

Greetings from BRENTWOOD

Building a Place for Today, and for Tomorrow in our Community.

DOWNTOWN

Brentwood
COALITION



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A Little Background

Downtown began to take shape in the 1870's as the start of our agricultural community began to take root. From one blacksmith shop, to the thriving, vibrant map dot, Downtown continues to be a treasure for our community to discover and re-discover.

Over 15 years ago, a small group of Downtown Businesses got together to build the framework for a transformation in Historic Downtown Brentwood.

In 2008 they formed the nonprofit, the Downtown Brentwood Coalition. They worked tirelessly to create events to engage the community and advocate for a more vibrant downtown that could serve the community for years to come.

In 2021, the Downtown Brentwood Coalition hired its first Executive Director with the support of the City of Brentwood. The results of their combined efforts have had a positive impact in the Economic Development and vitality of our City.

In 2023 Downtown Brentwood Coalition achieved a top-tier, national recognition as a Designated Main Street America Program. This award and designation means that our organization has created and deployed consistent and effective transformation strategies to uplift, revitalize and strengthen our Downtown area through our program.

We endeavor to identify and take an active approach in continuing to revitalize and preserve our Historic Downtown and supporting the growth of the small businesses who make it so unique!



Who we are



Food & Beverage Senior Citizens Retailers City Partners Educators
Stakeholders Artists Professional Services Residents Nonprofits Veterans Services
Students

A Downtown Community

The Downtown Brentwood Coalition is comprised of over 80 small businesses and nonprofit partners in the Downtown area. A Board of Directors and an Executive Director organize, plan and execute programs & events all year long, to support the members. We work in partnership with the City of Brentwood, stakeholders and nonprofit partners to serve and support local small businesses.

Board Representation

To ensure that the decisions of the Board are in alignment with the needs and desires of our members and the community, our board represents a variety of industries and interests, who share a common thread: They love their community!



Our Mission



Our Vision



Our Partnerships





What We Do

Economic Development



Marketing & Promotion



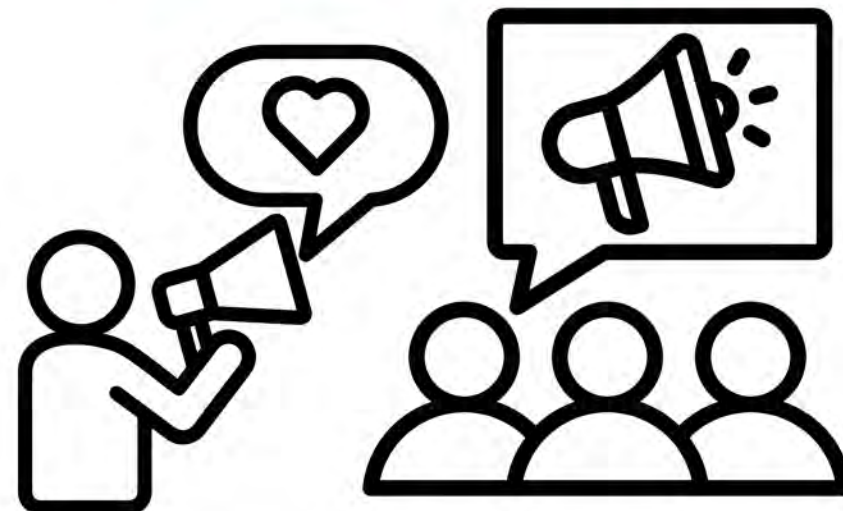
Community Engagement



Special Events



Advocacy & Business Support



Champions for our Community



Our Support Areas

Core

Membership eligibility is determined by our organization's support boundaries.

CORE Membership is for those brick & mortar businesses located in the Downtown CORE



Affiliates

Our Affiliate Membership is for those brick & mortars located inside this key shaped area that surrounds the Downtown Core.

Note: businesses listed are for points of reference for the public and are not reflective of membership



Nonprofits

DBC has a nonprofit partnership program. We work in collaboration with our partners to highlight the great work they are doing in the community!



