CITY COUNCIL
Albert Vallecillo, Mayor
Bill Biasi, Mayor Pro-Tempore
Councilmembers: Richard Casavecchia,
Jesse Loren, and Carol Scianna

REGULAR CITY COUNCIL MEETING

City Hall, Council Chamber
318 First Street, Winters, CA 95695
June 2, 2026
6:30 PM

Meeting Information
Winters City Council meetings are conducted in person at City Hall Council Chambers accessible via the Abbey St. side entrance. As a courtesy, and technology permitting, members of the public may continue to participate virtually. However, the City cannot guarantee that the public's access to teleconferencing technology will be uninterrupted, and technical difficulties may occur from time to time. Unless required by the Brown Act, City Council meetings will continue despite technical difficulties for participants using the teleconferencing option.

Zoom: +16699006833 US Meeting ID: 872 2612 5768

Passcode: 422143

https://us02web.zoom.us/j/87226125768?pwd=X1J9lQSwQFAUZp2UubsAgxQbo95rql.1

If you are joining the meeting via Zoom and wish to make a comment on an item, press the "raise a hand" button. If you are joining the meeting by phone, press *9 to indicate a desire to make a comment. The chair will call you by name or phone number when it is your turn to comment. Speakers will be limited to 3:00 minutes.

If you choose not to observe the City Council meeting but wish to make a comment on a specific agenda item, please submit your comment via email by 5:00 p.m. on the Monday prior to the City Council meeting. Please submit your comment to the City Clerk at cityclerk@cityofwinters.org. All public comments submitted to the City Clerk will be summarized and read into record but will not be read verbatim due to time limitations.

General Information: If you have questions about this agenda please call the City Clerk's office at 530-794-6702. View City Council meetings, obtain agendas and agenda packets on the internet: http://www.cityofwinters.org/city-council-meetings. City Council agenda packets and any attachments to the agenda that are not available online may be viewed at the City Clerk's Office at City Hall - 318 First Street.

Assistance: In compliance with the Americans with Disabilities Act, if you need special assistance, a disability-related modification or accommodation, agenda materials in an

alternative format, or auxiliary aids to participate in this meeting, please contact the Office of the City Clerk at 530-794-6702 or cityclerk@cityofwinters.org as soon as possible. Providing at least 72 hours notice will help ensure that reasonable arrangements can be made.

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF THE AGENDA
The Mayor and Council may change the order of the Agenda or request discussion of a Consent Item.

1. SPECIAL PRESENTATIONS

A. Downtown Winters Action Plan Study Results Presentation
Winters Downtown Action Plan Presentation.pdf
Attachment 1 - Downtown Winters Action Plan.pdf
Attachment 2 - Appendix w Mktg, Target, Research.pdf

B. Presentation from the Yolo County Commission on Aging and Adult Services Ad Hoc Committee on the Needs of Caregivers of Persons with Intellectual and/or Developmental Disabilities
Report on the Needs of Aging Caregivers of Persons with I/DD.pptx

2. PUBLIC COMMENT (Items not on the agenda)
This time is reserved for members of the public to address the City Council on items that are not on the Agenda and are within the subject matter jurisdiction of the City Council. Comments are limited to 3 minutes. Comments for items on the Open Session agenda will be taken when the item is called in Open Session. City Council is prohibited by law from taking any action on matters discussed that are not on the agenda, and no adverse conclusions should be drawn if the City Council does not respond to public comment at this time.

3. CONSENT CALENDAR
All items listed under the Consent Calendar are considered and acted upon by one Motion.
Anyone may request an item be removed for separate consideration.

A. Minutes of the Regular City Council Meeting Held on May 19, 2026
City Council Minutes Summary May 19, 2026.docx

B. Resolution 2026-28 calling for and consolidating the General Municipal Election on November 3, 2026
Staff Report - Calling for Election.docx
Attachment - Resolution 2026-28 Call and Consolidate November General Election.doc

C. Resolution 2026-29 Street Rehab Project List
Staff Report - Street Rehab Project List.docx
Attachment 1 - 2026-29 Street Rehab Project List.docx
Attachment 2 - Overview of 2026-27 Street Rehab Project List.jpg

D. Contract with Axon for Body Worn Cameras, Vehicle Cameras, TASER's, and Digital

Evidence Platform.
Staff Report - Axon Contract.doc
Attachment 1 - Axon Quote.pdf

4. PUBLIC HEARINGS

5. DISCUSSION ITEMS

6. CITY MANAGER'S REPORT

7. COUNCIL COMMENTS-IDEAS, QUESTIONS, AB1234 REPORTS
This item is for information only and is not eligible for action at this time.

ADJOURNMENT

I declare under penalty of perjury that the foregoing agenda for the regular meeting of the Winters City Council was posted on the public bulletin board at City Hall, 318 First Street and posted to the City of Winters website at cityofwinters.org.

_____

Zorina Treat, Deputy City Clerk



Downtown Winters Action Plan

A Three-Year Guide
to
Advancing Winter's Downtown Vision

Why an Action Plan?

Downtown is one of Winter's **key assets**.

Stakeholders had identified to the city the need for:

1. better coordination,
2. clearer priorities, and
3. focused actions to strengthen downtown vitality and support local businesses.

not a study, but a realistic action plan

What We Heard

Stakeholder & Community Input Themes:

- Downtown is authentic and welcoming
- Winters is a destination “people discover”
- Need for stronger identity and visibility
- Desire for more midweek activity
- Improve visitor wayfinding and experience
- Support businesses and upper-story activity
- Build on events, food, wine, creek, and outdoor assets

Starting with Vision

Historic Downtown Winters is a **vibrant and welcoming small-town destination** where community, culture, and connection come together. Anchored by a Town Square that serves as a gathering place for residents and visitors alike, Downtown Winters celebrates the seasons, its agricultural heritage, and its community-driven future.

Its walkable and bicycle-friendly environment connects unique local shops, restaurants, outdoor dining, wineries, lodging, wellness , museums, music, arts, parks, and Putah Creek into an authentic and memorable downtown experience.

Rooted in its agricultural history and strengthened by generations of local families, businesses, and community pride, Downtown Winters continues to grow as both a cherished community center and a distinctive regional destination.

Six Focus Areas

Priorities most consistently identified representing areas where coordinated action can have greatest impact on Downtown Winters over the next three years.

1. **Downtown as a Place**

   Objective: Enhance physical environment

2. **Visibility & Signage**

   Objective: Help people find and navigate Downtown

3. **Marketing & Visitor Attraction**

   Objective: Position Downtown to attract visitors

4. **Programming & Events**

   Objective: Build a “well-known” identity (seasons)

5. **Economic Development & Business Mix**

   Objective: Strengthening the business mix

6. **Extending Downtown**

   Objective: Expand the reach and appeal of Downtown

A Three-Year Acton Plan

Year 1

Make Downtown Easy to Find, Clean, Safe & Functional

- Install Hwy 505 / Hwy 128 signage
- Improve wayfinding
- Fix trash, sidewalks & event basics
- Clarify visitor info presence
- Coordinate City, Chamber, Downtown



Enhance Downtown as Place

Year 2

Activate Downtown & Increase Midweek Activity

- Midweek hotel & business packages
- Create "Staycation" offers
- Expand music & seating
- Strengthen Downtown identity
- Recruit desired businesses



Boost Weekday Demand

Year 3

Extend Downtown & Strengthen Businesses

- Improve Creek & bike connections
- Reuse Community Center
- Support second-story spaces
- Refine targeted marketing
- Explore infill development



Invest for Long-Term Growth

From Early Wins → *To Long-Term Success*

3-Year Implementation Checklist

This is not a shelf plan requires coordination.

1. Within 30 days (before July 1) City/Chamber agree on work plan
2. Meet quarterly first year, bi-annually thereafter.
3. Planning & expectation sensitivity to financial and staffing constraints.

Action Plan Checklist

Year 1 **FISCAL YEAR 2026-2027:** Focus on Increasing Downtown Visibility, Cleanliness & Identity

FOCUS AREA 1: Downtown as a Place

FA1 Action 1-1: Discuss and consider designating Railroad Avenue and Main Street as Winters "Town Square" and, if designated, develop appropriate signage for such designation and promote on social media.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Discuss and develop a recommendation to the City of Winters.	Chamber			●	
2. City consider formal designation.	City			●	
3. If designated, develop appropriate signage or plaque.	City				●
4. Promote of social media.	Chamber				●

FA1 Action 1-2: Adopt and Implement an Entertainment Zone, as provided for under SB 969, branded as City of Winters "Social District."

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Public Hearing & First Reading of the Ordinance.	City	●			
2. Second reading & Adoption.	City		●		
3. Management Plan issued.	City		●		
4. Notify ABC with required documentation.	City		●		
5. Install boundary signage & coordinate with businesses on requirements and responsibilities.	City		●		
6. Launch Entertainment District with publicity.	Chamber		●		
7. Approve Special Events.	City	●	●	●	●
8. Conduct Biannual review.	City				
9. Report to ABC on biannual review.	City				
10. Lead for inquiries/coordinate with businesses.	Chamber	●	●	●	●

Also Heard – Need for Identity

Purpose: Identity direction, what to be known for…..**A Main Street for Every Season**

Key concepts (experience & visual):

- Seasonal destination
- Authentic small-town
- Road-trip / discovery destination
- Highway 128 identity
- Putah Creek + outdoor connection
- Music / food / wine / gathering

Concept 1

CONCEPT 1

THE ROAD TO WINTERS

TAKE A BREAK. STAY A WHILE.

128

DOWNTOWN
WINTERS

EST. 1875

THE ROAD TO SOMETHING AUTHENTIC

ABOUT THE CONCEPT

Highway 128 is the gateway to Winters and the start of something memorable. This concept uses the iconic road and bridge to represent the journey to downtown—where small town charm, great food, wine, music, and nature come together.



WAYFINDING SIGN EXAMPLE

ICON VARIATIONS & USE

128

128
DOWNTOWN
WINTERS

128

IN USE EXAMPLES







COLOR PALETTE

SCENIC DRIVE | ICONIC LANDMARKS | SMALL TOWN CHARM | FOOD, WINE & MUSIC | NATURE CLOSE BY

Concept 2

CONCEPT 2

A MAIN STREET FOR EVERY SEASON

FOUR SEASONS. ENDLESS REASONS TO VISIT.



DOWNTOWN
WINTERS

A MAIN STREET FOR EVERY SEASON

ABOUT THE CONCEPT

Winters offers something special in every season. This concept celebrates the changing beauty, events, and experiences that make downtown a year-round destination for residents and visitors alike.

SEASONAL ICON SET

FALL | WINTER | SPRING | SUMMER

COLOR PALETTE

IN USE EXAMPLES











BEAUTIFUL YEAR ROUND | SPECIAL EVENTS & FESTIVALS | SHOP LOCAL | MUSIC & ARTS | WELCOMING COMMUNITY

Potential Action Outcomes:

1. Stronger downtown identity
2. More visitors staying longer
3. Increased midweek activity
4. Stronger local businesses
5. Improved downtown experience
6. Better connections to creek/outdoors
7. More active storefronts and upper stories
8. Recognized regional destination



Downtown Winters already has the authenticity many communities try to create...

The opportunity now is to strengthen, connect, and elevate what already makes Winters special.



Downtown Winters Action Plan

A 3-Year Guide to Advancing Winters' Downtown Vision

PREPARED FOR:
City of Winters
March 15, 2026

PREPARED BY:
Chabin Concepts, Inc. Consultant Team
Audrey Taylor & Sean Quinn

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Executive Summary

Downtown Winters is one of the region's most authentic small-town main streets. It is a walkable historic district supported by strong restaurants, wineries, community events, and a welcoming small-town atmosphere. Stakeholders consistently expressed pride in downtown while also recognizing the importance of continued investment to maintain its vitality and support local businesses.

This Action Plan was developed through collaboration between the City of Winters, the Winters Chamber of Commerce, downtown stakeholders, and regional partners. Engagement included stakeholder engagement and review of market and visitor data. It also included a review of previous work including the 2006 Downtown Master Plan and 2023 Downtown Visioning and Policy Recommendations by Walker Consultants. Participants highlighted several shared priorities: improving downtown basics, strengthening Downtown Winters' identity and recognition, increasing mid-week visitation, extending downtown and adding assets, and better coordination of efforts.

The action plan is organized around a *three-year implementation checklist* designed to create early momentum while positioning downtown for long-term success:

Year 1 — Make Downtown Easy to Find, Clean, Safe and Functional
Focus on foundational improvements such as signage, wayfinding, downtown maintenance, and coordination among key partners.

Year 2 — Activate Downtown and Increase Mid-Week Activity
Introduce strategies to increase weekday visitation through targeted marketing, programming, and visitor packages.

Year 3 — Extend Downtown and Strengthen Businesses
Focus on longer-term opportunities including improved connections to outdoor assets, targeted marketing, and potential redevelopment opportunities.

Together, these steps provide a clear pathway to strengthen Downtown Winters as a vibrant small-town destination known for Main Street for every season.

Downtown Winters:

3-Year Action Plan At a Glance

A step-by-step path to improve Downtown Winters and move toward a thriving, small-town destination.

Year 1

Make Downtown Easy to Find, Clean, Safe & Functional

- Install Hwy 505 / Hwy 128 signage
- Improve wayfinding
- Fix trash, sidewalks & event basics
- Clarify visitor info presence
- Coordinate City, Chamber, Downtown



Enhance Downtown as Place

Year 2

Activate Downtown & Increase Midweek Activity

- Midweek hotel & business packages
- Create "Staycation" offers
- Expand music & seating
- Strengthen Downtown identity
- Recruit desired businesses



Boost Weekday Demand

Year 3

Extend Downtown & Strengthen Businesses

- Improve Creek & bike connections
- Reuse Community Center
- Support second-story spaces
- Refine targeted marketing
- Explore infill development



Invest for Long-Term Growth

From Early Wins → *To Long-Term Success*

Downtown Winters Action Plan – Introduction

Purpose

This Action Plan was developed to translate community input and stakeholder discussions into a clear set of priorities and achievable actions for Downtown Winters over the next three years. The intent is to identify practical steps that can strengthen downtown vitality, support local businesses, and enhance Winters' position as a distinctive small-town destination.

The plan focuses on actions that can be implemented by the City, Chamber of Commerce, businesses, and regional partners working together. Many of the tasks build on existing strengths rather than introducing entirely new concepts.

Input & Engagement

This Action Plan reflects input gathered through stakeholder meetings, business discussions, and a facilitated work session with downtown businesses and community leaders. The process focused on identifying practical actions to strengthen Downtown Winters over the next several years. Core themes and consensus consistently raised during the engagement process included:

1) Downtown Winters remains under-discovered despite strong assets such as its dining scene, seasonal atmosphere, and walkable Main Street.
2) First impressions and visibility need improvement, including freeway signage and off ramp entrances, gateway features, and clearer wayfinding to Downtown.
3) Beautification and infrastructure concerns such as trash management, lighting, landscaping, and sidewalk conditions affect the overall downtown experience.
4) Increasing weekday activity—particularly Monday through Wednesday—was identified as important for supporting local businesses.
5) Events and music are important assets, but stakeholders emphasized the need for thoughtful programming that benefits businesses and visitors alike.
6) Putah Creek and outdoor recreation are underutilized assets that could support visitor experiences and family-friendly activities.
7) Better coordination among the City, Chamber, businesses, and tourism partners is needed to strengthen marketing and visitor attraction efforts.

Detailed notes from the facilitated work session, including poster notes and stakeholder comments, are included in the Appendix.[1]

[1] Appendix: January Work Session Poster Notes

Vision

During the January Work Session[2] the stakeholders provided input for a Downtown Winters vision.

> Historic Downtown Winters is a vibrant and welcoming small-town destination where community, culture, and connection come together. Anchored by a Town Square that serves as a gathering place for residents and visitors alike, Downtown Winters celebrates the seasons, its agricultural heritage, and its community-driven future.
>
> Its walkable and bicycle-friendly environment connects unique local shops, restaurants, outdoor dining, wineries, lodging, wellness experiences, museums, music, arts, parks, and Putah Creek into an authentic and memorable downtown experience.
>
> Rooted in its agricultural history and strengthened by generations of local families, businesses, and community pride, Downtown Winters continues to grow as both a cherished community center and a distinctive regional destination.

Action Plan Focus

Based on stakeholder input, the Action Plan is organized around six focus areas that reflect the priorities most frequently raised during the engagement process. These focus areas translate the vision of Downtown Winters into clear and actionable priorities.

1. **Downtown as Place** – Enhancing the physical environment, walkability, and overall experience to ensure downtown feels welcoming, safe, and active.
2. **Visibility & Signage** – Improving how people find and navigate downtown, including gateways, wayfinding, and reinforcing a clear sense of arrival.
3. **Marketing & Visitor Attraction** – Positioning Downtown Winters to attract visitors by building a stronger identity and targeting key markets aligned with assets. Downtown Winters already has a strong and authentic identity rooted in its seasonal character. Rather than creating a new brand, the opportunity is to intentionally build recognition by celebrating and promoting the downtown experience across all four seasons. This approach provides simple, repeatable ways to attract visitors, including mid-week, while strengthening what makes Winters unique.[3]
4. **Programming & Events** – *This element is already well done by the Chamber of Commerce*, utilizing and leveraging these events and programming to build a "known for" identity and further activate mid-week visitations.
5. **Economic Development & Business Mix** – Strengthening the mix of businesses to fill spaces, key gaps and supporting local entrepreneurs, attract residents and visitors with broader mix.

