



Downtown Vallejo

Central Core Restoration Corporation

Promoting a clean and vibrant downtown Vallejo

Special Edition: Stakeholders

Report February 2015

Welcome!

It's a brand new year and we are excited for the goals to be achieved in 2015! Included among our plans: participating in the development of Vallejo's new general plan, ongoing partnership with Code Enforcement, Law Enforcement and other city agencies to help remedy problem issues of concern to property owners, and the support of policies, programs and events that will help to spur the economic vitality we seek in our downtown district.

Stakeholders' Meeting

CCRC's yearly stakeholders' meeting, to which all property owners were invited, was held Thursday, January 29 at the Redman's Hall in downtown Vallejo. Nearly 40 were in attendance including guests Chief Andrew Bidou and Lieutenant Lee Horton from the Vallejo Police Department, representatives from Black Talon security, City Council members Pippin Dew-Costa and Robert McConnell, and Mark Hoffheimer of the City of Vallejo.

Chief Bidou spoke about the Community Services Sector and the benefit of coordinated police/public partnerships.

Mr. Hoffheimer encouraged all to attend the upcoming workshops for the General Plan this month and in March. More info at PropelVallejo.com.

Mr. Tony Adams presented the Fiber Optic project, regarding development of downtown high speed internet, of great interest to those assembled and resulting in much discussion.

Thanks to Peter Brightman of Red Velvet Bistro for providing the delicious food and to the Redman's Hall for graciously hosting our gathering.

Annual Report: 2014-2015

Services and Accomplishments

The Downtown Vallejo PBID was established in 1998 at the request of property owners to satisfy the need for additional services in Downtown Vallejo. The District was renewed in 2013 for another 5-year term, with no increase in the assessment rate.

In a 2012 survey of Downtown, 62% of property owners indicated a desire for enhanced security. Economic development, advocacy, image enhancement, maintenance and cleaning were also rated as necessary by respondents.

Security, Beautification and Cleanup, Promotion and Advocacy

are the key aspects of the service plan budget and are presented in detail as follows.

Security

CCRC has continually provided funding for additional security measures. Black Talon Security maintains day patrols of the district Monday, Tuesday, and Thursdays. Recent schedule modifications provide evening shifts from 12-8 pm on Wednesdays and Fridays to accommodate those downtown businesses with evening schedules. Total incidents are down. In 2014, security responded to 68 disturbing the peace calls, 99 trespassing complaints, 245 open container violations, 491 loitering incidents, 3 thefts, and 57 calls to assist the Vallejo Police Department. We welcome new officers Scanlon and Scott.

Security Dispatch # is 707-975-2166.

Beautification and clean-up

Maintenance

In 2014 the CCRC lobbied successfully for the demolition of old bus station at Marin and York which had fallen into disuse and become a hub for loitering and nuisance behavior.

Sidewalks are power-washed between six and eight times per year in partnership with the Farmer's Market.

Graffiti has declined sharply due to prompt remediation, a proven deterrent.

Clean Up and Debris Removal

CCRC partners actively with Victory Outreach to provide litter pick-up 5 days a week along curbs, sidewalks and in parking lots.

Illegal dumping and graffiti tags are reported to the CCRC Executive Coordinator by Black Talon and Victory Outreach during daily patrols, resulting in prompt abatement through city and private contractors.

Landscaping

CCRC contracted for the pruning of 140 trees in the downtown district in 2014. Tree well upkeep, replacement of damaged or diseased trees, and flower pot upkeep shall continue to be undertaken as needed, and the tree pruning shall occur again in 2016. Thanks to EZ Tree for a job well done.

The benches on Georgia Street and in Unity Park are scheduled for repair and maintenance in February.

Christmas Decorations

Each holiday season Georgia Street is transformed with festive swags and wreaths aglow with lights, provided and installed by CCRC. Thanks to President Kamphausen for providing storage and equipment.

