

ANNUAL SBID REPORT



2022-24

ABOUT THE WALNUT CREEK DOWNTOWN ASSOCIATION

Walnut Creek Downtown (WCD) is a non-profit (501c-6) association of over 650 businesses. WCD works with its members, partners, stakeholders and the community to promote and enhance business vitality within the downtown. WCD acts as an advocate on behalf of the downtown business community through aesthetic and environmental enhancement projects producing special events, and providing marketing opportunities for its members.

The Business Improvement District (BID) and South Business Improvement District (SBID) were established in 2005 and 2010 respectively. The Business Improvement Districts (BID/SBID) encompass a boundary area from Mt. Diablo Blvd to the South and Cole Ave. to the North, and includes streets from the East and West from Broadway to N. California Blvd.

WCD leverages the SBID funds to increase the visibility and vitality of the downtown. These funds, together with the event revenues, pay for a wide range of projects and activities that includes the following efforts: advocacy, beautification, events, and marketing.



OUR MISSION: LEAD AND COLLABORATE WITH OUR MEMBERS, PARTNERS, AND COMMUNITY TO PROMOTE AND ENHANCE DOWNTOWN WALNUT CREEK.

POINTS OF INTEREST - PROGRAMMING

ADVOCACY & COMMUNICATION

An interactive member resource webpage was added to the [WCD website](#). The page includes job postings, links to past newsletters, quick access to marketing benefits, downtown construction updates, how to get involved in WCD & easy links to sponsor opportunities.

The newly developed [WCD-WCPD Surveillance Program](#) provides WCPD direct access to information provided by downtown businesses (video, photos, etc.) for crime prevention and investigations.

COMMUNITY

The downtown shone a little brighter on [Earth Day](#) 2022! WCD and the Public Works Department, coordinated twenty volunteers who assisted with trash pickup and landscaping. We're proud to foster civic pride in the downtown neighborhood.

PROGRAMS

The [Downtown Stages](#) were incorporated into WCD events by using the WaterLight Plaza as an activation space for Restaurant Week, Arts Around August, WC First Wednesday and Celebrate the Season. Community partners such as Festival Opera, DRAA & Community Arts used the plazas to entertain & promote their own programming.

The [Painted Pianos](#) included twenty volunteers to paint newly added baby grand pianos in Broadway Plaza & Plaza Escuela. The design on the Plaza Escuela piano was created to compliment their future branding elements. The weather, older pianos and vandalism was more challenging this season, causing WCD to remove some pianos early.

The [Retail Alliance](#) continues to gain momentum & enthusiasm to actively seek & connect with potential new businesses interested in locating in Walnut Creek. A member of the City's Economic Development Team attends the monthly meetings as a direct connection to the business community to share updates and information.

[WC First Wednesday](#) expanded its event footprint to include an additional block of Cypress Street (N. Main St. to Broadway) to accommodate more vendors and entertainment. Due to the increased event production expense, WCD held only one street festival as opposed to 4-6 programs in the past.

[Oktoberfest](#) returned to downtown Walnut Creek in a new location, Civic Park East. Over 5,000 attendees enjoyed the all-day event. This year's event found securing volunteer support challenging; WCD seeks to remedy that with developing an event committee and early volunteer engagement.

The 2022-23 season of [Walnut Creek on Ice](#) was the first year that WCD produced the event on its own after a 16-year partnership with the Walnut Creek Chamber of Commerce & Visitor's Bureau.

ADVOCACY & COMMUNICATION



MEMBER ADVOCACY

The association acts as an advocate for its members addressing topics that directly affect their business. WCD's efforts perform as the liaison between the businesses, community partners and government agencies.

WCD represents its members by participating in local community meetings with the Homeless Task Force, Bar/Restaurant/WCPD, City Council, Arts Alliance, Wellness Alliance, Coalition for Walnut Creek, Walnut Creek Chamber of Commerce & Convention & Visitors Bureau, and City departments.