Revitalization & Transformation



Goals & Objectives

- Improve relationships and collaboration with businesses, service clubs, nonprofits, stakeholders, and the community. DBC built a strategic work plan that includes partnerships with groups like the Brentwood Chamber, Harvest Time, East Contra Costa Historical Society, Contra Costa Winegrowers Association, Rotary, Working Wonders, Hijas del Campo, and many others to deploy programs and initiatives that serve the local community while promoting Downtown as a great place to work, play and visit!
- Elevate Special Events, Promotions and Marketing Campaigns to increase visibility and positive image of the City and the Downtown. These goals are at the forefront of the DBC's work. A strong focus in this area is the driving force behind the increase in foot traffic and the economic boost Downtown has seen in the past few years. As a result of the increased marketing and branding initiatives, the DBC has seen record-breaking attendance numbers, zero-vacancy in Downtown and thriving small business members.
- Business Support and Recruitment: The caliber of businesses in Downtown continues to improve with their expanded offerings, and DBC does daily promotion of activities, events and highlights for the community to enjoy. DBC continues to strengthen and craft it's ongoing work plan to engage the community and promote the entrepreneurial spirit of the small businesses in the Downtown area.

A few Promotional and Programming examples

TEAM OLGA SELLS 651 FIRST ST CHARCUTERIE & GOODIES	BOONDOGGIES 729 FIRST ST. C 1/2 OFF MILKSHAKES & SOFT SERVE	COCO WINE CO 633 FIRST ST \$5 MIMOSAS + DJ FREE GIFT WITH PURCHASE	DRENCHED 647 FIRST ST SCRATCH & WIN + MORE!	LA FUENTE 642 FIRST ST SIP & SHOP + DRINK SPECIALS	CHELSEA FUSION 622 FIRST ST \$5 HOT SAKE
CURIOSITY 629 FIRST ST 10% OFF AND GOODIES	CHROME COFFEE 637 FIRST ST FUN HALLOWEEN DRINK!	CROWN & CROW 613 FIRST ST THEMED DRINKS & DJ BULLO	STUDIO V 642 FIRST ST #1 NEAR LA FUENTE 360 PHOTO BOOTH + PERMANENT JEWELRY + GIVEAWAY	CALIFORNIA GLEAMIN' 234 OAK #7 UPSTAIRS! DIP TASTINGS 20% OFF	U-WELLNESS MEDICAL 234 OAK #9 UPSTAIRS! \$100 SERVICE COUPONS!
GLEAM 161 CHESTNUT DIP TASTINGS 20% OFF USE \$\$ GLEAM BUCKS!	VIBE BEAUTY & BOUTIQUE 160 CHESTNUT 20% OFF + GOODIES	ALLUV PLACE 306 OAK ST 30% OFF SELECT ITEMS + SPECIALS!	LOCANDA CAPRI 301 OAK ST SPECIAL DRINKS AND MENU!	THE YARD 200 OAK ST JUST OPENED! DELICIOUS BURGERS & COCKTAILS!	BRENTWOOD CRAFT 234 OAK ST DRINK SPECIALS
SOCIALYTE BOUTIQUE 236 OAK ST 20% OFF + GOODIES	SALT & FIG MARKETPLACE 651 FIRST ST 20% OFF + GOODIES	THE LOUNGE ON OAK 220 OAK ST THEMED DRINKS, FOOD AND MUSIC	WILD AT HART 238 OAK ST SALES & GOODIES	RUBIANOS 235 OAK ST VAMPIRE KISS \$6 OFFICIAL PHOTO OP LOCATION!	FRUITOPIA BOWLS 104 OAK ST NEAR LIBRARY HALLOWEEN THEMED BOWLS AND SMOOTHIES
RADIANCE CANDLE LOUNGE 857 SECOND ST G JUST PAST LOVELEARNING DISCOUNTED CANDLE MAKING EXPERIENCE!	RAKE SALON 240 OAK ST SPECIAL OFFERS & GOODIES	360 PHOTO & PHOTO OPS AT RUBIANOS!	CONTEST CARD TURN-IN LOCATIONS ARE IN ORANGE	PLEASE ENJOY RESPONSIBLY. ALCOHOL CANNOT LEAVE A CAUTION KEEPER'S ESTABLISHMENT	BRENTWOOD COALITION MEMBER BUSINESSES

