



## **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 Statement**

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.



# 2026 Proposed Budget

<b>Income</b>	<b>2025 Budget</b>	<b>2026 Proposed</b>
City Contracts	\$32,000	\$32,960
POA Services	\$191,000	\$196,730
Premier Sponsors	\$65,000	\$66,950
Service Agreements	\$72,000	\$74,160
DID Payments	\$187,000	\$195,000
Events	\$120,000	\$123,600
<b>Total Income</b>	<b>\$667,000</b>	<b>\$689,400</b>

<b>Expenses</b>	<b>2025 Budget</b>	<b>2026 Proposed</b>
POA/City	\$58,000	\$59,740
Events	\$65,000	\$66,950
Administration	\$340,000	\$350,200
Office	\$118,000	\$121,540
Team Development	\$8,000	\$8,240
Services	\$78,000	\$80,340
<b>Total Income</b>	<b>\$667,000</b>	<b>\$687,010</b>

**Total 3.10 % Increase - \$20,000**



## **Downtown Visalians Board Members**

### **Executive Board Members**

Duane Rodriguez - President

Janeen Robbins - Vice President

Emily Van Deuren - Treasurer

Paula Falcone - Secretary

Shelby Reyes - Member at Large

### **Board Members**

Cameron Bledsoe

Jonathan Anderson

Josh Cavazos

Marie Parades

Michael Parades

Sofia Iraheta

Taylor Rodriguez



## **Current Board Make Up (13 Members)**

### **Retail**

Janeen's Furniture  
Gallery

Brown's Shoe Fit

Apricot Lane

Franey's Carpet One  
Floor and Home

### **Restaurant**

Cafe India

House of JuJu

Downtown Rookies

Jimmy Johns

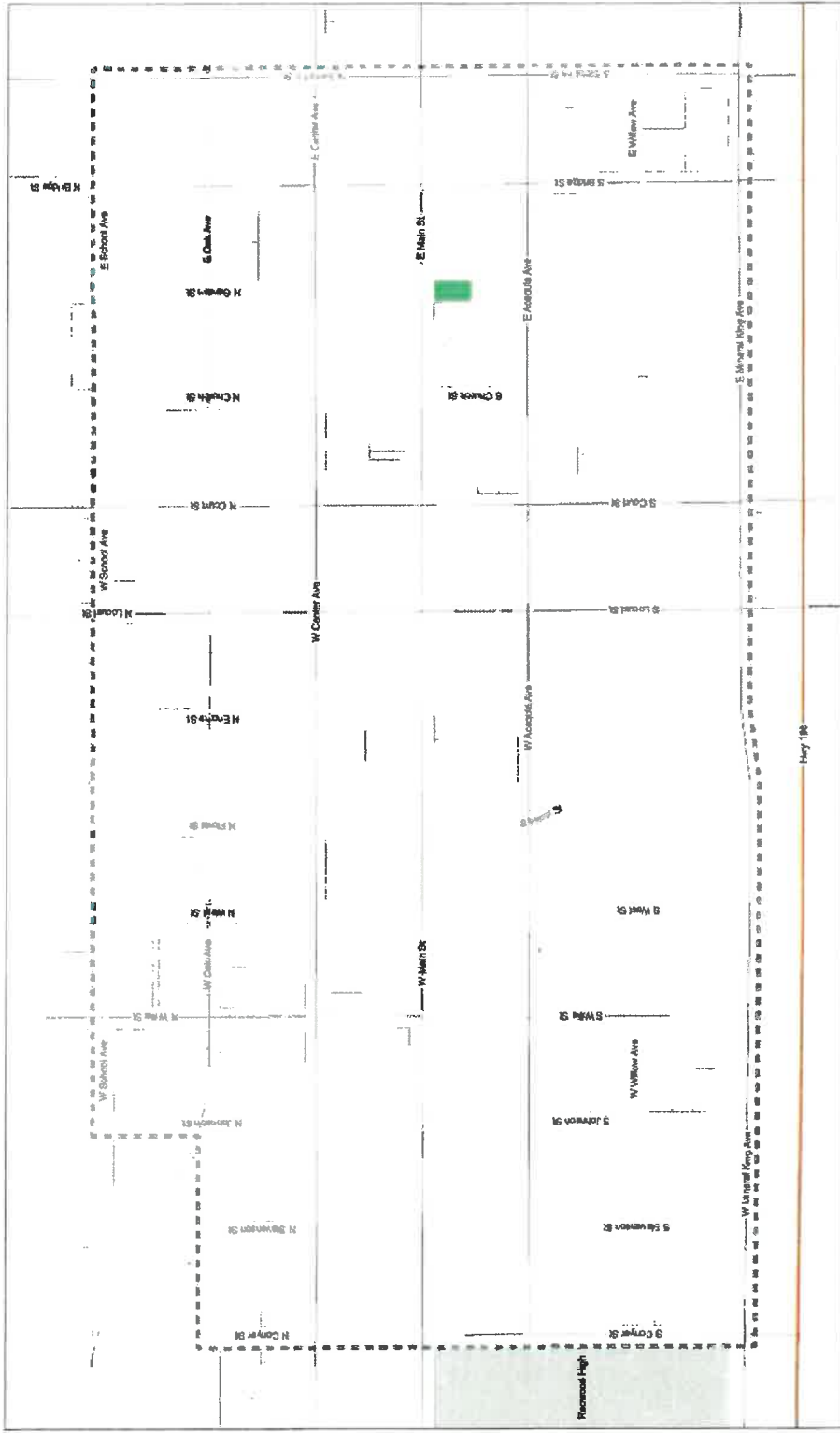
Component Coffee

Crazy Boba & Organic  
Tea

### **Service**

Onsite

Tucoemas Federal  
Credit Union



# Town-Center Business District

**Map Legend**

- Streets:**
  - 1st - 15th Street
  - 16th - 30th Street
  - 31st - 45th Street
  - 46th - 60th Street
  - 61st - 75th Street
  - 76th - 90th Street
  - 91st - 105th Street
  - 106th - 120th Street
  - 121st - 135th Street
  - 136th - 150th Street
- Landmarks:**
  - Education (Green square)
  - Recreation (Blue square)
  - Retail (Red square)
- Other:**
  - Highway (Orange line)



# 2026 DOWNTOWN VISALIA EVENTS



Dessert Walk

2/10

DTV Spring Market

3/21

Spring Wine Walk

4/9

Cigar & Bourbon

4/24

Taste of Downtown Visalia

10/13

DTV Trick or Treat

10/30

Hometown Heroes

11/7

80th Annual Candy Cane Lane Parade

11/30

Christmas at the Plaza

12/5

Winter Winederland

12/10