BUSINESS EDUCATION

The Stay Connected Webinar Series provided members with a space to learn and discuss topics in the workplace. This year the series addressed the pandemic-related topic of "Navigating the Labor Shortage" featuring a panel of local business owners and professionals who shared information on how to set a business apart to attract the best talent.

WCD partnered with Pareto Labs to provide its members a new business education resource to improve performance and grow their business. This online business learning platform contains a wealth of video content to help business owners and entrepreneurs learn practical business skills.

MEMBER & PUBLIC NEWSLETTERS

Walnut Creek Downtown Association maintains two email subscriber lists with over 5,000 subscribers. One is exclusively for downtown business members and associate members, and the other is an opt-in public list. Weekly newsletters are sent out to allow the community to stay connected, receive alerts about downtown happenings, meetings, programs, social events and promotions.

MEMBER RESOURCES WEBPAGE

WCD staff has created a NEW webpage dedicated to member resources. The Member Resources Page will be available in early 2023 and will include a job board, marketing guidelines, directory listing, business education, links to past newsletters and more!



WCD-WCPD SURVEILLANCE PROGRAM

Together, WCD and the Walnut Creek Police Department have created a Downtown Surveillance Program to connect the business community directly with WCPD, to share information and video that assists with crime prevention and investigations.

The program uses a Microsoft Teams Group to encourage businesses to communicate quickly and effectively with their neighbors and law enforcement to keep our community and the downtown safe.

ECONOMIC DEVELOPMENT

OUTDOOR DINING

WCD has continued to be involved in the outdoor dining program through Downtown NEXT. Staff and Board Directors participate as advisors for the development of the Permanent Outdoor Dining Structure (PODS) program, host webinars with City staff, and facilitate meetings with business owners/operators.



SHOPPING & DINING GUIDE



The Shopping & Dining Guide is published annually to encourage the community members and visitors to shop, dine, and spend their time locally in downtown Walnut Creek. The guides are available to the public at three kiosks located at the parking garages on Broadway and South Locust Street, and at the corner of N. Main Street and Mt. Diablo Blvd.. The guide is also available to view and download from the WCD website.

RETAIL ALLIANCE

The Retail Alliance has taken steps towards being more involved in the downtown's economic vitality. Business owners/operators are reviewing the newly released retail study and identifying strategies to develop stronger retail presence in the traditional downtown.



BEAUTIFICATION

BIG BELLY ART

WCD oversees the 85+ posters installed into the downtown Big Belly units.



UTILITY BOX ART WRAPS

WCD continues to oversee the maintenance of over 30 artistic wraps on utility boxes throughout the downtown.



COMMUNITY

EARTH DAY CLEANUP

A new addition in 2022 included a downtown beautification on Earth Day with a community cleanup including trash pickup downtown, landscaping around City Hall and cleaning planter boxes.



COMMUNITY SERVICE DAY

On Community Service Day, WCD participated in a landscape clean-up around Civic Park. Volunteers also painted two pianos at Plaza Escuela and Broadway Plaza, to add to the Painted Pianos program.

MEASURE O CAMPAIGN

WCD participated in the successful Measure O campaign to ensure the continuation of the City's amazing quality of life. Staff and Board Directors distributed flyers to neighborhoods, identified signage locations, rallied support from the business community and hosted booths at events.

PROGRAMS

DOWNTOWN STAGES

Beginning in May, Downtown Stages consisted of three separate locations: Cypress Mini Plaza, Water Light Public Plaza, and Plaza Escuela. The pop-up entertainment program lasted through October.



Local musicians, artists, dancers, poets, and other entertainers shared their talents and spread good cheer all season. WCD collaborated with community partners Festival Opera, the Leshner Center and Community Arts to plan activations at the stage locations.

PAINTED PIANOS

The 3rd Season of Walnut Creek's Painted Pianos program, featuring nine pianos, took place May through October.



Painted Pianos is a unique art project designed to entice community members to sit, enjoy and share their music throughout the city.

The downtown activation promotes local artists who share their talents through paint and various artistic mediums on a variety of donated pianos provided by Steinway Pianos and private donors.