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[2] Appendix: January Work Session Vision Notes

[3] Appendix: Marketing Brief *Building a Strong Identity for Downtown*

6. **Extending Downtown as Destination** – Expanding the reach and appeal of downtown by connecting to nearby assets, encouraging longer stays, and broadening visitor experiences.

These six areas were selected because they represent where the City, Chamber, businesses, and regional partners can take coordinated, achievable actions that build momentum and deliver measurable progress over time.

Execution Timeline

The Action Plan was modeled as a ***Task Checklist*** to

1) capture those elements most important to stakeholders,
2) guide both city and stakeholders to self-identify roles, responsibilities and timelines
3) take action that leads to the achieving the vision, and
4) not sit on the shelf but be used as a tool.

It is structured over a three-fiscal-year timeline to reflect practical progression of work.

Year 1 focuses on strengthening foundational elements and addressing immediate priorities.

Year 2 focuses on expanding programs and building momentum.

Year 3 focuses on refining strategies, targeting opportunities, and strengthening long-term positioning.



For the Action Plan to remain useful and not simply ***sit on a shelf***, implementation will require ongoing leadership and coordination.

1) Within 30 days review the Action Plan, confirm priorities and tasks to be done in Year 1, roles and responsibilities, timelines based on capacity and resources.
2) Each year, the City and Chamber should review the plan together, confirm priorities for the coming year based on available capacity and resources, and update timelines and responsibilities as needed. This annual review will allow the community to adapt actions, respond to new opportunities, and maintain progress toward strengthening Downtown Winters.

Observations - Opportunities for Collaboration & Leveraging Resources

A recurring theme throughout the discussions was the importance of collaboration. Downtown vitality depends on coordination among multiple organizations, including the City, Chamber of Commerce, businesses, property owners, and regional partners.

There are opportunities to strengthen coordination with Visit Yolo to better align tourism marketing with Winters' visitor attraction priorities, including mid-week stays, culinary tourism, and small retreats.

There are also opportunities to leverage the expertise of the Solano Economic Development Corporation (EDC), which Winter's is a member, and the Sacramento Valley Small Business Development Center (SBDC).

Identity & Positioning

Stakeholders frequently noted that Winters is well liked but ***not yet widely known for a specific defining experience*** like other smaller towns. Strengthening a clear identity for Downtown Winters will help increase recognition and encourage more people to visit.

The community already has strong foundations to build on: *seasonal charm, a vibrant dining scene, a walkable downtown, and access to outdoor recreation along Putah Creek and Highway 128*.

Clarifying and consistently communicating these strengths can help position Downtown Winters as a distinctive destination within the region.

Opportunities

Several ideas and concepts emerged during the discussions that could further enhance the visitor experience and strengthen the downtown economy. These included exploring

1) New recreational or experiential concepts tied to Putah Creek,
2) Expanding outdoor activities, and
3) Considering unique attractions that complement Winters' small-town character.

While some ideas may require further study or investment, they illustrate the community's interest in building existing assets rather than relying solely on traditional marketing approaches.

Constraints & Challenges

The discussions also acknowledged several constraints that must be considered when implementing the Action Plan.

1) Small Market Area[4]. Downtown Winters operates within a relatively small market area, and the draw appears to be within 50 miles (according to Visit Yolo Visitor Report for Winters).
    - Downtown Winters serves multiple trade areas, mainly local residents, nearby regional visitors, and occasional visitors traveling from the broader Sacramento region and Bay Area. Detailed trade area analysis is included in the Appendix.
    - Drive-time analysis shows that Winters is within 30 minutes of Vacaville, Dixon, and Woodland, and within approximately 60 minutes of much of the Sacramento region and portions of the Bay Area, positioning the community within reach of a large regional population but would require target marketing to attract but potential for small conference, corporate retreat, small venues tied to downtown hotel and venues.

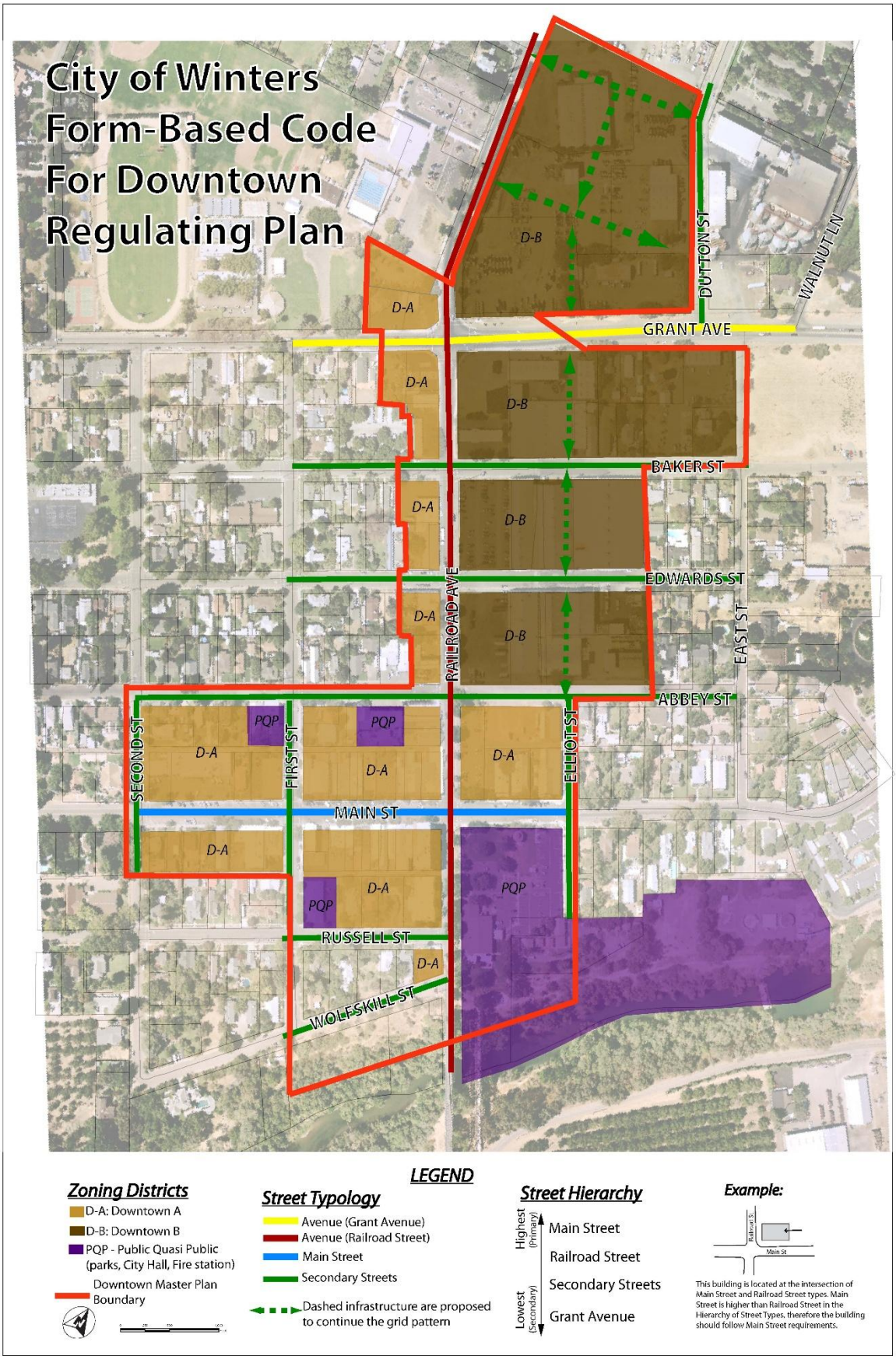
[4] Appendix: Market Data, Trade Area Maps, Visit Yolo Reports on Winters & Downtown Winters

- Visitor data indicates that Winters attracts significant visitation overall, with approximately 2 million trips and 3.3 million visitor days recorded between January and October 2025 across the broader Winters area.
- Downtown Winters itself recorded approximately 646,000 trips during the same period, indicating that downtown functions primarily as a dining, retail, and event destination within the broader community.
- The average stay downtown is about one day, reflecting that most visits are short trips focused on restaurants, tasting rooms, retail, or events.
- Most visitors come from within California, particularly nearby communities such as Vacaville, Woodland, Dixon, and Sacramento.

These patterns suggest that Downtown Winters' economic growth will likely come from increasing regional visitation, encouraging repeat visits, and expanding the range of experiences that encourage visitors to spend more time downtown or stay overnight.

2) Limited physical space for expansion. Available commercial space is constrained, some vacant opportunities sites. Potential higher utilization or reuse of the Community Center.
3) Resource & Capacity. City has a small staff mainly focused on essential services and mandated programs. Chamber is fully volunteer. Financial resources are also limited, requiring the community to prioritize actions that provide the greatest impact relative to cost. Fundraising and partnership efforts will play an important role in supporting some initiatives.

Recognizing these constraints reinforces the importance of focusing on achievable actions, building partnerships, and implementing improvements incrementally over time.


City of Winters
Form-Based Code
For Downtown
Regulating Plan
D-A
D-B
PQP
GRANT AVE
BAKER ST
EDWARDS ST
ABBEY ST
MAIN ST
RUSSELL ST
WOLFSKILL ST
SECOND ST
FIRST ST
RAILROAD AVE
EAST ST
ELLIOT ST
DUTTON ST
WALNUT LN
LEGEND
Zoning Districts
D-A: Downtown A
D-B: Downtown B
PQP - Public Quasi Public (parks, City Hall, Fire station)
Downtown Master Plan Boundary
Street Typology
Avenue (Grant Avenue)
Avenue (Railroad Street)
Main Street
Secondary Streets
Dashed infrastructure are proposed to continue the grid pattern
Street Hierarchy
Highest (Primary)
Main Street
Railroad Street
Secondary Streets
Lowest (Secondary)
Grant Avenue
Example:
Railroad St
Main St
This building is located at the intersection of Main Street and Railroad Street types. Main Street is higher than Railroad Street in the Hierarchy of Street Types, therefore the building should follow Main Street requirements.

Action Plan and Tasks

The following Action Plan translates community input and stakeholder discussions into a set of practical, achievable actions designed to strengthen Downtown Winters over the next three years.

The plan focuses on areas where the City, Chamber of Commerce, businesses, and regional partners can work together to improve the downtown experience, support local businesses, and increase visitation.

Supporting materials that informed this plan — including stakeholder input, market information, trade area analysis, visitor data, and a brief (recommendation) on Downtown identity and positioning — are included in the Appendix to provide additional context and reference for implementation.

Based on the engagement process and stakeholder input, the Action Plan is organized around six focus areas that reflect the priorities most frequently identified during the planning process:

1. Downtown as Place
2. Visibility & Signage
3. Marketing & Visitor Attraction
4. Programming & Events
5. Economic Development & Business Mix
6. Extending Downtown as Destination

Together, these areas address both the economic vitality of downtown businesses and the physical and visitor experience of the district.

Three-Year Implementation Timeline

The Action Plan is structured over a three-year timeline to allow the community to build momentum and focus on achievable progress.

Year 1 – Foundation
Strengthen key building blocks for downtown success, including identity, coordination, and operational improvements.

Year 2 – Activation
Launch visitor attraction strategies, marketing initiatives, and programming that expand downtown activity and regional awareness.

Year 3 – Refinement & Growth
Refine marketing efforts, target key visitor markets, and reinforce experiences that encourage repeat visits and longer stays.

Commitment to Implementation

The success of this Action Plan depends on ongoing leadership, coordination, and follow-through. For the plan to remain useful and not simply sit on a shelf, the City and Chamber should review the Action Plan together each year to:

1) confirm priorities for the coming year
2) align actions with available capacity and resources
3) update timelines and responsibilities
4) track progress on implementation

This annual review process allows the community to adapt to changing conditions, respond to new opportunities, and maintain steady progress toward strengthening Downtown Winters.

3-Year Action Tables

The focus areas and action tables that follow translate stakeholder input, market research, and community priorities into a practical implementation framework for Downtown Winters. There is 1) Summary Table of Actions and 2) Detailed tables with actions and tasks.

The tables are designed to function as a **working checklist for implementation**, identifying specific actions, lead organizations, and suggested timelines over the next three years. City and Chamber leadership can use this framework to confirm priorities, assign responsibilities, and update timelines annually based on available capacity and resources. Note suggested timelines are not noted for Marketing and Event Programming as those should be defined by the Chamber based on capacity and resources.

Several sections of the Appendix provide additional context to support implementation.

1) The Marketing Brief **"Building a Strong Identity for Downtown Winters"** outlines recommendations for developing a clearer downtown identity and positioning Winters as "*A Main Street for Every Season*" utilizing what is already happening but packaging and marketing differently.
2) The Research & Data section also includes market and visitor information — including trade area analysis, drive-time maps, visitor personas, and Visit Yolo visitor reports — which can help guide marketing strategies, visitor attraction efforts, and business development decisions.

Action Plan Summary

Year 1 — **YEAR ONE:** Focus on Increasing Downtown Visibility, Cleanliness & Identity

FOCUS AREA 1: Downtown as a Place

FA1 Action 1-1: Discuss and consider designating Railroad Avenue and Main Street as Winters "Town Square" and, if designated, develop appropriate signage for such designation and promote on social media.

FA1 Action 1-2: Adopt and Implement an Entertainment Zone, as provided for under SB 969, branded as City of Winters "Social District."

FA1 Action 1-3: Mitigate trash dumpsters and event waste issues. Unscreened and accessible dumpsters create visual blight and attract illegal dumping. Overflowing trash from events creates visual and odder issues.

FA1 Action 1-4: Outdoor dining, gathering and display are critical components to the success of Downtown. To ensure its continued viability, a number of key steps need to be undertaken to formalize use of the outdoor areas.

FA1 Action 1-5: There is a strong desire to incorporate both sides of Main Street at Railroad Avenue during events. However, there is significant concerns to closing Railroad Avenue at the intersection during events.

FOCUS AREA 2: Visibility & Signage

FA2 Action 1-1: Improve signage to direct people from Highways 505,128 and Putah Creek Road to Downtown.

FA2 Action 1-2: Develop consistent public parking signs for public lots in Downtown.

FA2 Action 1-3: Improve directional signage in the Downtown area.

FOCUS AREA 3: Marketing & Visitor Attraction

FA3 Action 1-1: Create a Winters icon, identity anchor, a signature visual system that works with Winter's strength of authentic, understated, discoverable charm.

FA3 Action 1-2: Prepare target marketing packages to increase mid-week traffic.

FA3 Action 1-3: Pivot marketing to Build Identity. Winters has strong positive perceptions, but it is not known for something specific as other downtowns that stakeholders mentioned, such as Nevada City and Christmas. Building a stronger identity using Winters existing assets and events is about positioning and owning that identity. Included in the Appendix is a Brief: Building a Strong Identity for Downtown Winters which is basis for following tasks.

FA3 Action 1-4: Align tourism marketing resources with Winters' visitor attraction priorities, meeting with Visit Yolo regarding Winters positioning and targeting.

FOCUS AREA 4: Events & Programming (Chamber-led)

FA4 Action 1-1: Establish Music as a consistent Defining Element

FA4 Action 1-2: Enter Into Joint Use of Parking Areas for Special Events

FA4 Action 1-3: Tuesday-Wednesday Activation – Business Series

FOCUS AREA 5: Economic Development & Business Mix

FA5 Action 1-1: Work with the Solano EDC, Sacramento Valley SBDC, California Association for Local Economic Development (CALED), and Rural California Representatives of California.

Year 2 — YEAR TWO: Extending, Connecting Downtown and Increasing Midweek Activities

FOCUS AREA 1: Downtown as Place

FA1 Action 2-1: Mitigate trash dumpsters and & event waste issues. Unscreened and accessible dumpsters create visual blight and attract illegal dumping.

FA1 Action 2-2: Outdoor dining, gathering and display are critical components to the success of Downtown. To ensure its continued viability, a number of key steps need to be undertaken to formalize use of the outdoor areas.

FA1 Action 2-3: Continue to expand Downtown as a place for music and art.

FOCUS AREA 2: Visibility & Signage

FA2 Action 2-1: Improve signage to direct people from Highways 505 and 128 to Downtown, as well as near Putah Creek.

FOCUS AREA 3: Marketing & Visitor Attraction

FA3 Action 2-1: Launch Mid-week Packages

FA3 Action 2-2: Introduce New Downtown Identity Campaign (if adopted)

FA3 Action 2-3: Elevate Biking Opportunities (an opportunity identified by stakeholders)

FOCUS AREA 5: Economic Development & Business Mix

FA5 Action 2-1: Begin limited marketing of sites/stores to identified target retailers, restaurants and developers.

