

SANTA
DOWNTOWN
CRUZ

WELCOME

TO THE DOWNTOWN ASSOCIATION OF SANTA CRUZ

What Does My Downtown Business Get?



CLEAN, SAFE
& WELCOMING
SERVICES



DOWNTOWN
BUSINESS
COMMUNITY



DISTRICT
MARKETING



ADVOCACY

CLEAN, SAFE & WELCOMING SERVICES



To learn more contact Operations Director, Sonja Brunner
operations@downtownsantacruz.com

- **Downtown Ambassadors**
7 days/week | 10AM – 6PM
on patrol & on call | **(831) 430-6311**
- **Information Kiosk**
In-person **business recommendations**, directions
& brochure rack
- **Welfare checks**, de-escalation, business support and
emergency outreach
- **Litter & graffiti removal**, ordinance education, and
much more!

DOWNTOWN BUSINESS COMMUNITY



To learn more contact Executive Director, Jorian Wilkins
director@downtownsantacruz.com

- **Weekly Business News**
Shares local small business **opportunities**, updates
& **resources**
- Quarterly **Networking Events**
Connecting fellow Downtown business
owners & managers
- **Volunteer** for committees, events & special projects
and **elect** the association Board of Directors

DISTRICT MARKETING



To learn more contact Brand Director, Shiri Gradek
marketing@downtownsantacruz.com

- **Year-round** Downtown Santa Cruz **promotions
& events**
 - @DowntownSantaCruz **social media** exposure
30K+ digital marketing reach
 - **Downtown Dollars**, a popular local gift program with
zero fees for participating businesses
 - Affordable sponsorship & cooperative advertising
opportunities for **building brand visibility**
 - Free **Directory Listings** for public walk-in businesses
- | | |
|-----------------------|--|
| Online | Map & Directory |
| DowntownSantaCruz.com | 3 Pacific Avenue Displays +
50,000 copies distributed |

ADVOCACY

To learn more contact
Executive Director, Jorian Wilkins
director@downtownsantacruz.com



The association maintains collaborative relationships with
Downtown-serving city entities, including:

- | | |
|------------------------------|--------------------------------------|
| ▪ Santa Cruz City Council | ▪ Downtown Outreach
Workers |
| ▪ Mayor's Office | ▪ Mental Health Liaisons |
| ▪ City of Santa Cruz Manager | ▪ Downtown Streets Teams |
| ▪ Economic Development | ▪ HOPE Services |
| ▪ Public Works | ▪ Downtown Management
Corporation |
| ▪ Parks & Recreation | ▪ Downtown Commission |
| ▪ Police | |

The association also maintains collaborative relationships
with **county-wide business advocates**, including:

- | | |
|--|---|
| ▪ Visit Santa Cruz County | ▪ Santa Cruz County
Business Council |
| ▪ Santa Cruz County
Chamber of Commerce | |