EVENTS

ANNUAL MEMBERSHIP EVENT

An evening at Telèferic Barcelona hosted by Brian & Lyn Hirahara. This annual membership event offered attendees the opportunity to network al fresco style with the Mayor, business owners, neighbors, community partners, and fellow members of the downtown business community.

72
attendees



RESTAURANT WEEK

14
participating
restaurants

3
special events



Celebrated a week of food and drink at the world class restaurants and bars in downtown Walnut Creek. Limited-time only, prix-fixe menus were offered at special prices to entice guest's appetite and delight their palate. Walnut Creek's Restaurant Week gave residents and visitors an opportunity to explore the lively dining scene in East Bay's Most Popular Dining Destination.

Beer & Chocolate Pairing
with Ol Beer Café and Love + Chocolate.

Cocktail Making Class
including cocktail tasting, food bites from Broderick Roadhouse and discussion with Humboldt Distillery.

Yoga & Coffee
hosted by Rooted Coffee Company in collaboration with Yoga Flow SF.

WC UNCORKED

Guests sipped, savored, and strolled throughout downtown Walnut Creek and experienced the best restaurants, fashion, jewelry, and artisan shops while sampling a variety of regional wine, beer, and spirits.

38
participating
businesses &
restaurants

14
featured
wineries

6
featured
breweries &
distilleries



Food, Wine, Entertainment & More!



Uncorked featured food bites, live entertainment, and hydration stations along the Uncorked route.

745
tickets
sold

Thank you to our Uncorked Sponsors: Mancini's Sleepworld, Bartable, and Broadway Plaza

ARTS AROUND AUGUST



28 events
5 ongoing programs

The 2nd annual, month-long program featured activities celebrating the performing, visual, and culinary arts. The event goal is to showcase the wide variety of arts in Walnut Creek, while driving people downtown to shop, dine and stay.

13 organizations and community partners worked together, with the City of Walnut Creek and downtown businesses throughout August.



Programming Included: Summer Concerts, Family Days at The Leshar Center, Moveable Feast, Movies, Festival Opera and Fantasy Forum Performances, Public Art Tours, Visual Arts, and more!

BROADWAY PLAZA SUMMER CONCERT SERIES

WCD hosted the bar service at four concerts, as a fundraiser for the organization. Broadway Plaza's Summer Concert Series was held every Thursday evening in August.

1.9k
drink tickets redeemed

MOVEABLE FEAST

14 participating restaurants
74 tickets sold

An upscale, progressive food and beverage tour of three downtown restaurants that took place every Wednesday in August. This year's program increased the nightly capacity to 25 and featured City Council members as tour guides.

The eclectic art found throughout the downtown was shared by Bedford Gallery docents between each restaurant.



FIRST WEDNESDAY STREET FEST

One of the largest outdoor Walnut Creek festivals of the summer to kick-off of the Arts Around August celebration.



2,000+ attendees
40 vendors

This year's street fest extended its layout on Cypress Street between Broadway featuring boutique vendors, local artists, delicious street food, art activations and live entertainment. Despite the heat of a very hot summer evening, attendees enjoyed the family-friendly event for hours and danced the night away at two stages featuring four local musical acts.

WALNUT CREEK OKTOBERFEST



Oktoberfest returned to the downtown in 2022! The beloved Fall tradition was recreated at Civic Park East with a day-long, family-friendly festival. Community members and visitors from near and far participated as attendees, volunteers and vendors.

5,500 attendees
69 vendors
5 local breweries
85 volunteers



Gourmet Food
Biergarten
Franconia Weingarten
Beer Stein Contest
VIP Lounge
Live Music
Kinder Platz
Local Vendors
Bark Lounge

Fun was had by all while enjoying live entertainment, dancing and singing, clinking glasses in the biergarten, shopping at local vendors and tasting delicious food.



A special thank you to General Plumbing Supply for sponsoring our Oktoberfest beer and wine glasses and EBMUD for sponsoring and providing the water station. We are also grateful for our community sponsors - Broadway Plaza, Steven's Printing, Orangetheory Fritness, and Diablo Regional Arts Association.