FOCUS AREA 6: Extending Downtown as Destination

FA6 Action 2-1: Begin discussion of extending Downtown

Year 3 — YEAR THREE: Continue Strengthening Core Downtown, Expanding Downtown and Strengthening Business Mix

FOCUS AREA 1: Downtown as Place

FA1 Action 3-1: Continue to build upon the work to advance Putah Creek as a connected asset & build on work done in first two years.

FOCUS AREA 2: Visibility & Signage

FA2 Action 3-1: Complete sign work and continue to evaluate signage needs and locations.

FOCUS AREA 3: Marketing & Visitor Attraction

FA3 Action 3-1: Shift from General Promotion to Targeted Outreach based on data of who is already coming.

FA3 Action 3-2: Align Marketing with Downtown's Strongest Assets

FA3 Action 3-3: Focus on Repeat Visits and Longer Stays

FA3 Action 3-4: Coordinate Messaging with Lodging, Events, and Business Strategy

FOCUS AREA 5. Economic Development & Business Mix

FA5 Action 3-1: Strengthen partnership between City, Chamber, Property Owners and Businesses.

FOCUS AREA 6: Extending Downtown as a Destination

FA6 Action 3-1: Continue to build upon the work to advance Putah Creek as a connected asset & build on work done in first two years

FA6 Action 3-2: Continue discussion of extending Downtown

Action Plan Checklist

3 Year Plan in Detail

Action Plan Checklist

Year 1

FISCAL YEAR 2026-2027: Focus on Increasing Downtown Visibility, Cleanliness & Identity

FOCUS AREA 1: Downtown as a Place

FA1 Action 1-1: Discuss and consider designating Railroad Avenue and Main Street as Winters "Town Square" and, if designated, develop appropriate signage for such designation and promote on social media.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Discuss and develop a recommendation to the City of Winters.	Chamber			●	
2. City consider formal designation.	City			●	
3. If designated, develop appropriate signage or plaque.	City				●
4. Promote of social media.	Chamber				●

FA1 Action 1-2: Adopt and Implement an Entertainment Zone, as provided for under SB 969, branded as City of Winters "Social District."

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Public Hearing & First Reading of the Ordinance.	City	●			
2. Second reading & Adoption.	City		●		
3. Management Plan issued.	City		●		
4. Notify ABC with required documentation.	City		●		
5. Install boundary signage & coordinate with businesses on requirements and responsibilities.	City		●		
6. Launch Entertainment District with publicity.	Chamber		●		
7. Approve Special Events.	City	●	●	●	●
8. Conduct Biannual review.	City				
9. Report to ABC on biannual review.	City				
10. Lead for inquiries/coordinate with businesses.	Chamber	●	●	●	●
11. Maintains website & event calendar & promotes events.	Chamber	●	●	●	●

Key Tasks	Lead	Q1	Q2	Q3	Q4
12. Receives any incident reports.	City-Police	●	●	●	●

FA1 Action 1-3: Mitigate trash dumpsters and event waste issues. Unscreened and accessible dumpsters create visual blight and attract illegal dumping. Overflowing trash from events creates visual and odder issues.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Develop a priority list of locations of dumpsters to target, such as the area between East Abbey Street and East Main Street, adjacent to Ficelle.	City/Prop. Owners		●		
2. Develop a short-term plan for temporary screening, with a gate to limit access.	Property Owners/City			●	
3. Begin work on a long-term solution to dumpsters in the Downtown.	City/Chamber Prop. Owners				●
4. Consider installing new compacting trash containers or more frequent trash removal during events (other communities use volunteers in golf carts to help with trash removal).	City/Chamber		●		

FA1 Action 1-4: Outdoor dining, gathering and display are critical components to the success of Downtown. To ensure its continued viability, a number of key steps need to be undertaken to formalize use of the outdoor areas.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Update the current Sidewalk Café ordinance into comprehensive outdoor dining and gathering ordinance. The ordinance should address City owned public pergolas, private sidewalk cafes, and private parklets.	City, Chamber			●	●
2. Public pergolas were installed by City and are maintained by Chamber. City and Chamber should evaluate use by pergola and determine if any are not being used.	City, Chamber			●	●
3. City needs to conduct an analysis to understand potential costs and requirements for have existing pergolas meet updated safety and design standards. The timing of this task will depend on funding. City should look at grants and business sponsorships.	City				●

Key Tasks	Lead	Q1	Q2	Q3	Q4
4. Sidewalk cafes and retail display should continue to be allowed under a new ordinance. Need to decide on a minimum clear passage (4 or 5 feet) and whether a fee will be charged and a permit required. The City of San Francisco just moved to an online, no-cost permit process.	City				●
5. The City will need to develop applicable standards, fees and other standards for private parklets and incorporate into the new ordinance.	City				●

FA1 Action 1-5: There is a strong desire to incorporate both sides of Main Street at Railroad Avenue during events. However, there is significant concerns to closing Railroad Avenue at the intersection during events.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. City should work with the Yolo Transportation District (YTD) on potential options, such as lighted sidewalks and other options to provide a pedestrian and bicycle friendly crossing, while still allowing vehicles. City and YTD can also explore grants for any work.	City/YTD			●	●

FOCUS AREA 2: Visibility & Signage

FA2 Action 1-1: Improve signage to direct people from Highways 505 and 128 to Downtown.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Work with Caltrans to improve/enhance signage directing people from 505/128 to Downtown, with the focus directing people down Railroad Avenue from 128 (Grant Avenue).	City/Caltrans			●	●
2. Consider removing signage on 128 directing people Downtown on East Main Street.	City			●	●
3. Refurbish or replace "Visit Historic Downtown" sign on 128 and potentially consider a more visible location.	Chamber			●	●
4. Develop more consistent and quality signage to promote Downtown and activities. For example, sign promoting the Farmers Market is attached to old plywood on the corner of Railroad Avenue and 128. Consider a professional sign with "Upcoming Events."	Chamber/City			●	●

Key Tasks	Lead	Q1	Q2	Q3	Q4
5. Work with Solano County to improve signage from 505 to Downtown on Putah Creek Road.	City/Solano County			●	●
6. Improve bike route signage to Downtown.	City			●	●

FA2 Action 1-2: Develop consistent public parking signs for public lots in Downtown.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Add a public parking sign to the community center parking lot.	City			●	
2. Public parking lot entrance next to Steady Eddy's says public parking in the rear, but when you get to the rear, it is unclear where the public parking is located and there are signs that say no parking, which creates confusion.	City			●	

FA2 Action 1-3: Improve directional signage in the Downtown area.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Update and improve wayfinding signage, including plan to update annually if needed.	Chamber			●	
2. Develop signage directing people to Chamber of Commerce & Museum for tourist information.	Chamber			●	

FOCUS AREA 3: Marketing & Visitor Attraction

Year 1: Build the Foundation. Year 1 focuses on building the foundation for Downtown Winters' visitor attraction strategy — establishing a clearer identity (becoming "known" for) organizing marketing assets, and strengthening coordination among the City, Chamber, and tourism partners.

FA3 Action 1-1: Prepare target marketing packages to increase mid-week traffic.[5]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Package Downtown Winters experiences for nearby markets.	Chamber				

[5] Timelines to be decided locally between partners, based on available time and resources..

Key Tasks	Lead	Q1	Q2	Q3	Q4
a) Develop 1-3 simple mid-week visitor packages (depends on capacity, could one annually). Create bundled experiences targeting weekday visitors such as: • Mid-Week Culinary Escape • Highway 128 Adventure Stop • Winters Date Night / Evening Escape Packages combine dining, tasting rooms, shopping, and seasonal experiences					
b) Focus marketing on nearby weekday visitors identified in the trade area analysis: • Davis professionals and faculty • Vacaville & Dixon residents • Sacramento couples and day-trippers These markets represent the strongest near-term visitation potential.					
c) Video-Use existing downtown video footage or create new to produce 3–4 short digital clips promoting weekday visits (e.g., "Mid-Week in Winters," "Taste Winters Tonight," "Just Next Door-Music, Food, Relax").					
d) Promote packages through: • Instagram & Facebook ads • Google search ads • Visit Yolo listings • Other Chamber channels					

FA3 Action 1-2: Pivot marketing to Build Identity. Winters has strong positive perceptions, but it is not known for something specific as other downtowns that stakeholders mentioned, such as Nevada City and Christmas. Building a stronger identity using Winters existing assets and events is about positioning and owning that identity. Included in the Appendix is a Brief: ***Building a Strong Identity for Downtown Winters*** which is basis for following tasks.[6]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Adopt a "A Main Street for Every Season" identity – See Appendix, Building a Strong Identity for Downtown Winters.					

[6] Timelines to be decided locally between partners, based on available time and resources.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1a. Create an identity marker or series of markers to use consistently in marketing Downtown Winters. Concepts included in Appendix, Building a Strong Identity for Downtown Winters.					
2. Begin to restructure promotional calendar highlighting four seasons: • Fall Harvest • Holiday Glow • Spring Gateway • Summer Evenings Align marketing, events, and promotions around these seasonal themes.					
3. Create a shared library of: • Seasonal photography • Short video clips • Social media templates • Visitor-friendly graphics These assets support consistent messaging across Chamber, City, and Visit Yolo platforms.					
4. Consider adopting a simple Downtown Winters identity logo or visual mark that can be used consistently across marketing materials, signage, events, and digital platforms. Consider incorporating the Hwy 128 reference to reinforce location and accessibility. (Appendix, concepts)					
5. Encourage business participation to reinforce a cohesive downtown identity. • seasonal décor • themed menu items • window displays • coordinated social media posts					

FA3 Action 1-3: Align tourism marketing resources with Winters' visitor attraction priorities, meeting with Visit Yolo regarding Winters positioning and targeting.[7]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Host a meeting between the City, Chamber, Visit Yolo, and local lodging operators to discuss: • Winters' tourism goals • priority visitor markets • weekday visitation Share research findings to guide more effective marketing decisions, including: • trade area analysis • visitor personas • seasonal identity strategy (if adopted) • Visit Yolo geo-fencing data (appendix)					
2. Discuss with Visit Yolo how they can participate in targeting the most realistic short-term visitor growth opportunities: • Davis professionals • Sacramento day-trippers • Highway 128 travelers • small retreat groups					
3. Discuss how Visit Yolo can help to support marketing for: • mid-week visitation • culinary tourism • seasonal experiences • retreat and small conference markets					
4. Establish ongoing coordination process between the City, Chamber, and Visit Yolo to review visitor data, marketing results, and future opportunities.					

[7] Timelines to be decided locally between partners, based on available time and resources.

FOCUS AREA 4: Events & Programming (Chamber-led)

Downtown Winters already benefits from strong event programming led by the Chamber of Commerce. Events and programming are also the foundation that brings Downtown Winters' identity to life by highlighting the seasonal atmosphere, music, food, and community energy that make the district distinctive and memorable for visitors.

The actions below focus on strengthening and refining existing programming, reinforcing music as a defining element of the downtown experience, and introducing new mid-week activities that support business engagement and visitor activity.

FA4 Action 1-1: Align tourism marketing resources with Winters' visitor attraction priorities, meeting with Visit Yolo regarding Winters positioning and targeting.[8]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Incorporate music into regular downtown programming. Continue expanding live music as a recurring feature of downtown events, seasonal celebrations, and evening activities.	Chamber				
2. Encourage music programming throughout the week. Work with restaurants, patios, and event organizers to include small-scale acoustic music or performances during weekday evenings where appropriate.					
3. Coordinate a seasonal music calendar.					
4. Develop a simple calendar highlighting recurring music events, performances, and seasonal programming to promote consistency and awareness.					

FA4 Action 1-2: Enter into joint use of parking areas for special events.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Establish a joint-use framework with property owners. Develop simple agreements or guidelines that allow parking areas to be used periodically for special events.	Chamber/City				
2. Create a basic event-use policy. Provide clear procedures for when and how parking areas can be temporarily used for events while maintaining access and safety.					

[8] Timelines to be decided locally between partners, based on available time and resources.

FA4 Action 1-3: Tuesday-Wednesday Activation – Business Series.[9]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Partner with local and regional business support organizations. Work with organizations such as the Solano Economic Development Corporation, Sacramento Valley Small Business Development Center and local schools to provide speakers and expertise.	Chamber				
2. Focus sessions on practical business topics. Possible topics may include market trends, visitor behavior, digital marketing, customer experience, or opportunities tied to tourism and events. Or focus on family or youth-oriented subjects.					
3. Schedule sessions during mid-week periods. Hold events on Tuesday or Wednesday evenings to activate downtown mid-week and encourage participation from business owners and community members.					
4. Launch a Downtown Business Series program. Host occasional 90-minute business-focused sessions that bring together downtown businesses and regional experts to discuss topics relevant to local economic vitality.					

FOCUS AREA 5: Economic Development & Business Mix

FA5 Action 1-1: Work with the Solano EDC, Sacramento Valley SBDC, California Association for Local Economic Development (CALED), and Rural California Representatives of California.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Host session on rural economic development and potential loan/grant programs.	City/ Solano EDC			●	
2. Work with Solano EDC & CALED on a program to discuss financing second floor renovations.	City/ Solano EDC/ CALED				●
3. Work with Sacramento Valley SBDC to hold specific workshops on marketing, social media and other relevant topics for Winter businesses.	City/SVSBDC				●

[9] Timelines to be decided locally between partners, based on available time and resources.

Year 2

FISCAL YEAR 2027-2028: Extending, Connecting Downtown and Increasing Midweek Activities

FOCUS AREA 1: Downtown as Place

FA1 Action 2-1: Mitigate trash dumpsters and & event waste issues. Unscreened and accessible dumpsters create visual blight and attract illegal dumping.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Continue work on a long-term solution to dumpsters in the Downtown, including identifying new locations for dumpsters.	City/Chamber Prop. Owners	●	●	●	●

FA1 Action 2-2: Outdoor dining, gathering and display are critical components to the success of Downtown. To ensure its continued viability, a number of key steps need to be undertaken to formalize use of the outdoor areas.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Continue analysis to understand potential costs and requirements to have existing pergolas meet updated safety and design standards. The timing of this task will depend on funding City should look at grants and business sponsorships.	City	●	●	●	

FA1 Action 2-3: Continue to expand Downtown as a place for music and art.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Music, as a defining element, of Downtown, should be expanded and promoted. Evaluate placing speakers throughout Downtown to play music. Increased marketing of music on Main Street, Paseo, Gazebo and Opera House.	Chamber		●	●	●
2. Work with local arts groups to evaluate expanding murals in the Downtown. City of Lompoc is a good example of using murals as an attraction.	Chamber/ Prop Owners/ City		●	●	●
3. Start an assessment of key parcels for development/ and for special event parking.	City		●	●	

FOCUS AREA 2: Visibility & Signage

FA2 Action 2-1: Improve signage to direct people from Highways 505 and 128 to Downtown, as well as near Putah Creek.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Continue work on uncompleted signage from year one.	City	●	●	●	
2. Began to focus on Putah Creek, railroad bridge and creek walk as a major Downtown asset by developing a plan for signage, education, and outdoor activities.	City/Chamber/ Putah Creek Council		●	●	●

FOCUS AREA 3: Marketing & Visitor Attraction

Year 2: Launch Programs. Year 2 focuses on launching visitor attraction initiatives — introducing mid-week demand strategies, activating the Downtown identity campaign, and expanding promotions that encourage more visitors to spend time downtown.

FA3 Action 2-1: Launch Mid-week Packages.[10]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Develop and promote midweek lodging and visitor packages. Work with local lodging operators, restaurants, and businesses to create simple midweek offers such as dinner-and-stay packages, wine and food experiences, and small meeting or retreat options designed to attract overnight visitors Monday–Thursday.	Chamber & Visit Yolo				
2. Promote "staycation" concepts targeting nearby markets. Develop short getaway ideas aimed at nearby trade areas (Sacramento, Davis, Vacaville, Woodland) highlighting Winters as an easy midweek escape for dining, wine tasting, and a walkable downtown experience.	Chamber & Visit Yolo				
3. Launch targeted midweek marketing campaigns. Use digital channels such as social media, email newsletters, and regional visitor platforms to promote midweek experiences, packages, and seasonal activities that encourage visitors to come during less busy days.	Chamber & Visit Yolo				

[10] Timelines to be decided locally between partners, based on available time and resources.

Key Tasks	Lead	Q1	Q2	Q3	Q4
4. Encourage cross-marketing between lodging, restaurants, and downtown businesses. Coordinate simple cross-promotions where hotels, tasting rooms, restaurants, and retailers promote each other's offerings to extend visitor stays and increase midweek spending.	Chamber				

FA3 Action 2-2: Introduce new downtown identity campaign (if adopted).[11]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Launch the Downtown Winters identity campaign developed in Year 1. Begin using the adopted identity, messaging, and visual elements consistently across marketing materials, social media, events, and visitor communications.					
2. Integrate the identity across events and promotions. Align major downtown events, seasonal activities, and business promotions with the identity themes to reinforce recognition and strengthen the Downtown Winters brand.					
3. Provide simple marketing tools for downtown businesses. Share ready-to-use graphics, messaging, and promotional templates that allow businesses to easily participate in and reinforce the downtown identity campaign.					
4. Work with Visit Yolo and other regional entities to ensure the downtown identity is reflected in tourism promotion, visitor guides, and to the media, e.g., FAM Tours.					

