

Mission Statement

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

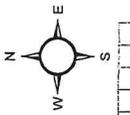
Vision Statement

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.

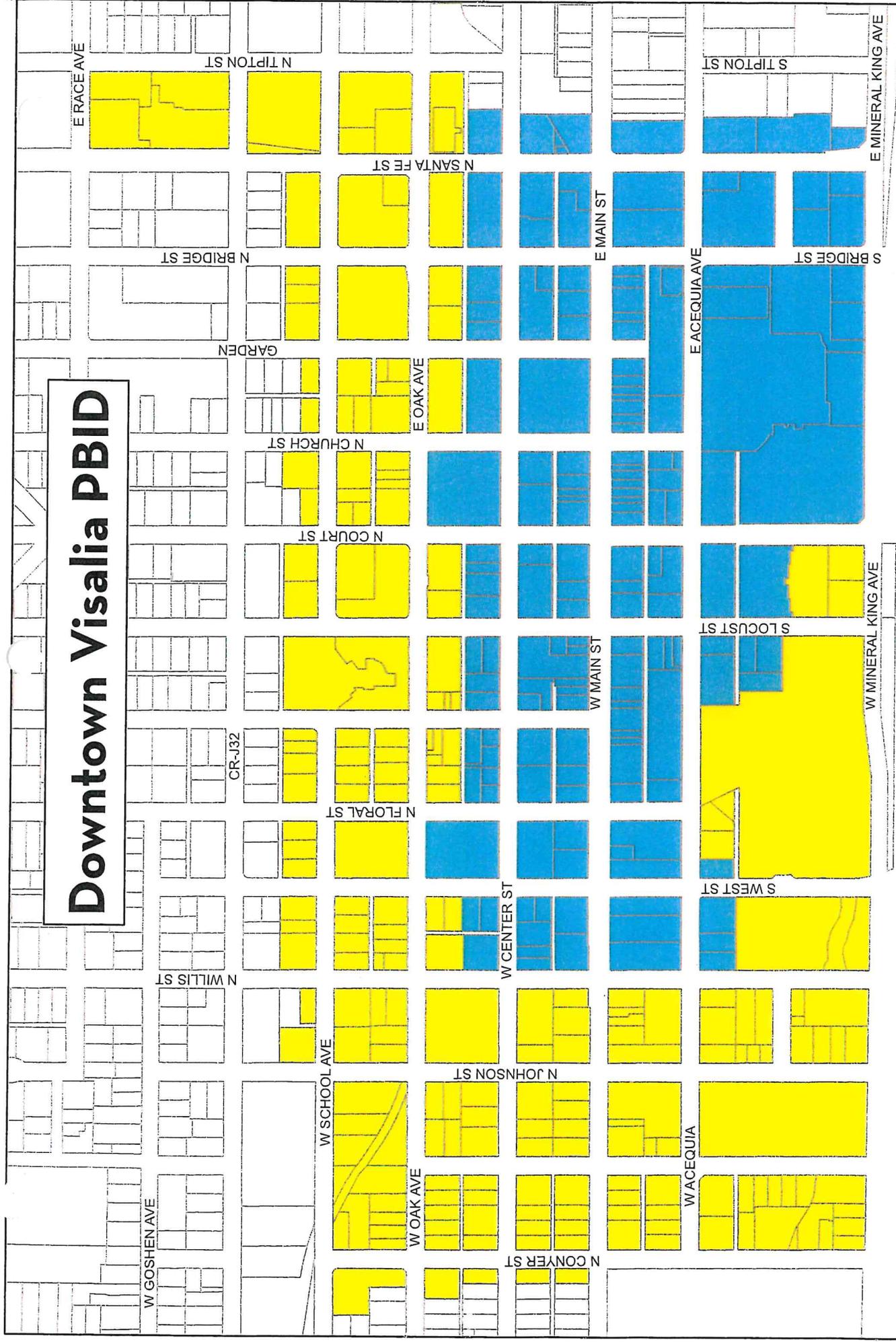
Downtown Visalia PBID



198



Zone 1
Zone 2



Current DTV Board Make Up (15 Members)

Retail

Janeen's Furniture

Brown's Shoes

Sugar Succulents

Book Nook

Restaurant

Component Coffee

Sequoia Brewing

Salad Shop

Café India

Rookies

Service

Onsite Security

Visit Visalia

V.C.C.

F.H.C.N.

Tucoemas

P.O.A.

2022 DTV Infrastructure Projects

Security Cameras	\$14,978.13
Sound System	\$31,471.73
Christmas Decorations	\$20,521.76
	<u>\$66,971.60</u>

2023 Downtown Visalia's Operating Budget

Income

City Contracts	\$ 30,000
POA Services	\$170,000
Events	\$ 90,000
Premier Sponsors	\$ 60,000
Service Agreements	\$ 65,000
DID Payments	\$168,000
	<u>\$583,000</u>

Expenses

POA/City	\$ 48,000
Events	\$ 50,000
Administration	\$300,000
Office	\$100,000
Team Development	\$ 5,000
Services	\$ 70,000
	<u>\$573,000</u>

+\$10,000



2023 Events

- FEBRUARY** RESTAURANT MONTH
- MARCH 11** ST PATRICK'S PARADE
- MARCH 17** LIFESTYLE MAGAZINE "BEST OF" CELEBRATION
- MARCH 18** MASCOT MADNESS
- MARCH 25** 1852 SPRINGFEST
- APRIL 13** WINE WALK
- APRIL 15** CIGARS & BOURBON
- APRIL 29** DTV SPRING MARKET
- MAY** MOTHER'S DAY PHOTO CONTEST
- MAY** BLOOD CENTER DRIVE
- JUNE/JULY** FIND TIPPER
- JULY 10-23** SUMMERTIME FOOD CONTEST
- OCTOBER 06** ARTS NIGHT OUT
- OCTOBER 17** TASTE OF DOWNTOWN
- NOVEMBER 04** HOMETOWN HEROES
- NOVEMBER 27** CANDY CANE LANE PARADE
- NOVEMBER 30** WINTER WINEDERLAND WALK
- DECEMBER** SECRET SANTA
- DECEMBER** WINDOW DISPLAY CONTEST
- DECEMBER 09** CHRISTMAS AT THE PLAZA

= 20 EVENTS + 3/4 VIDEOS