TRICK OR TREAT

The 13th Annual Spooktacular Trick-or-Treat began at Broadway Plaza Event Pavilion and continue into the traditional downtown. Taking place the Friday before Halloween,



43
participating
businesses

650
attendees

this event provides additional foot traffic into the downtown businesses and allows the community to join together for a family-friendly trick-or-treating experience.



CELEBRATE THE SEASON

WCD celebrated the holiday season with a rainy Sip, Shop & Stroll using Water Light Plaza as the starting location. Participating businesses offered tastings, special discounts, giveaways, and holiday activations. Despite the rain, WCD created an engaging and profitable event for the business community.



189
attendees

47
participating
businesses,
artists, and
restaurants

Sip, Shop & Stroll!

Holiday festivities included wine, beer, and cocktail tastings, exclusive discounts, an ugly sweater contest, choir and dance performances, a 360-photo booth, caroling karaoke, and an ornament workshop!



WALNUT CREEK ON ICE

The beloved outdoor skating rink returned to Civic Park for its 17th season from December 9th-January 16th. In partnership with the City of Walnut Creek, WCD produced a successful 5-week season bringing skaters, visitors, shoppers and diners to the downtown.



22,000
skaters

50
birthday parties

14
theme nights

5
weeks open

THE 17TH SEASON

The season was full of special events and theme nights, birthday parties, corporate events, private ice rentals, and much more!



Walnut Creek on Ice thanks its Gold Sponsor, Mechanic's Bank, Silver Sponsor, ParkSmart, eight dasher board sponsors and media partners for their support during the 2022-2023 Season.

MARKETING

WEBSITE



TOP PAGES:

Shopping & Dining
Events
Support Local Campaign
Join Us/Membership

WalnutCreekDowntown.com

70,637 website visitors

WEEKLY E-NEWSLETTER



This Week in the Creek is a weekly newsletter sent to the public that showcases our downtown businesses, upcoming events, and community updates. Community members and visitors are encouraged to opt-in to receive our newsletters!

3,400 subscribers
53% open rate
(vs. industry average: 30%)

SOCIAL MEDIA



INSTAGRAM

[@walnutcreekdowntown](https://www.instagram.com/walnutcreekdowntown)

14.6k followers
105k reached
30.1K page visits
5.3K reel views

[@walnutcreekonice](https://www.instagram.com/walnutcreekonice)

1,092 followers
17.4k reached



FACEBOOK

[@downtownwalnutcreek](https://www.facebook.com/downtownwalnutcreek)

13k page followers
268k reached
5.5k page visits

[@walnutcreekonice](https://www.facebook.com/walnutcreekonice)

1.9k page followers
45k reached
1.8k page likes



26,365 clicks
EVENTBRITE

PRINT



Diablo Publications
Walnut Creek Magazine
Your Town Monthly
Online Blogs
Community Partner Newsletters

TV



Comcast TV:
Celebrate the Season
Walnut Creek on Ice

THE BID



PROPOSED BUDGET 2023-2024

ASSESSMENT REVENUE

WCD projects the SBID assessments for 2023-24 to be \$102,972. The assessment bills and collection of assessments are administered annually through an outside vendor, HDL, in June.

RESERVE OR DEFICIT

As of this report, WCD anticipates a loss of approximately \$3.365 for FY 2024. The total is a combined dollar amount from the North and South Business Improvement Districts. WCD is optimistic that vacancy rates will continue to improve and we are planning for a full calendar of events to continue to restore additional revenue.

OTHER REVENUE SOURCES

In addition to revenue generated by the BID & SBID assessment fees, the other major source of funding for WCD are event revenue and sponsorships. This projected total income for FY 2023-24 is \$196,000. This revenue projection does not consider expenses which are detailed in the attached budget related to the events/programs.

EXPENSES

The advocacy, beautification, events and marketing produced by WCD benefit both districts. The attached budget spreadsheet summarizes the estimated costs of the programs previously described as well as staffing and other administrative costs.