FA3 Action 2-3: Elevate biking opportunities (an opportunity identified by stakeholders).

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Begin to promote Winters as a bike-friendly downtown destination. Highlight Winters' access to regional cycling routes and position downtown as a convenient stop for food, rest, and exploration for recreational cyclists.					

[11] Timelines to be decided locally between partners, based on available time and resources.

Key Tasks	Lead	Q1	Q2	Q3	Q4
2. Create a visitor-friendly map showing bike routes, downtown access points, parking locations, and recommended stops for food, wine, and shopping.	City				
3. Encourage lodging operators and businesses to include biking experience as part of visitor packages and promotions.	City				
4. Share Winters cycling opportunities through Visit Yolo, regional bike groups/clubs , and outdoor recreation platforms to increase visitation from cyclists.	City				

FOCUS AREA 5: Economic Development & Business Mix

FA5 Action 2-1: Begin limited marketing of sites/stores to identified target retailers, restaurants and developers.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Develop key information, such as available sites/buildings, rental rates, targeted types of businesses.	Chamber		●	●	●
2. Host a meeting/tour with key local/regional brokers.	Chamber/City				●
3. Continue work with Solano EDC, SVSBDC and CALED.	Chamber/City	●	●	●	●

FOCUS AREA 6: Extending Downtown as Destination

FA6 Action 2-1: Begin discussion of extending Downtown.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Continue to strengthen the connection between Rotary Park, Main Street and Putah Creek with signage, lighting and landscaping.	City			●	●
2. Expand bike parking and safer connections to Downtown.	City			●	●
3. Begin evaluation of the Community Center's role, look to increase uses, through remodel and landscaping turn it into an attractive entrance into Downtown and further the connection between Main Street and Putah Creek.	City/Chamber			●	●

Key Tasks	Lead	Q1	Q2	Q3	Q4
4. Develop design guidelines and themes to extend the "Main Street" further east and west on Main Street and on Railroad Avenue towards Grant Avenue.	City				●
5. Begin discussion on "aspiration" projects, such as zip lines.	Chamber			●	●

Year 3

FISCAL YEAR 2028-2029: Continue Strengthening Core Downtown, Expanding Downtown and Strengthening Business Mix

FOCUS AREA 1: Downtown as Place

FA1 Action 3-1: Continue to build upon the work to advance Putah Creek as a connected asset & build on work done in first two years.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Expand work started in year two to connect Putah Creek & Downtown.	City	●	●	●	
2. Develop recommendations/funding on making pergolas permanent.	City			●	●
3. Evaluate ways to strengthen the "Town Square" concept through design, lighting, and landscaping.	City		●	●	●

FOCUS AREA 2: Visibility & Signage

FA2 Action 3-1: Complete sign work and continue to evaluate signage needs and locations.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Complete sign work started in years one and two, and evaluate additional signage needs and locations.	City	●	●		
2. Evaluate need for regulations on "A-Frame" signs, including size and locations.	City			●	●

FOCUS AREA 3: Marketing & Visitor Attraction

Year 3: Refine & Target. With the foundation established in earlier years, Year 3 focuses on refining outreach, targeting the most promising visitor markets, and strengthening coordination between lodging, events, and Downtown businesses to increase visitor spending and repeat visits.

FA1 Action 3-1: Continue to build upon the work to advance Putah Creek as a connected asset & build on work done in first two years.[12]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Use visitor data to refine target markets. Review available lodging, visitor, and event data to better understand who is visiting Downtown Winters and identify priority audiences for future marketing efforts.	Chamber / Visit Yolo				
2. Develop targeted outreach campaigns. Create focused marketing efforts aimed at specific visitor segments such as regional day visitors, food and wine travelers, cyclists, and small group getaways.	Chamber				
3. Continue to focus marketing in nearby trade areas with the highest visitation potential. Prioritize outreach in nearby markets such as Sacramento, Davis, Vacaville, Woodland, and incorporate the Bay Area where short trips and overnight stays are most likely.	Chamber				
4. Track results and adjust outreach strategies. Monitor engagement, visitor traffic, and lodging trends to refine targeting and improve the effectiveness of future campaigns.	Chamber				

FA3 Action 3-2: Align marketing with Downtown's strongest assets.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Highlight Downtown's core visitor experiences in marketing. Emphasize music, events, outdoor recreation, and the walkable small-town atmosphere in promotional materials and campaigns.	Chamber / Visit Yolo				

[12] Timelines to be decided locally between partners, based on available time and resources.

Key Tasks	Lead	Q1	Q2	Q3	Q4
2. Promote Putah Creek and outdoor recreation opportunities. Incorporate creek access, biking routes, and outdoor activities into visitor promotion and tourism messaging.	Chamber				
3. Encourage businesses to align promotions with key assets. Support businesses in creating experiences, promotions, cross-promotions or offerings that reinforce Downtown Winters' identity as a lively, walkable destination.	Chamber				

FA3 Action 3-3: Focus on repeat visits and longer stays.[13]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Promote multi-day visitor experiences. Encourage visitors to extend their stay by highlighting dining, events, outdoor activities, and nearby attractions that can fill a full weekend or overnight trip.	Chamber / Visit Yolo				
2. Develop repeat-visit promotions. Encourage hotels and businesses to gather data on customers, sign guest books, names and emails addresses or mailing addresses. If possible, weekly have business turn in lists to 1) create a master mailings list and 2) send a pre-made "Thank you for visiting Winters" postcard. Use mailing list to increase return visits through seasonal promotions, loyalty concepts, or event-based marketing that gives visitors reasons to come back throughout the year.	Chamber				
3. Coordinate marketing with lodging operators. Work with local hotels and accommodations to promote overnight stays and packages tied to events, dining experiences, and outdoor recreation.	Chamber				
4. Highlight "weekend getaway" and "overnight escape" experiences. Continue marketing Downtown Winters as a convenient and authentic small-town destination for short trips, small conferences and corporate retreats.	Chamber				

[13] Timelines to be decided locally between partners, based on available time and resources.

FA3 Action 3-4: Coordinate messaging with lodging, events, and business strategy.[14]

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Align marketing with the downtown programming calendar. Ensure promotional efforts highlight key events, seasonal activities, and recurring programming that bring visitors downtown.	Chamber / Visit Yolo				
2. Coordinate promotion with lodging offerings and packages. Work with lodging operators to align marketing messages with available packages, seasonal offers, and midweek promotions.	Chamber				
3. Support business recruitment priorities through marketing. Use Winters Visitor Attraction marketing as a tool to attract new and unique niche businesses.	Chamber				
4. Maintain consistent messaging across partners.	Chamber				

FOCUS AREA 5. Economic Development & Business Mix

FA5 Action 3-1: Strengthen partnership between City, Chamber, Property Owners and Businesses.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Continue to update key information, such as available sites/buildings, rental rates, targeted types of businesses.	Chamber		●	●	
2. Host another meeting/tour with key local/regional brokers.	Chamber/City		●	●	
3. Continue work with Solano EDC, SVSBDC and CALED.	Chamber/City	●	●	●	●
4. Encourage longer hours if demand exists.	Chamber		●	●	
5. Continue to look for financing/grants for second-floor retrofits.	Chamber/City		●	●	
6. Continue to strengthen City's role as a business partner.	Chamber	●	●	●	●

[14] Timelines to be decided locally between partners, based on available time and resources.

FOCUS AREA 6: Extending Downtown as a Destination

FA6 Action 3-1: Continue to build upon the work to advance Putah Creek as a connected asset & build on work done in first two years.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Expand work started in year two to connect Putah Creek & Downtown.	City	●	●	●	
2. Develop recommendations/funding on making pergolas permanent.	City			●	●
3. Evaluate ways to strengthen the "Town Square" concept through design, lighting, and landscaping.	City		●	●	●

FA6 Action 3-2: Continue discussion of extending Downtown.

Key Tasks	Lead	Q1	Q2	Q3	Q4
1. Address Russel Road rezoning, if supported.	City		●	●	
2. Community Center – consider activating the Community Center with other events so it is always busy bring people to downtown. Also consider refurbishing, improving landscaping and adding murals to create a unique asset of the Community Center given it presence in downtown.			●	●	
3. City of Winters/Property Owners should begin conversations on key parcels Downtown or adjacent to Downtown for potential mixed-use development and uses that expand the Main Street feel.	City		●	●	●
4. Improve bike and pedestrian connections citywide. New developments and existing roadways should be designed to encourage biking and the connection to Downtown.	City		●	●	●

Appendix

Appendix

1. **Consultant Visual Observations**

2. **Marketing**
   - Marketing – Downtown Winters Personas (Targets Audiences)
   - Marketing Brief – Building a Strong Identity for Downtown Winters
   - Conceptual Downtown Logos

3. **Retail Targets**

4. **Fundraising Concept**

5. **Research**

   Research Market Data
   - Business Summary
   - Demo & Income Profile
   - Winters 5-10-15 Trade Area Map
   - Winters 30 & 60 Minutes Drive Time Map

   Research Trade Area – Primary, Secondary, Tertiary
   Research – Internal & External Perceptions
   Research - Visit Yolo Winters & Downtown Reports

5. **Work Session**
   - Vision Sheets
   - Focus Area Sheets

Consultant Visual Observations



Sign on Grant Avenue, directing people to use East Main to access Downtown.

Consider removing sign.



Welcome to Winters sign on Grant Ave.

Consider refurbishing.



Existing signage on Grant Avenue & Railroad.



Farmers Market sign attached to old sign at Railroad and Grant.

Consider a new sign promoting events.







Lack of landscaping adjacent to the Community Center at the entrance to Downtown from Putah Creek Road.









Underutilized assets to Downtown Winters.

Need directional signs and educational signs (on salmon habitat and creek restoration).



Entrance to public parking at the Rotary Park.

Need sign that says “Public Parking.”





Sign says "Public Parking Around Back" but in back, sign says "Private Parking."

Public parking area needs to be better identified.

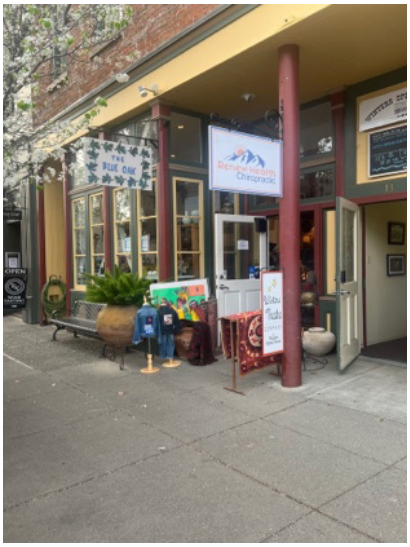






Low cost, low maintenance landscaping would add a lot of ambiance. Consider partnerships with service clubs or businesses to adopt a block.









Need to adopt a comprehensive outdoor dining and gathering ordinance that provides for sidewalk cafes and retail display.



Undertake an analysis on the cost and requirements to make the public pergolas permanent.





Develop plan to screen dumpsters in the short term and work on permanent solution.









A-Frame signs throughout Downtown. How many, and where is appropriate?



Strengthen the connection between Main Street, Rotary Park and Putah Creek with landscaping, lighting and signage. Evaluate lighted sidewalks or other options to provide safer pedestrian and bicycle crossings, while still allowing vehicles, especially during events.





Wayfinding signs should be updated and maintained .



Music and music venues are integral to Downtown Winters.



Outdoor displays are colorful and celebrate the seasons.

APPENDIX – MARKETING

Executive Summary

Building a Strong Identity for Downtown Winters

A full Marketing Brief, *Building a Strong Identity for Downtown Winters*, is attached. The key takeaway is simple: *Downtown Winters does not need a new brand* — **it needs to more intentionally package, align, and promote what it already does well to build recognition and attract more visitors**.

Downtown Winters already offers an authentic, walkable, and welcoming Main Street experience that changes naturally with the seasons. The fall harvest decorations are a perfect example. By organizing this experience more intentionally, the community can create a clear and repeatable identity that strengthens visitation, supports businesses, and builds broader regional awareness.

Recommended Approach: A Seasonal Identity

The opportunity is to lean into four seasons as the **foundation for Downtown's identity** — using each season as a consistent theme for promotion, programming, and business participation.

1. **Fall – Harvest & Abundance**
   Build on Winters' strongest season with harvest décor, culinary experiences, and mid-week activations.
2. **Winter – Small-Town Glow**
   Emphasize a warm, cozy, and authentic holiday experience with lights, music, and evening activity.
3. **Spring – Fresh Air & Renewal**
   Position Downtown as the starting point for outdoor activity, cycling, and Highway 128 exploration.
4. **Summer – Taste, Gather & Relax**
   Focus on evening energy, patio dining, music, and relaxed mid-week experiences.

What This Means in Practice

This approach is not a major marketing campaign or rebranding effort. It is a simple, coordinated way to:

- Align events, décor, and promotions around the seasons
- Give visitors clear reasons to come throughout the year
- Create more consistent mid-week activity
- Allow businesses to participate in small, manageable ways
- Build a recognizable identity over time

By intentionally organizing what already exists into a seasonal identity, Downtown Winters can become known as **"a Main Street for every season"** — creating a stronger sense of place, increasing visitation, and supporting long-term economic vitality.

MARKETING BRIEF

BUILDING A STRONG IDENTITY FOR DOWNTOWN WINTERS

Identity Framework

Downtown Winters already has something rare and memorable: an authentic seasonal atmosphere that visitors immediately feel. On our first visit, the fall harvest displays — the colors, pumpkins, scents, and warmth — created a rich, inviting experience that made people want to stroll, linger, and return. This kind of genuine seasonal expression is unique among small towns and is one of Winters' strongest differentiators.

Yet most visitation still comes from within a 50-mile radius and is concentrated on weekends. Based on our review, research, and conversations with business owners, Winters needs a stronger, more defined identity that elevates what it already does well and reaches a broader regional audience. By building on what the town already does so well — especially its seasonal charm — Winters can shape a clear, recognizable identity that attracts more visitors.

This identity framework is not intended to be a marketing plan but a summary clarifying why identity matters (similar to Nevada City), what we learned from the community and visitors, and how a *Seasonal Identity Strategy* might be an easy lift to creating that authentic and sustainable identity foundation that the Downtown Businesses might consider as an anchor to build "recognition" - *what are we known for*. Back-up research and data is included in appendix.

1. PURPOSE — Why Identity Matters for Downtown Winters

Downtown Winters businesses, city leaders, and stakeholders consistently expressed the desire for a **stronger, more recognizable identity**, similar to communities such as:

- Nevada City
- Grass Valley

The goal is not to impose a new brand, but to *clarify and elevate what makes Downtown Winters unique and can be known for,* and to build identity through consistent, authentic experiences - .

- Attract more visitors during the week, not just weekends
- Support business vitality and revenue stability
- Differentiate Winters from nearby destinations
- Increase visibility along the Highway 128 corridor (and other routes)
- Create a cohesive experience for visitors and residents
- Strengthen local pride and business participation

2. WHAT WE LEARNED FROM DATA — Key Insights That Shape the Identity Strategy

Through interviews, research, trade area understanding, persona development, and visitor perception research, several themes emerged:

1) **External Visitors See Winters as Authentic, Warm, and Memorable**
   Visitors describe Winters as:
   - "A hidden gem"
   - "A real small-town Main Street"

- "Beautiful in every season"
- "Worth visiting for the food and atmosphere"

"*A charming, authentic small-town Main Street with great food, warm people, and incredible seasonal atmosphere — a scenic getaway close to home and the perfect stop along Highway 128.*"

2) **The Trade Area Shows Opportunity for Weekday Gains**

Primary Trade Area:	**Secondary Trade Area:**	**Tertiary Trade Area:**
Winters & western Yolo County — consistent local support.	Davis, Vacaville, Dixon, Sacramento — strong weekend traffic, but underdeveloped weekday potential.	Bay Area, regional associations, and retreat planners — opportunity for weekday conferences, small retreats, overnight stays.

Weekday visitation opportunities include:

- Culinary travelers
- Cyclists/outdoor explorers
- University faculty & staff from Davis
- Business retreat groups (hotel opportunity)

3) **Personas Reveal Distinct Seasonal Motivations**

Different visitor types respond to different times of year:

- **Culinary Explorers** → Summer evenings, Fall harvest, year around
- **Highway 128 Travelers** → Spring, Fall
- **Seasonal Enthusiasts** → Fall & Winter
- **Local Loyalists** → All seasons
- **Davis Professionals** → Summer/early Fall mid-week getaways

This means Winters doesn't need a single monolithic identity — a **seasonal rhythm** that aligns with visitor motivations.

4) **Internal Perceptions Show Businesses Already Have a Strong Organic Identity**

Business owners see Downtown Winters as:

- Authentic
- Hardworking and passionate business owners
- Welcoming and friendly
- Walkable
- Community-driven

This suggests identity-building should **grow from what they already do well**, not from an external branding exercise.