Working Wonders Downtown Shines SCHEDULE

MON 28 AUG	10 AM Flyer & Postcard Distribution
MON 11 SEPT	10 AM Downtown Clean-up
MON 18 SEPT	10 AM Beautification Projects
MON 25 SEPT	10 AM Mobile Pass Poster Delivery
MON 02 OCT	10 AM Street Closure Notice Delivery



Bestie Bash
Write a love note to your Bestie!

Bestie Wall of Fame
by VIBE beauty & boutique

160 Chestnut Street

We Love Local
DOWNTOWN CHALLENGE

A Free Mobile Passport for Locals & Visitors

Explore. Save. Win!

Experience the Magic of Downtown

Peppermint Trail

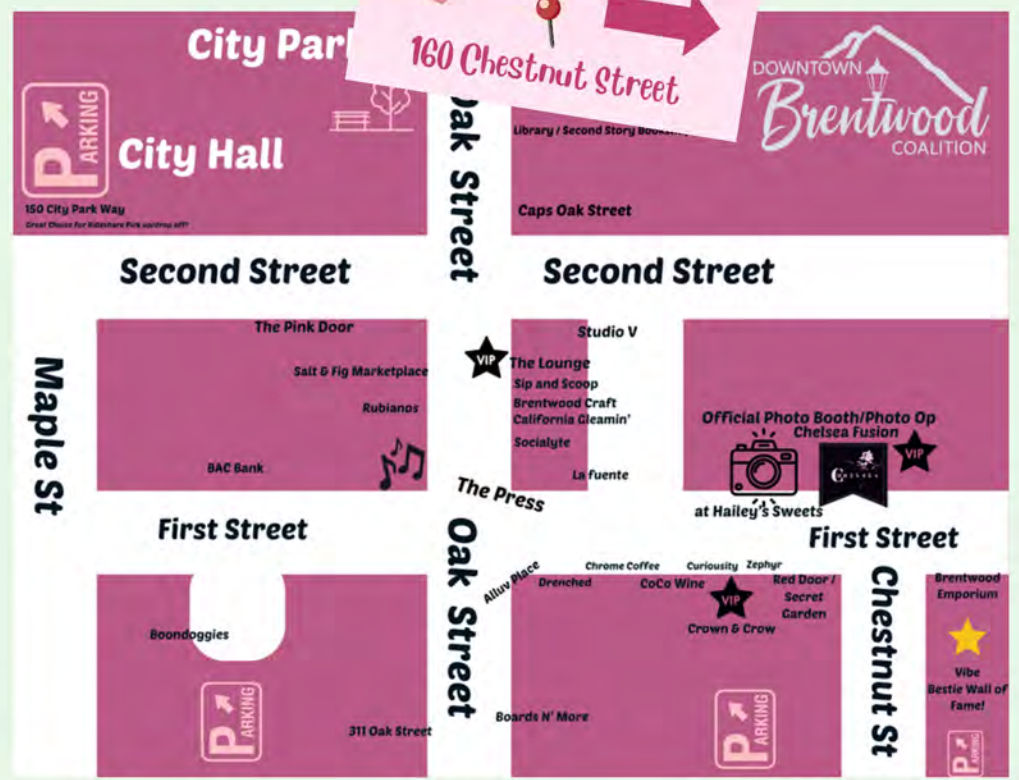
Follow the Trail for Holiday Experiences, Sales, Treats, Giveaways and Contests!

Begins November 18th

Welcome to Downtown!

- Ice Skating
- Unique Shops!
- Great Food
- Relax & Unwind!
- Merry & Bright
- Heated Patio Seating

Downtown Brentwood Coalition
@downtownbrentwood



JOIN OUR NEWSLETTER LIST!!