2022-2024 BUDGET

WCD 2022-2024 Budget

INCOME		FY 2022-2023	FY 2023-2024
Associate Membership Dues		\$9,250	\$15,000
	Associate Membership Dues		
BID Income		\$239,973	\$247,172
	BID	\$140,000	144,200
	SBID	\$99,973	102,972
Program/Event Net Income		\$130,930	\$196,000
	Broadway Plaza Summer Concerts	\$14,811	\$17,000
	Business Education Series	\$500	\$500
	Celebrate the Season	\$621	N/A
	Digital Advertising Sales	\$2,400	\$4,000
	Downtown Stages	\$0	\$1,000
	Ice Rink	\$53,163	\$55,000
	Oktoberfest	\$6,669	\$65,000
	Painted Pianos	\$1,500	\$5,000
	Restaurant Week	\$4,079	N/A
	Trick or Treat	\$2,893	\$3,500
	Walnut Creek First Wednesday	\$0	\$5,000
	WC Uncorked	\$29,398	\$40,000
Reimbursements		\$14,896	\$2,000
TOTAL INCOME		\$395,049	\$460,172
EXPENSES			
ADMINISTRATIVE		\$373,571	\$409,759
Banking, Bookkeeping & Payroll Expenses		\$21,123	\$22,000
EIDL Loan Payment		\$0	\$7,692
City BID Administrative Fee		\$23,997	\$24,717
Financial Audit & Tax Returns		\$1,000	\$1,000
Insurance		\$13,870	\$14,000
Meetings, Annual Retreat		\$1,490	\$1,500
IT		\$19,885	\$21,000
Meals/Entertainment/Mileage		\$2,909	\$2,500
Miscellaneous		\$5	\$50
Office Rent/Parking		\$8,331	\$8,400
Office Supplies		\$2,938	\$2,250
Postage		\$893	\$750
Professional Development/Related Travel		\$4,065	\$5,000
Reimbursements		\$500	\$500
Storage Rental		\$6,337	\$6,400
Subscriptions & Dues		\$7,276	\$7,000
Telephone, Internet		\$5,166	\$5,000
Wages/Payroll Taxes		\$253,786	\$280,000
MARKETING		\$22,840	\$30,300
Banners		\$840	\$1,000
Kiosks		\$0	\$800
Marketing, Graphic Design & Agency Fees		\$22,000	\$28,000
Shopping & Dining Guide		\$0	\$0
Website		\$0	\$500
OTHER PROGRAMS		\$12,366	\$9,750
Annual Membership Meeting		\$5,763	\$3,500
Business Education Series		\$0	\$250
Car Show		\$1,030	\$1,000
Downtown Stages		\$163	\$1,000
Painted Pianos		\$4,821	\$3,500
Tree Lighting Ceremony		N/A	\$0
WC First Wednesday		\$89	\$0
Utility Box Wraps		\$500	\$500
WC Together Merchandise		\$0	\$0
TOTAL ON-GOING EXPENSES		\$408,777	\$449,809
FY2022-2023 LOSS			\$13,728
NET INCOME/(LOSS)		-\$13,728	-\$3,365

POINTS OF INTEREST - FINANCE

2022-2023 BUDGET

Overall, event sponsorships were lower than expected as contract commitments for Fall programming were required in Spring 2022, when Covid-19/Omicron impacts were still uncertain.

2023-2024 BUDGET

REVENUE

WCD anticipates an increase of **Associate Memberships** due to new membership levels have been created, ranging from \$250 to \$5,000.

An annual 3% increase to the **BID & SBID assessment fees** will result in an additional revenue of \$7851. The additional funds support expanded event/destination marketing & new programming (Spring Uncorked & Cars & Coffee).

The **Celebrate the Season** event will not take place in 2023 as the outdoor event has become logistically challenging due to uncertain Winter weather, for the attendees & WCD staff.

Staff anticipates an increase in **Oktoberfest & WC First Wednesday** revenue due to sponsorship support.

Restaurant Week will not occur in 2023 due to low restaurant participation; effort will be put towards restaurant programming like the Movable Feast concept in 2024.

In an effort to focus on successful programs, two **WC Uncorked** events will be produced in 2023, providing an increase in the 2023-24 revenue.