"A dedicated community of makers, chefs, and shopkeepers offering high-quality, genuine experiences — a downtown that feels handcrafted, welcoming, and proudly seasonal, where authenticity and care define everything we do."

3. FROM INSIGHTS TO STRATEGY — Why a Seasonal Identity Could Work

A **Seasonal Identity Strategy** gives Winters a recognizable, repeatable way to stand out while staying true to itself. It provides the structure for consistent storytelling, mid-week programming, visitor attraction, and business participation — without requiring major investments or a complete rebranding. Most importantly, it gives regional visitors and retreat groups clear seasonal reasons to choose Winters over other destinations.

Why a Seasonal Identity Strategy Works for Winters

1) It aligns with who Winters authentically is
2) It builds on what visitors already notice and love
3) It provides a clear, recognizable identity without costly branding
4) It creates seasonal reasons to visit — including mid-week
5) It supports the new hotel's conference and retreat market
6) It expands the visitor base beyond the local 50-mile radius
7) It allows businesses to participate in simple, achievable ways
8) It can scale over time, like Nevada City's Victorian Christmas or Grass Valley's holiday markets
9) It differentiates Winters from other Highway 128 towns and rural destinations
10) Identity, when built through seasonal experiences, becomes something Winters *does*, not something it *markets*.

This is not a marketing campaign. It is a framework for how Winters shows up — visually, experientially, and emotionally — throughout the year to build identity and coordinate events and attraction, calendar music, plan marketing, etc., all around seasons.

4. THE SEASONAL IDENTITY FRAMEWORK

A possible and easy to implement identity framework and structure would be to embrace the seasons — creating authentic, memorable, and year-round experiences that attract more visitors, including during the week. Something Winters is already doing organically at least with a couple of seasons. Could move to more intentional identity building. Below is a draft Seasonal Identity Framework which can be further refined by downtown business leaders.

Strategy: Each season becomes a **story pillar** that reinforces Winters' uniqueness and provides a simple foundation for marketing, events, decoration, and visitor attractions.

FALL — Harvest & Abundance

Winters' strongest identity anchor. A regional draw. Signature experience.

Themes: Harvest, abundance, craft, tradition

Opportunities:

- Weekday wine/beer tasting pairings
- Harvest décor walk
- Culinary specials
- "Fall on Main Street" mini-events mid-week, fall mid-week markets, harvest flavor specials
- Music and entertainment – mid-week enjoyment
- Photography spots (#FallInWinters)

Core Message: *"Experience the season on Main Street — where harvest, flavor, and small-town warmth come alive."*

Messaging Angles

- A handcrafted harvest experience unique to Winters
- Iconic fall colors, flavors, and decorations
- A perfect mid-week escape for culinary explorers and Highway 128 travelers
- The season Winters is known for — warm, rich, and nostalgic

Weekday Strategy - Fall is one of Winters' strongest seasonal advantage; use it to pull weekday visitors from Davis, Vacaville, Sacramento, and Highway 128.

Weekday Drivers:

- Mid-week tasting menus & pairing flights
- Harvest-themed restaurant specials Tues–Thurs
- Photography spots + social media prompts (#FallInWinters)
- "Fall on Main Street" mini-events (acoustic music, maker pop-ups)
- Boutique hotel weekday "Harvest Retreat" packages

Primary Weekday Audiences: Culinary Explorers, Davis Professionals, Seasonal Enthusiasts

WINTER — Small-Town Glow

A warm, calm, authentic counterpoint to urban holiday chaos.

Themes: Warm, charming, cozy, heartfelt, togetherness

Opportunities:

- Holiday lights, window displays
- Small musical pop-ups
- "Cozy Winters Nights" restaurant promotions
- Mid-week opportunities: "Cozy Winters Nights," holiday shopping evenings, window displays.

Core Message: *"Slow down and feel the glow — cozy evenings, charming streets, and heartfelt holidays."*

Messaging Angles

- A calm, authentic alternative to urban holiday chaos
- Cozy restaurants, warm lights, community spirit
- A perfect destination for small gatherings, romantic evenings, and holiday shopping
- Winter magic that feels handcrafted, not commercial

Weekday Strategy: Winters offers a peaceful, authentic holiday experience unmatched by nearby cities — ideal for mid-week shopping and cozy dining.

Weekday Drivers

- "Cozy Winters Nights" Wed/Thurs dinner promotions
- Holiday shopping evenings supported by music and décor
- Window-display walking tours
- Warm beverage or dessert pairings mid-week
- Hotel + dinner "Winter Glow" packages for small retreats

Primary Weekday Audiences: Local Loyalists, Couples, Small Retreat Groups

SPRING — Fresh Air & Renewal

Leverages the Highway 128 visitor corridor and outdoor recreation, cyclists, Highway 128 travelers, nature seekers

Themes: Nature, renewal, color, exploration

Opportunities:

- Cycling-friendly menus mid-week
- Spring tasting flights
- Wildflower-themed windows and trails
- "Spring Days on Main Street" weekday promotions

Core Message: *"Start your adventure in Winters — fresh air, color, and the gateway to Highway 128."*

Messaging Angles

- The ideal launch point for cyclists, hikers, and day-trippers
- A bright, refreshing season that invites exploration
- Outdoor beauty meets small-town coffee, dining, and tasting rooms
- A soft season perfect for weekday visits and relaxed discovery

Weekday Strategy: Spring leverages natural assets — Highway 128, cycling routes, wildflowers — and positions Winters as the perfect mid-week starting point.

Weekday Drivers

- Cyclist-friendly mid-week menus and discounts
- Spring tasting flights (wine, beer, olive oil, desserts)
- Wildflower walk + downtown coffee/lunch promotions
- "Spring Days on Main Street" weekday activations
- Day-retreat packages for small groups

Primary Weekday Audiences: Cyclists, Highway 128 Travelers, Nature Seekers, Davis Professionals

SUMMER — Taste, Gather & Relax

Evening energy + culinary strength = mid-week attraction potential.

Themes: Taste, connection, relaxed evenings

Opportunities:

- Patio dining highlights
- Weekday music/terrace nights
- Ice cream, dessert, and tasting-room pairings
- "Slow Down in Downtown Winters" summer campaign

Core Message: *"Warm nights, great food, and easy summer vibes — your perfect evening starts in Winters."*

Messaging Angles

- Patio dining, live music, and walkability
- A natural mid-week dining destination for Davis, Vacaville, and Sacramento
- Cool desserts, seasonal tasting menus, family-friendly evenings
- A place to unwind, linger, and enjoy Main Street after the heat of the day

Weekday Strategy: Summer evenings are one of Winters' most underutilized economic opportunities.

Weekday Drivers

- Tuesday/Wednesday patio music nights
- "Summer Sweets & Sips" dessert/tasting partnerships
- Family-friendly dine-and-wander nights

- Sunset photo spots + social prompts (#SummerInWinters)
- Mid-week hotel + dinner bundles ("Summer Slowdown Escape")

Primary Weekday Audiences: Culinary Explorers, Families, Davis Professionals, Local Loyalists

5. *How Business might Participate (Any Season)*

Add seasonal décor or window displays

1) Offer one seasonal-flavor menu item or product
2) Play seasonal music or adjust ambience
3) Participate in mid-week promotions or activations
4) Collaborate with a neighboring business
5) Post weekly with seasonal hashtags (#FallInWinters, #WintersGlow, etc.)
6) Share photos for promotional use

Fall — Quick Checklist

- Pumpkins, harvest colors, fall scents
- One fall-inspired menu item or retail highlight
- Participate in "Fall on Main Street" mid-week events
- Promote photos with #FallInWinters, #WintersHarvest, #WintersInFall

Winter — Quick Checklist

- Warm lights, candles, window sparkle
- "Cozy Winters Nights" mid-week dinner or retail promo
- Holiday shopping evenings
- Share warm, glowing downtown photos
- Utilize the park for music, school performances hot cocoa
- Photo shoots
- #WintersGlow, #WinterInWinters, #CozyWintersNights, #WintersHolidayGlow

Spring — Quick Checklist

- Fresh colors, florals, wildflower themes
- Cyclist-friendly weekday menus
- Spring tasting flights or light seasonal offers
- Spring Days on Main promotions, gardening demonstrations
- #SpringInWinters, #FreshInWinters, #WintersInBloom, #SpringOnMain

Summer — Quick Checklist

- Patio focus, cool drinks, evening vibes
- Tues/Wed music or tasting nights
- Summer salads or pairings
- Family-friendly evenings
- #SummerInWinters, #WintersAfterDark, #WarmNightsWinters, #TasteWintersSummer

6. How the Hotel Can Use the Seasons to Attract Retreats & Conferences

Downtown Winters is an ideal environment for small retreats and leadership gatherings: walkable, charming, food-forward, quiet, and authentic. The hotel becomes even more competitive when it anchors its retreat and conference marketing in the seasonal identity, offering experiences that larger urban hotels cannot match — handcrafted, seasonal, grounded in place, and deeply memorable.

Each season provides a built-in theme for meeting planners, giving them ready-made storylines, sensory experiences, and activity options that make Winters an attractive alternative to Napa, Sacramento, or the Bay Area.

Potential Positioning Statement for the Hotel:
"A boutique retreat destination where each season offers a new reason to gather, plan, and connect — all within an authentic, walkable small-town setting."

FALL — Harvest & Abundance

Peak season for retreats, strategy sessions, and team alignment

Why fall works for retreats:

- The most iconic season in Winters — visually rich, warm, memorable
- Culinary excellence + harvest atmosphere = strong motivator for leadership groups
- Ideal for teams wanting inspiration, creativity, or year-end planning

How the hotel can package it:

- **Harvest Retreat Package:** meeting space + tasting dinner + fall décor experience
- **Mid-week discount bundles** for small leadership teams (10–20 people)
- Curated add-ons: orchard or vineyard walks, tasting flights, chef talks
- Promote "**Start your planning season in Winters**"

Perfect for: Nonprofits, school districts, corporate strategy sessions, annual planning retreats

WINTER — Small-Town Glow

Cozy, quiet, atmospheric — ideal for focused work and bonding

Why winter works for retreats:

- Peaceful alternative to holiday crowds in bigger cities
- Warm lighting, charming streets, and intimate spaces encourage connection
- A natural time for reflection, team alignment, and project resets

How the hotel can package it:

- **Winter Glow Retreat:** meeting room + fireside drinks + cozy dinners on Main Street
- "**Cozy Winters Nights**" mid-week stay discounts
- Small-group enhancements: cookie decorating, hot cocoa bar, acoustic musicians
- Promote **mid-week serenity + high productivity**

Perfect for: Executive off-sites, board meetings, team-building retreats, writing or academic groups

SPRING — Fresh Air & Renewal

Great for active teams, creativity workshops, and wellness-focused retreats

Why spring works for retreats:

- Ideal weather for outdoor meetings, breaks, and activities
- Highway 128 corridor draws visitors seeking fresh air and scenic experiences
- Appeals to groups wanting to "reset" or kick off new initiatives

How the hotel can package it:

- **Spring Renewal Retreat:** cycling-friendly amenities + healthy lunch packages
- Mid-day nature walks or wildflower viewing as team-building
- Outdoor breakout spaces with fresh air and natural light
- Promote "**Fresh ideas start in Winters**"

Perfect for: University departments, creative teams, wellness-oriented workplaces, nonprofits

SUMMER — Taste, Gather & Relax

Best for informal bonding, evening-focused gatherings, and team celebrations

Why summer works for retreats:

- Long evenings, warm temperatures, patio dining, relaxed atmosphere
- A strong culinary draw for groups seeking a mix of work and play
- Weekday availability helps avoid weekend tourism traffic

How the hotel can package it:

- **Summer Slowdown Retreat:** evening dining + terrace events + dessert pairings
- Mid-week music experiences on Main Street
- Post-meeting "wind-down" packages (wine flights, gelato tastings, sunset strolls)
- Promote "**Gather, unwind, and reconnect**"

Perfect for: Sales teams, tech teams, summer planning retreats, celebratory off-sites

Why Seasonal Packages Work for the Hotel

1) Clear differentiation from urban hotels and generic conference centers
2) Built-in storytelling for meeting planners ("Cozy Winter Glow Retreat")
3) Repeatable packages the hotel can reuse annually
4) Weekday booking strength, supporting the core economic goal
5) Cross-promotion opportunities with restaurants, tasting rooms, and shops
6) A signature identity that helps Winters become known regionally for curated retreats

7. Estimated Budget for Implementing the Downtown Seasonal Identity Strategy

(Downtown Implementation Only — Hotel Marketing Separate)

1. Core Seasonal Identity Infrastructure (Annual)

This is the foundation needed to coordinate, support, and promote the seasonal strategy.

Item	Description	Estimated Cost
Seasonal Identity Coordination & Management	Seasonal planning, business engagement, coordination, activation oversight (5–8 hrs/week during key seasons). Could be staff or contractor.	$12,000–$20,000
Graphic Assets & Creative Templates	Social graphics, posters, seasonal headers, window signs, map enhancements; reusable each year.	$3,000–$6,000
Seasonal Branding Elements (light-touch)	Simple signage (pole banners, sandwich boards), seasonal map/card printing, street decals.	$3,000–$7,500
Photography & Content Creation	Seasonal professional photo sets + short video clips to support marketing & business use.	$2,500–$4,500
	SUBTOTAL	$20,500–$38,000 annually

2. Seasonal Activations & Décor Support (Annual)

These costs vary by ambition, but since your strategy is *low-lift, authentic, and business-led*, this focuses on **small enhancements**, not large installs.

Season	Types of Elements	Estimated Annual Cost
Fall	Supplemental harvest décor, pumpkins, hay, signage, photo spots	$3,000–$6,000
Winter	Lights, window decals, wreaths/greens, music pop-ups, small warm-light elements	$5,000–$10,000
Spring	Floral accents, color banners, bike-friendly signage, small pop-ups	$2,000–$4,000
Summer	Patio/umbrella accents, music nights, cooling stations, photo moments	$2,000–$4,000
	SUBTOTAL	**$12,000–$24,000 annually**

3. Business Participation Support Tools

Tools that make it easy for businesses to join the effort (checklists, guides, signage, window clings).

Item	Estimated Cost
Business Participation Guide (design & printing)	$1,000–$2,500
Seasonal window clings/signage	$500–$1,500 per season
Social media toolkits & templates	Included in creative assets above
Business workshops (2 per year)	$500–$1,500
SUBTOTAL	**$3,000–$7,000 annually**

4. Seasonal Mid-Week Programming Support

Low-cost, consistent activity to drive Tues–Thurs foot traffic.

Activity	Estimated Cost
Acoustic musicians / pop-up performers (2x/mo/season)	$3,000–$6,000 annually
Small pop-up activations (pumpkin walk, spring floral moment, dessert nights)	$2,000–$4,000
Marketing boosts (paid social ads, Google promotion)	$1,500–$3,000
SUBTOTAL	**$6,500–$13,000 annually**

TOTAL ESTIMATED ANNUAL BUDGET RANGE

Low investment (lean, minimal extras): $45,000
Moderate investment (balanced strategy): $65,000–$75,000
High engagement (robust seasonal programming): $85,000–$100,000
This does not include hotel marketing, which should be funded by the hotel itself.

Appendix-Support Documents

- Yolo Visitor Data Summary – Winters & Downtown Winters
- Downtown Winters Trade Areas
- Downtown Winters External Perceptions
- Downtown Winters Internal Perceptions
- Downtown Winters Persona Sheet

Marketing – Identity Marker Concepts





DOWNTOWN WINTERS PERSONA SHEET (One Page Summary)

Personas help to understand who comes to Downtown Winters — and why. Personas help translate broad visitor groups into clear, human-centered profiles that reflect real motivations, behaviors, and expectations.

By identifying what different audiences value most about Winters, we can shape a downtown experience and brand that feel genuine, relevant, and emotionally resonant. Personas can also guide how Winters attracts visitors and supports local businesses. Each persona highlights distinct opportunities for marketing, events, business recruitment, and seasonal storytelling. When we understand what draws people here — whether it's food, scenery, community, or seasonal charm — marketing strategies can be tailor to strengthen Winters' appeal.

These five personas are based on research and internal and external perceptions:

1) External Perception: "A charming, authentic small-town Main Street with great food, warm people, and incredible seasonal atmosphere — a scenic getaway close to home and the perfect stop along Highway 128."

2) Internal Perception (How Business Owners Want to Be Seen): "A dedicated community of makers, chefs, and shopkeepers offering high-quality, genuine experiences — a downtown that feels handcrafted, welcoming, and proudly seasonal, where authenticity and care define everything we do."

Five Downtown Winters Personas

1. The Culinary Explorer

Who they are: Food lovers, wine tasters, brewery fans, couples, friend groups, adults 35–65.
Why they come: Iconic restaurants, tasting rooms, craft beverages, authentic atmosphere.
What they value: Quality, authenticity, walkability, evening ambiance.
Season connection: Summer (evenings), Fall (harvest flavors)
Messaging cues:

- "Taste the season."
- "Authentic flavors, relaxed atmosphere."
- "A Main Street built for savoring."

