



Downtown San Mateo Association FY 2021-22 Annual Report

June 20, 2022

Downtown San Mateo

- Desirable location, mid Peninsula
- Foodie destination
- Lots of new construction
- Still recovering from COVID
- Employees still working remotely
- Businesses need more support with bringing more foot traffic into Downtown



FY 2022 DSMA Accomplishments

- Amplified City messages around COVID mandates and temporary permits by pushing out information on social media, print ads, and website
- Promoted local businesses with weekly ads in the Daily Journal
- Contracted the Downtown Cleaning Porter, seven days a week, to keep our Downtown clean, sanitary and welcoming for customers and visitors
- Completed a new, fresh version of the DSMA website to make the website easier for residents and visitors to use. The website was optimized for mobile use to meet the demands of a new generation of users

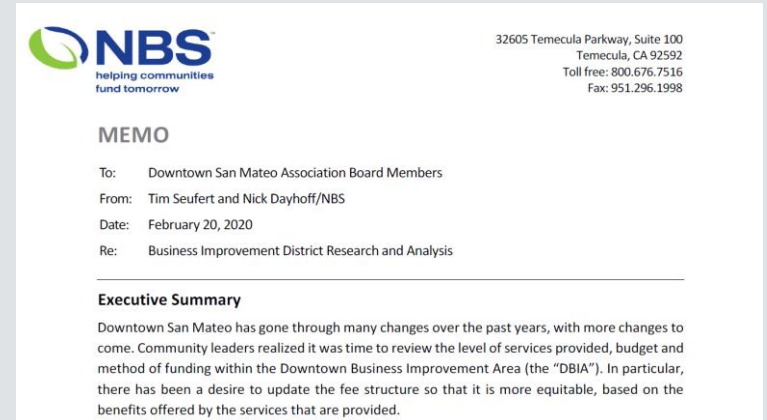


DSMA Goals for FY 2022-23

- Continue to support businesses with regular ads and increased web presence
- Propose fee structure equity for the DSMA member businesses
- Continue to collaborate with City Council and City staff on Downtown issues
- Discontinue the reduction of DSMA annual fees by 50% for FY 2022-23
- Provide Downtown beautification and cleanliness
- Research staffing options for the DSMA

DSMA Challenges

- The COVID-19 Event
- Downtown cleanliness
- DSMA Strategic Focus
- Recruit active Board Members
- Continue to support small businesses with marketing and increased promotion
- Return to seeking an equitable assessment distribution amongst Downtown businesses for FY 2022-23



FY 2022-23 Budget Review

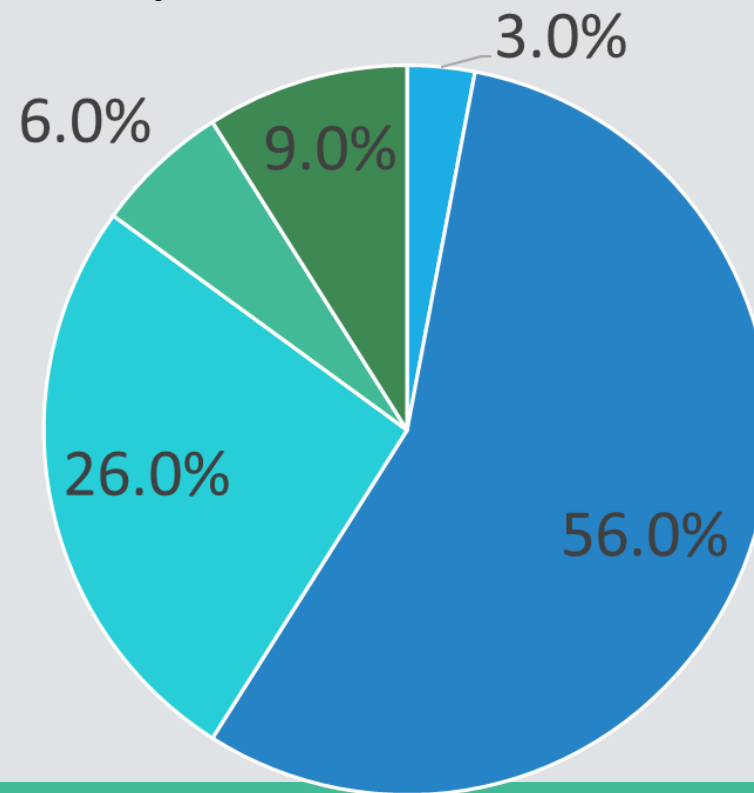
FY 2022-23 Estimated Annual Assessment: **\$150,000**

FY 2022-23 Estimated Expense: **\$161,000**

Management and Administration 3%

Program Activities:

- Cleaning Crew – 56%
- Marketing – 26%
- Other Program Activities – 9%
- Contingency – 6%





Q&A