EXPENSES

Repayment of the Covid-19 **EIDL Loan** will begin in August 2023 resulting in an annual expense of \$7692.

IT subscriptions assist with automating marketing efforts & program registrations, however, their monthly dues continue to increase, impacting this annual expense.

Payroll wages increase in order to attract & retain an adequate amount of quality staff necessary to implement valued programming & events. A marketing administrative contractor has been added to the team to support marketing efforts impacted by staff vacancies.

POINTS OF INTEREST - FINANCE (CONT'D)

2023-2024 BUDGET

EXPENSES

Professional development is imperative to educate & inform staff of current industry trends. Increased travel expenses to conferences and seminars impacts this important line item.

The annual **Shopping & Dining Guide** was not printed over the last three years due to a decrease in demand for printed material. An online interactive map & a small print run will be implemented in FY2023-24.

New webpages will be added to the **WCD website** to provide improved information and engagement with WCD members (Member Resource Pages) and the public, requiring more staff time for website development & update content.

To attract more talent & use of the **Downtown Stages**, additional marketing funds will be required to promote the program to the public.

While WCD had hopes of returning the community **Tree Lighting Ceremony** to Civic Park, the program proved to be too expensive to implement.

BID ASSESSMENT LEVY

THE MEMBER DEFINITIONS AND ASSESSMENT RATES ARE AS FOLLOWS,
INCLUDING AN ANNUAL 3% INCREASE:

NON-PROFIT

Businesses registered as a non-profit corporation with the state or with 501(c) (3) status and listed as an exempt organization on the California Franchise Tax Board website.

GROUND FLOOR BUSINESS

Any for-profit business located on the ground floor of a building.

UPPER-LEVEL BUSINESS: NON-RESTAURANT TYPE

Any for-profit business located on a floor level above the ground floor of a building who does not derive 90% or more of its revenue from the sale of prepared food. Prepared food means foods or beverages which are prepared on premises by cooking, chopping, slicing, mixing, freezing, or squeezing, and which require no further preparation to be consumed, other than heating.

UPPER-LEVEL BUSINESS: RESTAURANT TYPE

Any for-profit restaurant, take-out food establishment, or any other business that receives 90% or more of its revenue from the sale of prepared food and/or alcohol to be consumed on or off its premises, located on a floor level above the ground floor of the building.

SOUTH BID RATES

MEMBER	FY22-23	FY23-24
Non-Profits	Exempt	Exempt
Ground Floor Business	Based on Sq. Footage	Based on Sq. Footage
Upper-Level Business: Non-Restaurant Type	\$185	\$191
Upper-Level Business: Restaurant Type	Based on Sq. Footage	Based on Sq. Footage

SQUARE FOOTAGE	FY22-23	FY23-24
0 to 1,000	\$185	\$191
1,001 to 2,500	\$330	\$340
2,501 to 3,500	\$429	\$442
3,501 to 5,000	\$528	\$544
5,001 to 7,500	\$792	\$816
7,501 to 10,000	\$1,320	\$1,360
10,001 to 15,000	\$1,650	\$1,700
15,001 to 20,000	\$2,310	\$2,380
20,001 to 30,000	\$3,300	\$3,400
30,001 to 50,000	\$3,960	\$4,079
50,001 to 100,000	\$6,600	\$6,799
100,001 to 500,000	\$13,200	\$13,596

THE YEAR AHEAD » 2023

ADVOCACY

MEMBER RESOURCES WEBPAGE

Enhanced member benefits and resources for downtown businesses

DOWNTOWN CONSTRUCTION PROJECT

Dedicated marketing and advocacy support during the 18-month project

PERMANENT OUTDOOR DINING STRUCTURES

Liaison between City and businesses to access program guidelines and timelines

BEAUTIFICATION

NEW HOLIDAY DÉCOR

In an effort to build civic pride and enhance the visitor experience, WCD would like to explore ideas for holiday décor. Examples include festive lighting that increases pedestrian activity making the area feel vibrant and safe, while creating an inviting atmosphere. Photo opportunities taken in front of holiday décor can be shared through social media to increase attraction to downtown Walnut Creek, and make it a must-see place to shop and dine during the holidays.