2. The Highway 128 Traveler / Day Trip Explorer

Who they are: Cyclists, hikers, road trippers, Davis & Vacaville visitors, nature seekers.
Why they come: Scenic gateway, coffee and dining stops, charm, convenience.
What they value: Ease, real small-town character, friendly businesses.
Season connection: Spring (fresh air), Fall (scenic drives)
Messaging cues:

- "Start your adventure here."
- "Slow down, savor, explore."
- "Your scenic gateway to wine country and the outdoors."

3. The Community Supporter / Local Loyalist

Who they are: Winters residents, nearby rural communities, families, long-time locals.
Why they come: Familiarity, pride, events, local shops and dining.
What they value: Community warmth, safety, tradition, small-town identity.

Season connection: Winter (holiday charm), Fall (harvest traditions)
Messaging cues:

- “Your Main Street, every season.”
- “Celebrate and connect in Downtown Winters.”
- “Where community shows up.”

4. The Curious Academic / Davis Professional

Who they are: Professors, students, researchers, visitors from Davis/Sacramento.
Why they come: Quiet escape, great dining, tasting rooms, small-town charm.
What they value: Authenticity, discovery, conversation, a slower pace.
Season connection: Summer (evenings), Fall (seasonal atmosphere)
Messaging cues:

- “A perfect small-town escape.”
- “Authentic. Relaxed. Crafted by community.”
- “Experience real Main Street California.”

5. The Seasonal Enthusiast / Event Seeker

Who they are: Families, regional tourists, social media visitors, tradition-seekers.
Why they come: Legendary fall décor, holiday glow, festivals, ambiance.
What they value: Beauty, festive atmosphere, photo-worthy Main Street moments.
Season connection: Fall & Winter (peak seasonal storytelling)
Messaging cues:

- “Experience the season on Main Street.”
- “A Real Main Street for Every Season.”
- “Celebrate with us.”

APPENDIX – RETAIL TARGETS

Appendix: Potential Niche Business Opportunities for Downtown Winters

Overview

Downtown Winters already benefits from a strong base of restaurants, wineries, and community events. However, stakeholder discussions and market analysis suggest there are opportunities to introduce additional niche businesses that complement existing assets, extend visitor stays, and strengthen Downtown Winters' reputation as a small-town destination.

The following business concepts represent types of uses commonly found in successful small downtown districts and may be appropriate for Winters based on its scale, character, and visitor profile.

1. Small Public Market

Concept: A small public market featuring several food, local products-fresh foods, canned foods, sauces, homemade gifts, arts and crafts. Could be section for youth entrepreneurs, and casual seating.

Why It Fits Winters:

- Supports Winters' reputation as a food and wine destination
- Provides activity during midweek and daytime hours
- Creates a place for local entrepreneurs to start small businesses
- Encourages visitors to linger longer downtown

Examples in Similar Towns:

- Napa – Oxbow Public Market
- Paso Robles – Paso Market Walk

Appropriate Scale for Winters: 5–8 vendors, approximately 2,000–6,000 square feet.

2. Specialty Outdoor / Adventure Retail

Concept: Retail focused on biking, kayaking, hiking gear, or outdoor recreation tied to nearby natural assets.

Why It Fits Winters:

- Leverages Putah Creek, rural roads, and cycling routes
- Supports bike tourism and outdoor recreation
- Creates synergy with creek access and trail improvements

Potential additions could include bike rentals, guided cycling tours, or kayak rentals for Putah Creek.

Examples:

- Nevada City – bike and outdoor outfitters;
- Healdsburg – cycling tourism retail.

3. *Culinary Experience Businesses*

Concept: Businesses where visitors participate in food or beverage experiences rather than simply purchasing products.

Examples include cooking schools, wine blending experiences, olive oil tasting rooms, and farm-to-table workshops.

Why It Fits Winters:

- Builds on the community's restaurant and winery reputation
- Attracts day-trip and weekend visitors
- Encourages longer stays and repeat visits.

4. Artisan / Maker Studios

Concept: Small work studios where artisans produce and sell goods on-site.

Examples include ceramics studios, leather goods makers, woodworking studios, and fiber arts or textile workshops.

Why It Fits Winters:

- Adds authentic local character
- Provides experiential retail
- Supports creative entrepreneurs
- Visitors enjoy seeing products being made, which increases engagement.

6. Dessert & Evening Specialty Shops

Concept: Businesses that encourage visitors to stay downtown after dinner or events.

Examples include artisan ice cream shops, dessert bars, late-night coffee and pastry cafés, and chocolate or confectionery shops.

Why It Fits Winters:

- Extends evening activity downtown
- Supports event traffic and restaurant customers
- Creates family-friendly options.

7. Wine Country Lifestyle Retail

Concept: Retail reflecting the lifestyle associated with wine regions and rural communities.

Examples include kitchen and cooking goods, local farm products, garden and outdoor living shops, and wine accessories.

Why It Fits Winters:

- Complements the wine and food visitor market
- Appeals to regional day-trip visitors.

8. Curated Specialty Retail

Concept: Small, carefully curated retail shops that focus on a specific lifestyle or interest rather than general merchandise.

Examples include:

- Kitchen and cooking goods
- Local food products and specialty pantry items
- Home décor and garden goods
- Wine and entertaining accessories
- Regional artisan products

Why It Fits Winters:

- Complements the food and wine visitor market
- Appeals to day-trip visitors looking for unique purchases
- Supports the small-town shopping experience
- Encourages visitors to browse and linger downtown

Examples in Similar Towns:

- Healdsburg – wine country lifestyle retail
- Nevada City – curated artisan and specialty shops
- Sonoma – cooking and culinary retail

10. High-End Thrift / Vintage Boutique

Concept: A curated resale shop offering high-quality vintage clothing, home goods, and unique items. These shops focus on style and discovery rather than discount retail.

Examples include:

- Vintage clothing boutiques
- Designer resale shops
- Antique and modern mix stores
- Vintage home décor shops

Why It Fits Winters:

- These shops often become destination retail experiences
- Appeals to visitors seeking unique finds
- Encourages repeat visits because inventory constantly changes
- Works well in smaller historic storefronts

Examples in Similar Towns:

- Nevada City – vintage boutiques

- Petaluma – curated vintage clothing shops
- Truckee – designer resale and vintage stores

11. Specialty Footwear / Lifestyle Shoe Store

Concept: A boutique shoe store focusing on quality footwear brands, comfort footwear, or outdoor lifestyle shoes.

Possible niches include:

- Comfort and walking shoes
- Outdoor and trail footwear
- Boutique fashion footwear
- Handmade or artisan shoes

Why It Fits Winters:

- Serves both local residents and visitors
- Works well alongside outdoor recreation and cycling visitors
- Often pairs with apparel and lifestyle retail

In many successful small downtowns, specialty footwear stores perform well because they combine practical shopping with lifestyle branding.

Key Retail Insight

The retail categories most likely to succeed in Downtown Winters are those that are:

- Experiential
- Curated rather than large inventory
- Locally owned or unique
- Connected to food, wine, outdoor recreation, or small-town lifestyle

These types of businesses help create the "discovery" experience visitors expect when exploring a small downtown.

APPENDIX - FUNDRAISING

Appendix: City of Winters Fundraising Concept

The City of Winters and the Winters Chamber of Commerce have limited funds available for marketing and economic development in Downtown Winters.

One potential fundraising concept is to hold an event that celebrates Winters' restaurants and wineries, as well as Putah Creek and the railroad bridge. The event could be held in either the spring or the fall. It would feature appetizers and a four-course meal, with the appetizers and each course provided by a local restaurant, paired with a local wine.

Examples:

1. The Tower Bridge Dinner in Sacramento is held annually and is a farm to fork celebration. Visit Sacramento hosts the event, and it is held on the Tower Bridge over the Sacramento River.
2. The Fairfield Community Servies Foundation holds an annual Vine to Table event under the "arch" in Downtown Fairfield in the fall. The event pairs courses from local restaurants with wines from Suisun Valley. The event attendance is approximately 250. The event includes dinner, wine pairing, music and an auction. The event nets the Foundation approximately $50,000 annually.

A signature event, with a goal of fundraising to market and promote Downtown Winters, could be held annually.

The Winters event could be held on the Railroad Bridge overlooking Putah Creek.

APPENDIX – RESEARCH

2025 Visitor Reports From Visit Yolo – Summarized

Two Reports

- Winters Visitation Report = the entire Winters area (all attractions, recreation, lodging, and downtown combined).
- Downtown Winters Visitation Report = only the central downtown district (short visits, dining, tasting rooms, retail).

1. Winters Visitation Report (Full Winters Area)

This report covers all of Winters — not just downtown.
The full Winters report shows that the city attracts a large volume of visitors, many of whom stay more than one day and visit a mix of downtown, parks, trails, and lodging. It reflects Winters as a regional getaway, not just a downtown destination.

- Winters as a whole had about 2 million total trips and 3.3 million visitor days from January–October 2025.
- The average stay is 1.7 days, meaning many visitors are coming for more than a quick stop.
- Most visitors are from California (over 2.3 million trips), but Winters attracts visitors from across the country.
- The biggest visiting cities include Winters itself (local movement), Vacaville, Woodland, Sacramento, and Dixon.
- Top places people visit in the city include:
    - Downtown Winters (626,000+ trips)
    - Putah Creek Nature Park
    - Rotary Park
    - Steady Eddy's Coffee
    - Berryessa Gap, Buckhorn, and other well-known local destinations.
- Visitors tend to stay longer in Winters overall than they do downtown because the full report includes hotels, outdoor recreation, and multi-day trips.
- Demographically, visitors tend to be:
    - Age 45–64
    - Household income $75K+
    - Smaller household size (1–2 people)
    - Mostly White, with a broad mix of other groups.

2. Downtown Winters Visitation Report (Downtown Only)

This report focuses specifically on the downtown district.
The **Downtown report** shows that downtown is a **high-traffic hub for day trips**—people come for dining, wine/beer, events, and quick visits. It is not the same visitor profile as the broader city, which includes recreation, lodging, and longer stays.

- Downtown had **about 646,000 trips** and **659,000 visitor days** during the same period — significantly fewer than the full Winters area because it is a smaller geographic zone.
- The **average length of stay downtown is 1 day** — much shorter than the citywide average.
    - Downtown is more of a **short-visit destination** (restaurants, tasting rooms, shopping, events).
- **97% of visitor days** come from **in-state visitors**, mostly from around Northern California.

- **Most visitors are local or regional**, coming from places such as:
    - Vacaville
    - Woodland
    - Dixon
    - Sacramento
- **Trips peak in the summer**, especially June through September.
- Downtown draws **repeat visitors**, with **about 98%** of trips coming from people who have visited before.
- Demographics are similar to the full city:
    - Age **45–64**
    - Income **$75K+**
    - Household size **1–2 people**

INTERNAL PERCEPTION (How Business Owners See Downtown Winters)

These perceptions were take aways from interviews and observations by the consulting team to be further validated during a Visioning Session.

1. Hardworking & Hands-On

- Owners are present, active, and deeply invested.
- They are not corporate; they *are* the business.
- Pride comes from effort and authenticity.

2. Authentic & Unpretentious

- "We are who we are."
- They don't put on a façade or try to be something trendy.
- They value simple, real interactions with customers.

3. Welcoming & Community-Rooted

- They care about their neighbors, their customers, and each other.
- They show up for events, causes, and seasonal decorating.
- Community pride is tangible.

4. Seasonal & Expressive

- Their fall decorating is extraordinary — they *love* celebrating the season.
- Holidays, harvest, summer evenings… they respond with energy and pride.
- They believe seasonal vibrancy is part of their identity.

5. Quality-Driven but Not Fancy

- They offer great food, curated retail, attentive service — but without pretense.
- "Small town with big quality" is very much how they describe their own work.

6. Part of Something Special

- They know Winters is unique.
- They worry about preserving its authenticity as it grows.
- They want cohesion, identity, and a unified message.

These internal perceptions are the **emotional truth** behind the brand.

Internal Perception Statement (How Business Owners Want to Be Seen)
"*A dedicated community of makers, chefs, and shopkeepers offering high-quality, genuine experiences — a downtown that feels handcrafted, welcoming, and proudly seasonal, where authenticity and care define everything we do.*"

DOWNTOWN WINTERS — EXTERNAL PERCEPTION SNAPSHOT (ONE PAGE)

How people outside Winters see Downtown Winters today - Overall Perception
A charming, authentic small-town Main Street worth discovering — warm, welcoming, and memorable in every season.

Top External Perceptions (What Visitors Consistently Say)
1. "Authentic and Real"

- Not commercialized
- Hardworking, welcoming business owners
- Feels like a true California small town

2. "Great Food and Drink for a Small Town"

- Buckhorn as a landmark
- High-quality dining
- Breweries, tasting rooms, artisan makers

3. "Beautiful in Every Season"

- Fall and holiday décor stand out
- Strong seasonal atmosphere
- Photogenic and immersive

4. "A Scenic Gateway Stop"

- Popular with cyclists, road trippers, wine-country travelers
- Starting/ending point for outdoor recreation
- Highway 128 identity is well recognized

5. "Safe, Walkable, Relaxing"

- Easy to stroll
- Comfortable for families and couples
- Slower pace that feels restorative

6. "Close But Feels Like a Getaway"

- Davis, Vacaville, Sacramento visitors come to unwind
- Perceived as a mini escape or weekend retreat

7. "Up-and-Coming"

- Growing reputation
- Increasingly known as a dining and seasonal destination

Why This Matters
These perceptions directly support Winters' future positioning as:

- A **destination Main Street**
- A **culinary and seasonal experience town**
- A **gateway to nature and wine country**
- An ideal location for **small business retreats**, conferences, and overnight stays

EXTERNAL PERCEPTIONS OF WINTERS (People Not Living in Winters)

How visitors, regional residents, and potential travelers describe Winters now

1. "A Hidden Gem" (The Most Universal Perception)
External audiences repeatedly describe Winters as:

- A small town they "discovered"
- A place they didn't expect to love
- A charming Main Street worth sharing with others
- A quieter alternative to Napa/Sonoma or Davis

This is powerful. It's a position of **understated value** — not oversold, not overrun.

2. "Authentic, not manufactured"
Visitors overwhelmingly perceive Winters as:

- Real small-town California
- Unpretentious
- Not trying too hard
- Not commercialized
- Warm and community-focused
- Friendly

For many, **it feels like stepping into a simpler, more grounded version of California**.
This is a huge competitive advantage.

3. "A great food-and-drink destination"
The Buckhorn alone has anchored Winters' reputation for decades, but now:

- Tasting rooms
- Breweries
- Artisan restaurants
- Dessert shops
- Farm-to-table energy

…all reinforce Winters as a **culinary stop** worth driving for.
Visitors often say:

- "Surprisingly good food for such a small town."
- "This is where we bring out-of-town friends."

4. "A scenic gateway town" (Highway 128 effect)
People who come from outside the area associate Winters with:

- Cycling routes
- Lake Berryessa
- Road trips
- Wine country corridor
- Wildflowers & spring drives
- A charming place to start or end an adventure

This perception is deeply embedded — even among people who only visit once or twice a year.

5. "A place with incredible seasonal charm"

External audiences notice the seasonal displays and atmosphere more than locals realize. Fall and holiday season remarks include:

- "Winters goes all out."
- "It looks like a Hallmark movie."
- "The decorations make the whole town feel alive."

This is one of Winters' **strongest differentiators** — and often what motivates repeat visits.

6. "Safe, walkable, welcoming"

Visitors consistently describe the downtown area as:

- Easy to stroll
- Friendly
- Safe
- Comfortable for families and couples
- Relaxed
- Peaceful

These are *rare* descriptors for downtowns today — and worth protecting.

7. "Close, but feels like you're far away"

Sacramento, Vacaville, and Davis residents often say:

- "It's the perfect little escape."
- "Feels like a getaway, but it's close."
- "I come here to slow down."

This perception fuels:

- Date nights
- Mini-retreats
- Executive meetings
- Weddings
- Overnight stays

It's also exactly what makes the new hotel strategically powerful.

8. "Small, but high quality"

External visitors tend to view Winters as:

- Small — but in the best way
- High quality dining/drinking options
- "Boutique" in feel
- Carefully kept
- Well-loved by locals

This supports your brand positioning of **authentic country Main Street**.

9. "Friendly, hardworking, community-centered"

Visitors notice:

- Owners working on the floor
- Staff who know customers
- Volunteer-driven events
- Seasonal decorating done with passion

This creates the perception of Winters as a town where people care — a rare brand attribute.

10. "An up-and-coming destination"

Some external visitors describe Winters as:

- "Emerging"
- "Growing but still authentic"
- "A place with potential"
- "Somewhere I'm starting to hear more about"

This is the **early stage of destination identity**, which is exactly when strategic branding matters most.

SUMMARY: EXTERNAL PERCEPTION POSITIONING STATEMENT – Strong Organic Identity

If we combine all the perceptions above, the external view of Winters is:
"A charming, authentic small-town Main Street with great food, warm people, and incredible seasonal atmosphere — a scenic getaway close to home and the perfect stop along Highway 128."