Downtown Insider

WE LOVE LOCAL
DOWNTOWN BRENTWOOD COALITION

Building a more collaborative and dynamic Downtown Community

- Peer Support & Industry Support
- Opportunities to Collaborate
- Sharing Best-Practices
- Staying ahead of Market trends
- Prioritizing Accessibility and Diversity
- Understanding the needs of the community today and tomorrow



Where the Community Comes Together



Special Events

Our vision for our special events is to provide memorable, high-quality experiences that locals and visitors will carry with them for years to come. Events are a great way to introduce visitors to the variety of shops, stops and experiences found in Downtown.

MAMAPALOOZA

MAY 3RD 2024 | 6PM-9PM
MAMA'S NIGHT OUT
SAVE THE DATE!

- BE WILD. BE FREE.
- GROOVY PHOTOBOOTH
 - MUSIC
 - GIVEAWAYS
 - RAFFLES
 - EXCLUSIVE SALES
 - CONTESTS & PRIZES

Follow us @downtownbrentwood

Mamapalooza

Hometown Nights

Thursday July 25th
4PM-8PM IN CITY PARK

FREE TO ATTEND
SPLASH PAD OPEN TILL 7PM

LIVE MUSIC
BEER GARDEN
LOCAL PERFORMERS
ICE CREAM SOCIAL
LOCAL ARTISTS

CLASSIC CARS on Oak Street
COMMUNITY BOOTHS
KIDS ACTIVITIES
LOCAL FARMS

BRING A CHAIR! (SORRY NO TENTS ALLOWED) OUTSIDE ALCOHOL IS NOT PERMITTED

GRAB A HOMETOWN PASS FROM THE DBC BOOTH OR AT GALAXY KIDS CODE CLUB EXPLORE, FIND GREAT DEALS, AND ENTER TO WIN!

SPONSORED BY BAC Community Bank

Hometown Nights

BAGS & BREWS

CORNHOLE TOURNAMENT

SUNDAY MAY 28th

PRESENTED BY PURPOSEBUILT HOME OF THE TRADES

Cornhole Tournament & Military Tribute

Oktoberfest

Downtown Brentwood

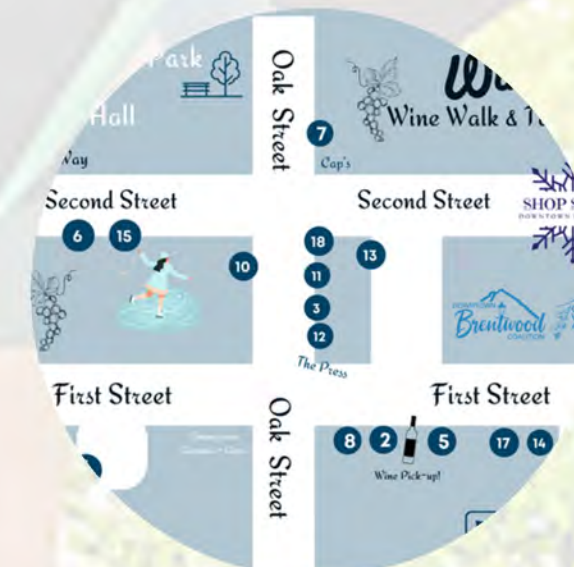
PRESENTED BY PURPOSEBUILT HOME OF THE TRADES



Bestie Bash



Bubbles & Broomsticks



Shop Small



Santa Fest



We Love Local

#shopsma

#supportlocal

#communityfirst

#betterinbrentwood

#eatlocal

#drinklocal

#welovelocal





Bringing the past, present and future together.

Sharing the stories of the past, seen and unseen to create a more inclusive cultural centerpiece for Brentwood.

Showcasing services local families need and want today

Recruiting and Supporting businesses to serve the needs and desires of the future for our community.



**Thank You
City of Brentwood**



**Thank You
Brentwood Chamber of
Commerce**



**BRENTWOOD
CHAMBER OF
COMMERCE**

**Thank You
Attendees!**



Follow us @downtownbrentwood
www.brentwooddowntown.com
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