EVENTS & PROGRAMS

- FEB 16** ● **PASSPORT TO WALNUT CREEK**
Annual member networking event
- APR 22** ● **EARTH DAY**
Downtown beautification
- APR 26** ● **WC UNCORKED**
Springtime wine, beer, and spirits stroll
- MAY 21** ● **CLASSIC CAR SHOW**
WCD x Rotator Taproom
- JUN 22** ● **WC UNCORKED**
Summertime wine, beer, and spirits stroll
- AUG 2** ● **ARTS AROUND AUGUST**
First Wednesday street fest
- OCT 13-14** ● **OKTOBERFEST**
Fall celebration in Civic Park
- OCT 27** ● **TRICK OR TREAT**
Halloween trick-or-treat in the downtown
- NOV JAN** ● **WALNUT CREEK ON ICE**
Returning to Civic Park for the 18th Season

MARKETING

ENHANCED ANALYTICS

Expanded data collected via Google Analytics and marketing partners

UPGRADED SHOPPING & DINING GUIDE

Interactive map featuring downtown businesses located on the WCD website

WALNUT CREEK ON ICE NEWSLETTER & SOCIAL MEDIA

Year-round communication engaging this regional demographic via a new e-newsletter and expanded social media

- APRIL-OCTOBER** ● **PAINTED PIANOS**
Music and the arts for all to enjoy
- MAY-OCTOBER** ● **OUTDOOR STAGES**
Scheduled and organic entertainment
- AUGUST** ● **ARTS AROUND AUGUST**
3rd annual celebration of visual, performing, and culinary arts

STAFF

Walnut Creek Downtown staff currently consists of three full-time staff and a part-time Intern.

Kathy Hemmenway
Executive Director

Donna Labriola
Events & Community Relations
Manager

Kelsey Wendt
Administrative & Event Coordination
Assistant

Karli Trapani
Intern, Administrative & Events

BOARD COMMITTEES

EXECUTIVE COMMITTEE

Exercises all the authority of the Board in the management of the business and affairs of WCD between meetings of the Board.

FINANCE COMMITTEE

Advises WCD staff on the association's budget including forecasting and banking, while overseeing the association's assets and liabilities.

RESTAURANT COMMITTEE

Downtown restaurant owners/operators examine current industry challenges and opportunities, staffing, security and purchasing trends, while building a strong, vibrant dining destination.

RETAIL ALLIANCE

Develops recommendations to help strengthen retail offerings downtown. The task force reviews current retail trends, key demographic indicators, rents, vacancy levels, retail mix, and zoning regulations to enhance and preserve retail in the downtown.

BOARD OF DIRECTORS

The Board of Directors plays a critical role in the success and direction of the organization through their commitment to the city, and their civic and business leadership.

EXECUTIVE TEAM

Brian Hirahara, President
BH Development

Tracy Dietlein, Vice President
Macerich/Broadway Plaza

Gary Skrel, Treasurer
The Psomas Group

Jenny Perry, Secretary
The Ballet School Performing Arts

Barney Fonzi, Past President
Diablo Magazine

BOARD OF DIRECTORS

Brad Barnett
Toyota Walnut Creek

Jim Fidelibus
James Brian Studios

Bob Power
ParkSmart, Inc.

Reimbund Maks
New Vintage Mortgage

Bonnie Waters
Changes Salon & Day
Spa

Joanna Sibley
Board & Brush

Jonathan Bartlett
Deliciouz

Dan Batlin
Buon Vino

Rolla Ghaben
Broderick/Lita/World
Famous Hot Boys

Kristy Lincoln
Love +Chocolate

Sue Rainey
Former Mayor

Bob Linscheid
WC Chamber of
Commerce & Visitor's
Bureau

Peggy White
Diablo Regional Arts
Association



Walnut Creek Downtown Association
1666 N. Main St., Ground Floor
Walnut Creek, CA 94596
925.933.6778
walnutcreekdowntown.com