Signage improvements

The Way Finding Signs program is nearly complete, through close collaboration with the City of Vallejo and Jim Kern of the Vallejo Naval and Historical Museum. 13 signs have been fabricated, with 8 of those already installed by Public Works. (See map p. 3). Thanks to Barber Sign for helping create these informative signs.

Promotion

The promotion program raises awareness of Downtown as a vibrant commercial area and increases commercial activity, creating a unified identity for downtown and attracting shoppers and new business tenants.

Website at www.DowntownVallejo.com

CCRC provides an informative website which features:

- A current business directory.
- Links to Arts and Entertainment District events and attractions.
- Information regarding downtown development and links to City Hall.
- Free service to property owners to advertise downtown lease/sale opportunities.

Newsletter

CCRC publishes a quarterly newsletter to keep property and business owners, city agencies and community partners informed about community resources and developments that impact the downtown district.

Sponsorship of events

CCRC helps to sponsor Mad Hatter in December, Light Up Vallejo in May, and other events and organizations which promote a vibrant, positive image of Vallejo and bring thousands to the downtown.

Saturday Farmers Market

CCRC is entering its 14th year managing the popular year-round Pacific Coast Farmers Market. A well-negotiated Comcast marketing campaign of 360 commercials a month promotes the market throughout the Vallejo/Benicia area. A follow up survey among Saturday patrons revealed that many visitors to the market come from American Canyon and Benicia, with another survey in the works to measure the change. The market continues to improve, attracting an average of 1500 people every Saturday, contributing significantly to enhancing Downtown's image and attracting new businesses.

Advocacy and Administration

CCRC presents a strong and organized voice to represent the best interests of property owners and ensure consistent, high-quality provision of services in the District by:

- Coordinating with City of Vallejo Code Enforcement and Public Works to address downtown cleanliness and maintenance issues.
- Working to facilitate solutions with property owners and the city.
- Assisting landlords to lease vacant spaces.
- Encouraging property owners to maintain buildings in good condition.
- Employing staff to create newsletters, attend city meetings, coordinate with city staff and community organizations, and oversee programs and services including Farmer's Market and Black Talon security.
- Partnering with and/or sponsoring other organizations that promote CCRC's goals.

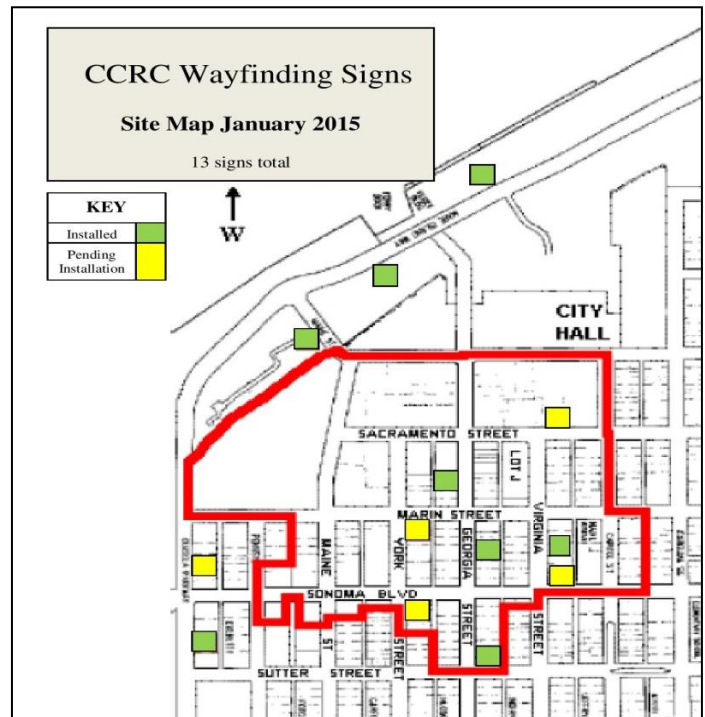
Our mission is to revitalize Historic Old Town Vallejo as the Main Street of commercial and cultural activity that promotes shopping, working, dining, and living in a secure and progressive environment.

CCRC Board Members

Buck Kamphausen, President
Tom Barte, Vice President
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