Business Summary Report (NAICS)

Winters City, CA
Winters City, CA (0686034)
Geography: Place

Data for all businesses in area	Winters city,...
Total Businesses	234
Total Employees	2,072
Total Population	7,943
Employee/Population Ratio (per 100)	26.1

	Businesses		Employees	
by NAICS Codes	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	2	0.8%	14	0.7%
Mining (21)	0	0.0%	0	0.0%
Utilities (22)	2	0.8%	5	0.2%
Construction (23)	21	9.0%	128	6.2%
Building Construction	8	3.4%	74	3.6%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%
Specialty Trade Contractor	13	5.6%	54	2.6%
Manufacturing (31-33)	5	2.1%	29	1.4%
Wholesale Trade (42)	4	1.7%	49	2.4%
Durable Goods	2	0.8%	42	2.0%
Nondurable Goods	2	0.8%	7	0.3%
Trade Broker	0	0.0%	0	0.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for 2-digit industry groups are being shown.

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Business Summary Report (NAICS)

Winters City, CA
Winters City, CA (0686034)
Geography: Place

	Winters city,...			
	Businesses		Employees	
by NAICS Codes	Number	%	Number	%
Retail Trade (44-45)	29	12.4%	524	25.3%
Motor Vehicle & Parts Dealers	1	0.4%	5	0.2%
Furniture & Home Furnishing Stores	1	0.4%	2	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Building & Garden Equipment	3	1.3%	14	0.7%
Food & Beverage Stores	10	4.3%	433	20.9%
Health & Personal Care Stores	2	0.8%	9	0.4%
Gasoline Stations	5	2.1%	35	1.7%
Clothing, Shoe and Jewelery Stores	2	0.8%	8	0.4%
Sporting Goods, Hobby & Music Stores	4	1.7%	11	0.5%
General Merchandise Stores	1	0.4%	7	0.3%
Transportation & Warehousing (48-49)	5	2.1%	71	3.4%
Truck Transportation	2	0.8%	52	2.5%
Information (51)	8	3.4%	36	1.7%
Finance & Insurance (52)	8	3.4%	39	1.9%
Central Bank/Credit & Related Activities	3	1.3%	24	1.2%
Securities & Commodity Contracts	4	1.7%	12	0.6%
Funds, Trusts & Other Financial	1	0.4%	3	0.1%
Real Estate, Rental & Leasing (53)	16	6.8%	38	1.8%
Professional, Scientific & Tech Services (54)	15	6.4%	47	2.3%
Legal Services	0	0.0%	0	0.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for 2-digit industry groups are being shown.

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Business Summary Report (NAICS)

Winters City, CA
Winters City, CA (0686034)
Geography: Place

	Winters city,...			
	Businesses		Employees	
by NAICS Codes	Number	%	Number	%
Management of Companies (55)	0	0.0%	0	0.0%
Administrative, Support & Waste Mgmt (56)	7	3.0%	26	1.3%
Educational Services (61)	6	2.6%	201	9.7%
Health Care & Social Assistance (62)	16	6.8%	103	5.0%
Amubulatory Health Care	11	4.7%	74	3.6%
Hospital	0	0.0%	0	0.0%
Nursing/Residential Care	0	0.0%	0	0.0%
Social Assistance	5	2.1%	29	1.4%
Arts, Entertainment & Recreation (71)	8	3.4%	108	5.2%
Accommodation & Food Services (72)	28	12.0%	446	21.5%
Accommodation	2	0.8%	8	0.4%
Food & Drinking Places	26	11.1%	438	21.1%
Other Services Except Public Admin (81)	31	13.3%	121	5.8%
Repair & Maintenance	3	1.3%	4	0.2%
Auto Repair & Maintenance	2	0.8%	2	0.1%
Personal & Laundry Service	5	2.1%	14	0.7%
Civic and Other Orgs	23	9.8%	103	5.0%
Public Administration (92)	13	5.6%	87	4.2%
Unclassified Establishments (99)	10	4.3%	0	0.0%
Total (11-99)	234	100.0%	2,072	100.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for 2-digit categories are being shown.

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Business Summary Report (SIC)

Winters City, CA
Winters City, CA (0686034)
Geography: Place

Data for all businesses in area	Winters city,...
Total Businesses	234
Total Employees	2,072
Total Population	7,943
Employee/Population Ratio (per 100)	26.1

	Businesses		Employees	
by SIC Codes	Number	%	Number	%
Agriculture & Mining (01-14)	4	1.7%	20	1.0%
Construction (15-17)	21	9.0%	128	6.2%
Manufacturing (20-39)	7	3.0%	36	1.7%
Transportation (40-47)	5	2.1%	69	3.3%
Communication (48)	2	0.8%	5	0.2%
Utility (49)	2	0.8%	5	0.2%
Wholesale Trade (50-51)	4	1.7%	49	2.4%
Retail Trade Summary (52-59)	55	23.5%	962	46.4%
Home Improvement	3	1.3%	14	0.7%
General Merchandise Stores	1	0.4%	7	0.3%
Food Stores	7	3.0%	418	20.2%
Auto Dealers & Gas Stations	5	2.1%	34	1.6%
Apparel & Accessory Stores	2	0.8%	8	0.4%
Furniture & Home Furnishings	2	0.8%	4	0.2%
Eating & Drinking Places	25	10.7%	433	20.9%
Miscellaneous Retail	10	4.3%	44	2.1%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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Business Summary Report (SIC)

Winters City, CA
Winters City, CA (0686034)
Geography: Place

	Winters city,...			
	Businesses		Employees	
by SIC Codes	Number	%	Number	%
Finance, Insurance, Real Estate (60-67)	19	8.1%	65	3.1%
Banks, Savings & Lending	4	1.7%	30	1.4%
Securities Brokers	2	0.8%	4	0.2%
Insurance Carriers & Agents	1	0.4%	3	0.1%
Real Estate, Investment Offices	12	5.1%	28	1.4%
Services Summary (70-89)	92	39.3%	646	31.2%
Hotels & Lodging	2	0.8%	8	0.4%
Automotive Services	5	2.1%	10	0.5%
Movies & Amusements	8	3.4%	80	3.9%
Health Services	11	4.7%	74	3.6%
Legal Services	0	0.0%	0	0.0%
Education Inst. & Libraries	8	3.4%	215	10.4%
Other Services	58	24.8%	259	12.5%
Government (91-97)	13	5.6%	87	4.2%
Unclassified Establishments (99)	10	4.3%	0	0.0%
Totals (01-99)	234	100.0%	2,072	100.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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Demographic and Income Profile

Winters City, CA
Winters City, CA (0686034)
Geography: Place

Summary	Census 2020	2025	2030
Total Population	7,115	7,943	8,182
Total Households	2,420	2,834	2,947
Family Households	1,865	2,128	2,206
Average Household Size	2.94	2.80	2.77
Owner Occupied Housing Units	1,608	2,055	2,157
Renter Occupied Housing Units	812	779	790
Median Age	37.7	38.4	39.0

Trends 2025 - 2030	Area	State	National
Population	0.6%	0.1%	0.4%
Households	0.8%	0.3%	0.6%
Family Population	0.7%	0.3%	0.5%
Owner Occupied Housing Units	1.0%	0.5%	0.0%
Median Household Income	2.5%	2.3%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	454	6.4%	484	6.1%	484	5.9%
5-9	481	6.8%	514	6.5%	493	6.0%
10-14	542	7.6%	513	6.5%	528	6.5%
15-19	465	6.5%	558	7.0%	518	6.3%
20-24	368	5.2%	475	6.0%	550	6.7%
25-29	443	6.2%	483	6.1%	558	6.8%
30-34	512	7.2%	564	7.1%	508	6.2%
35-39	514	7.2%	561	7.1%	559	6.8%
40-44	426	6.0%	564	7.1%	564	6.9%
45-49	390	5.5%	463	5.8%	561	6.9%
50-54	521	7.3%	418	5.3%	454	5.5%
55-59	513	7.2%	522	6.6%	397	4.8%
60-64	449	6.3%	501	6.3%	499	6.1%
65-69	391	5.5%	455	5.7%	464	5.7%
70-74	279	3.9%	367	4.6%	398	4.9%
75-79	168	2.4%	255	3.2%	318	3.9%
80-84	96	1.4%	144	1.8%	195	2.4%
Age 85+	103	1.4%	102	1.3%	134	1.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Households by Income	2025		2030	
	Number	Percent	Number	Percent
<$10,000	225	7.9%	195	6.6%
$10,000-14,999	37	1.3%	28	0.9%
$15,000-19,999	26	0.9%	22	0.8%
$20,000-24,999	35	1.2%	25	0.8%
$25,000-29,999	39	1.4%	27	0.9%
$30,000-34,999	37	1.3%	31	1.1%
$35,000-39,999	22	0.8%	15	0.5%
$40,000-44,999	44	1.6%	34	1.1%
$45,000-49,999	37	1.3%	29	1.0%
$50,000-59,999	75	2.6%	61	2.1%
$60,000-74,999	185	6.5%	147	5.0%
$75000-99999	384	13.6%	334	11.3%
$100,000-124,999	157	5.5%	149	5.1%
$125,000-149,999	354	12.5%	382	13.0%
$150000-199999	645	22.8%	752	25.5%
$200,000-249,999	191	6.7%	256	8.7%
$250,000-299,999	103	3.6%	141	4.8%
$300,000-399,999	125	4.4%	172	5.8%
$400,000-499,999	44	1.6%	66	2.2%
$500,000+	69	2.4%	81	2.8%

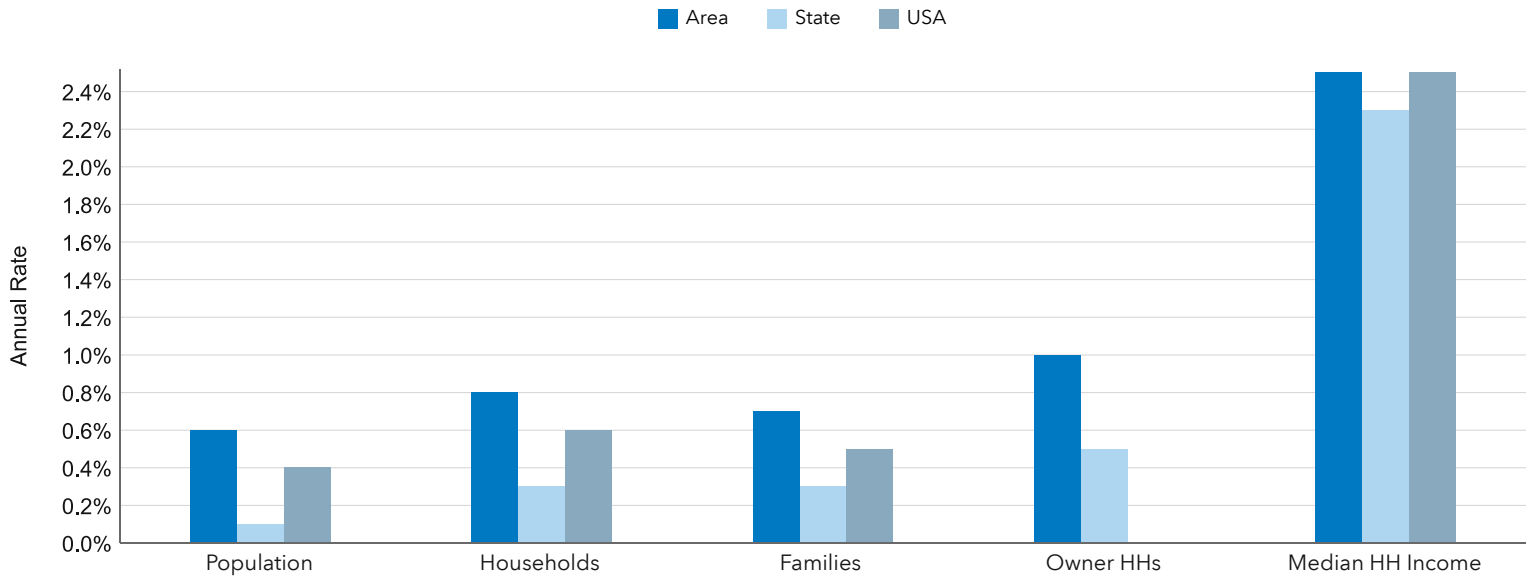
Median Household Income	$131,890	-	$149,558	-
Average Household Income	$154,291	-	$174,973	-
Per Capita Income	$55,059	-	$63,030	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,378	47.5%	3,667	46.2%	3,603	44.0%
Black Alone	40	0.6%	44	0.6%	46	0.6%
American Indian	203	2.9%	225	2.8%	223	2.7%
Asian Alone	93	1.3%	114	1.4%	120	1.5%
Pacific Islander	15	0.2%	19	0.2%	18	0.2%
Some Other Race	2,020	28.4%	2,303	29.0%	2,496	30.5%
Two or More Races	1,366	19.2%	1,571	19.8%	1,676	20.5%
Hispanic (Any Race)	3,935	55.3%	4,437	55.9%	4,778	58.4%

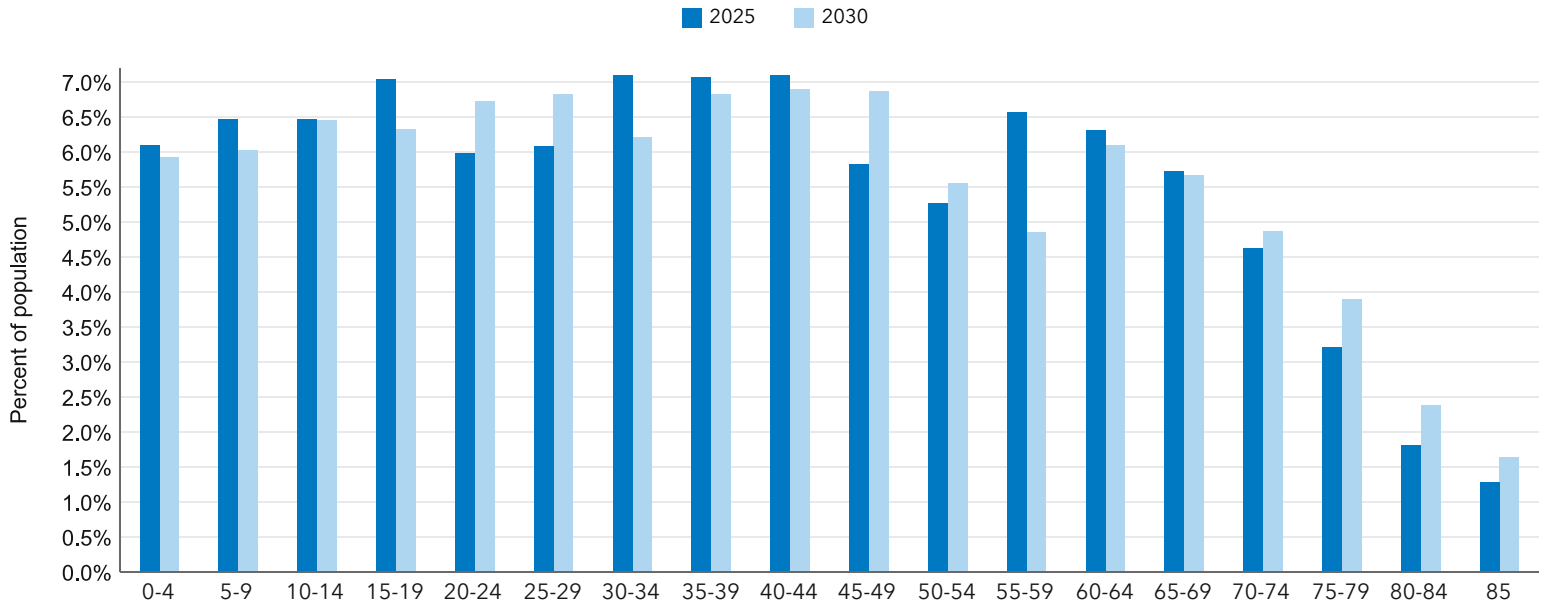
Key Indicators for 2025

7,943	2,834	2.80	38.4	6,088
Total Population	Total Households	Average Household Size	Median Age	Daytime Population

