FEBRUARY 10

DTV DESSERT WALK



MARCH 21

DTV SPRING MARKET

APRIL 9

SPRING WINE WALK



APRIL 24

CIGAR & BOURBON



UPCOMING

OCTOBER 13

TASTE OF DOWNTOWN

OCTOBER 30

DTV TRICK OR TREAT

NOVEMBER 7

HOMETOWN HEROES

NOVEMBER 30

80TH ANNUAL CANDY CANE
LANE PARADE

DECEMBER 5

CHRISTMAS AT THE PLAZA

DECEMBER 10

WINTER WINE WALK

Enhancement