Trends: 2025 - 2030 Annual Rate



Population by Age



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Key Indicators for 2025

$131,890
Median Household Income

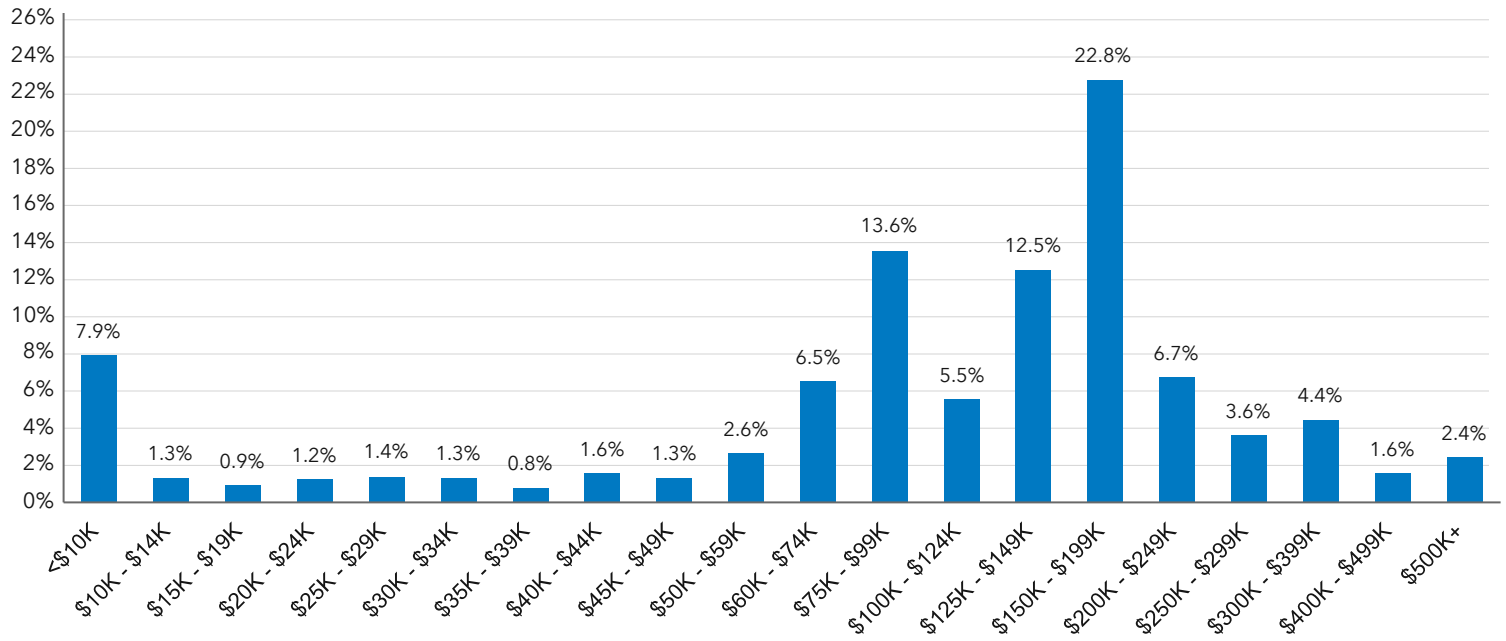
$440,597
Median Net Worth

131
Esri Wealth Index

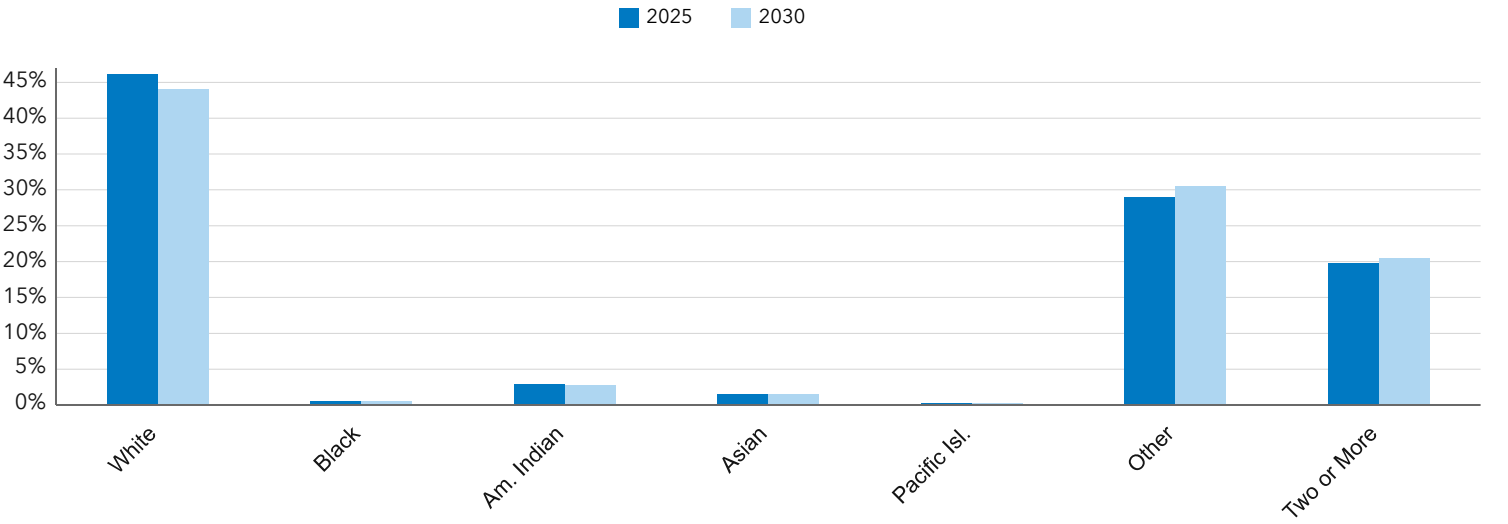
86
Esri Housing Affordability Index

83
Esri Diversity Index

Households by Income for 2025



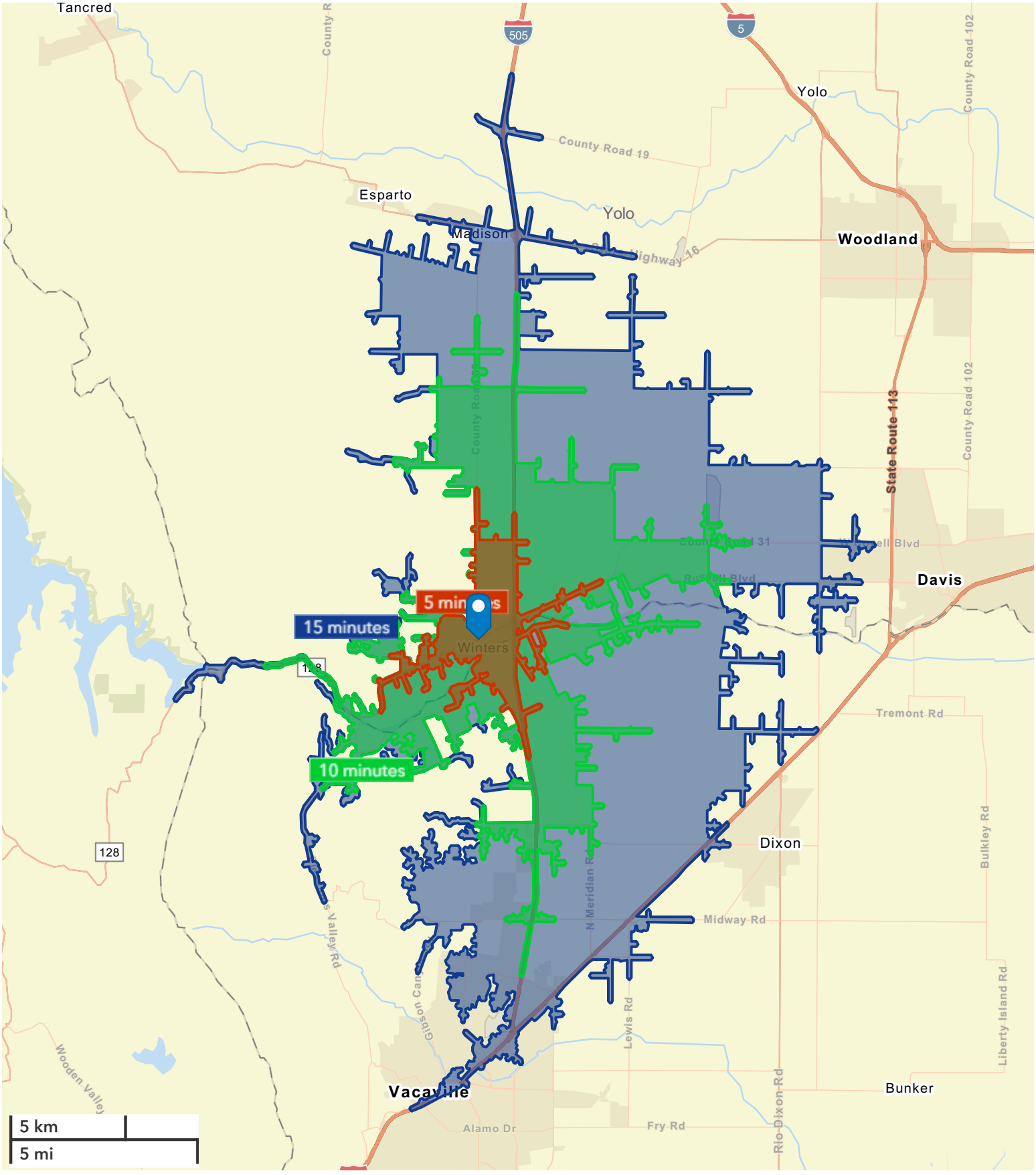
Population by Race



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

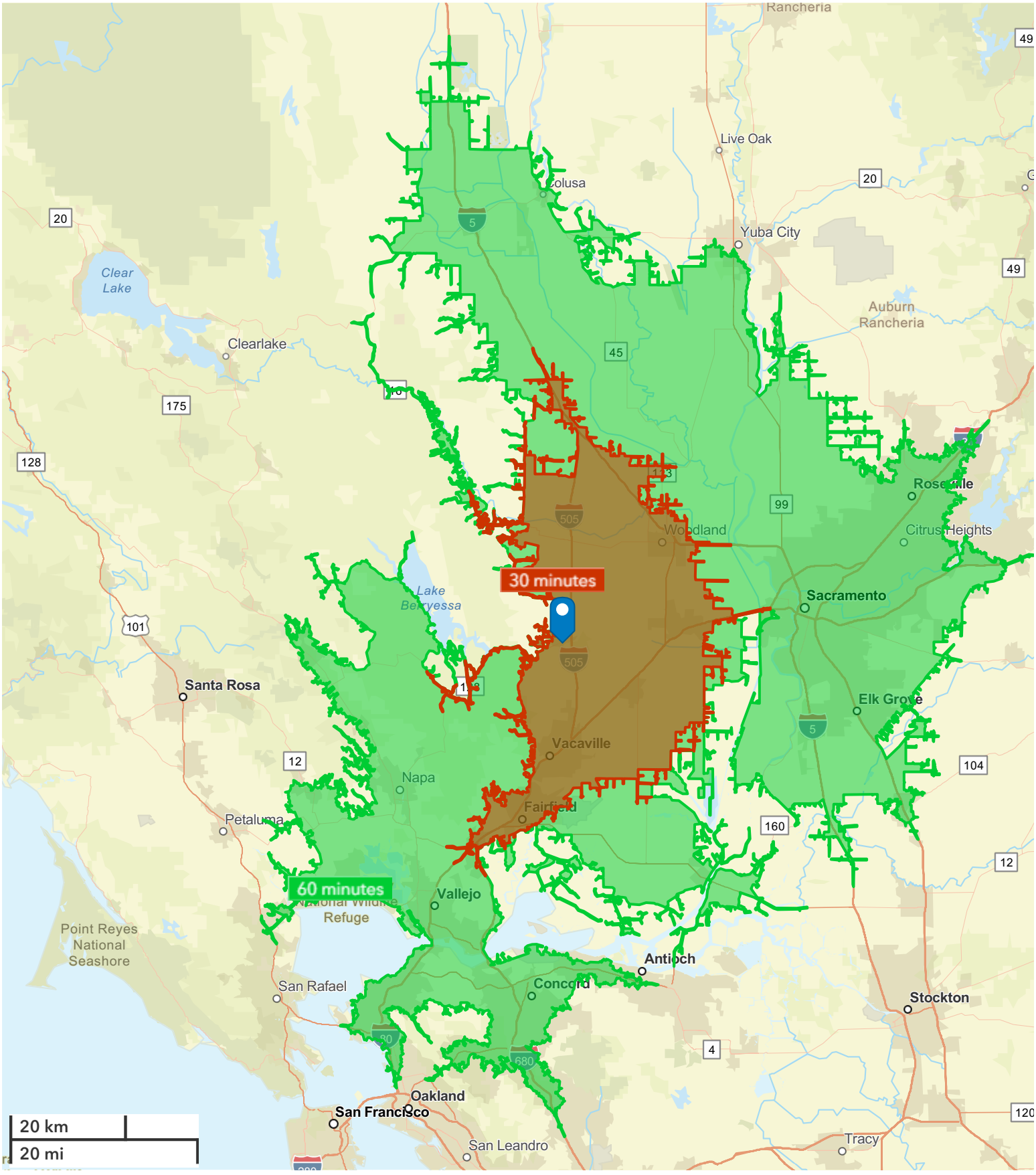
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APPENDIX – WORK SESSION

Date: January 31, 2025
To: Chamber of Commerce/Stakeholders
From: Sean Quinn, Audrey Taylor – Project Consultants
Subject: Downtown Winters – Vision Review and Input Requested

As a follow-up to the Downtown Work Session, we are sharing a short set of **draft Downtown vision statements** for your review and input.

One of the key objectives of the Work Session was to establish a **shared aspirational vision** for Downtown Winters — a clear picture of what Downtown should be and represent, so future actions and investments are guided by a common direction. Based on stakeholder input, several consistent themes emerged. From those themes, a small number of draft vision options have been prepared to support discussion and refinement.

We are asking the Chamber to review the attached work session visioning themes, **vision options** and provide feedback in one or more of the following ways:

1. Indicate which option (or combination of options) resonates most
2. Suggest refinements or edits to any of the draft visions
3. Provide an alternative vision statement if you feel something important is missing

There is no expectation that a single option is "right" as written. The goal is to use these drafts to help converge on a shared vision that reflects the aspirations of the Downtown community.

Because vision alignment typically takes more time and discussion, we ask that comments be returned by **February 20, 2026**, if possible. This feedback will be used as the working vision that will then inform the next phase of the Downtown Action Plan.

Thank you for your continued partnership and leadership in shaping Downtown Winters.

Downtown Work Session – Vision

A key objective of the Downtown Work Session was to establish a shared vision of the aspirational Downtown that stakeholders want to create, so future actions are guided by a common understanding of where Downtown is headed.

The input received during the visioning discussion was wide-ranging. Comments, ideas, and priorities clustered around several consistent themes. Those themes are summarized below to reflect what stakeholders emphasized most strongly.

Based on these themes, several draft vision statements have been to give stakeholders options to review, react to, and refine. These draft visions are intended for the Chamber to discuss and refine to a vision that best represents what they are seeking for their downtown.

1. Input received by stakeholders cluster very consistently around five themes:

Theme 1: Downtown as the Town Square

1) Downtown should be the community's main gathering place 2) Rotary Park and the Gazebo matter, so does Paseo Park 3) Music, art, and events belong at the center of town life 4) Downtown should feel active beyond just shopping	Key inputs: • Town Square • Community gathering • Main Street b/w RR and 1st as Town Square • Use Gazebo more for events • Music is important • Art, murals, atmosphere

Theme 2: A Welcoming, Walkable, Attractive Place

1) The experience matters as much as the businesses 2) Aesthetics and comfort influence how long people stay 3) Downtown should feel cohesive and intentional	Key inputs: • Walkable - YES • Street closures - YES • Pergolas (keep and expand) - YES • Landscaping, lights, hanging baskets - YES • Cleanliness - YES • Ambiance • Sidewalks

Theme 3: Easy to Find, Easy to Understand

1) Downtown isn't obvious enough to visitors 2) First impressions matter 3) People need to be guided in and through Downtown	Key inputs: • Grant / Railroad attractive signage • Welcome to Historic Downtown Winters "arch" on RR where the Tractor is • Hwy 128 / freeway signage • Putah Creek Rd exit signage for Historic Downtown Winters

	• Museum as de facto visitor center – works well when the Town Square is near/adjacent

Theme 4: A Lively, Balanced Business Mix

1) Downtown needs more reasons to linger 2) Experience-based and younger-serving businesses are important 3) Upper floors and underused spaces, basements, matter	Key inputs: • Retail mix, restaurant mix • Experience-based businesses • Businesses for younger customers • Longer hours at night • Activate upstairs and downstairs/basements • Targeted recruitment • Rents and occupancy

Theme 5: Connected to Nature and the Rest of Town

1) Putah Creek is an underused asset – very true 2) Downtown should connect physically and experientially 3) Bikes and safe connections matter	Key inputs: • Putah Creek as asset • Creek improvements • Bike lanes and connections • Extend the feel of Main Street

2. The "Path" Implied by the Themes

1. **Clarify Downtown's role** as the town square and gathering place
2. **Make it feel welcoming and intentional** every day
3. **Help people find it and understand it**
4. **Fill gaps in the business mix** that support lingering and repeat visits
5. **Strengthen connections** to nearby assets (Creek, bikes, surrounding areas)

3. Vision Statement Options

Option A: Is the selected vision based on responses back to consultants.
Historic Downtown Winters is a vibrant and authentic destination. Its pedestrian and bicycle friendly environment link a mix of retail, restaurants, outdoor dining, wineries, lodging, museums, and entertainment with parks, creek walks, bike rentals, music and arts. It celebrates its heritage while focusing on its future. It is anchored by a Town Square, that serves as a place where the community and visitors can gather and celebrate the seasons.

Option B:
Historic Downtown Winters is a welcoming and walkable town center where locals and visitors gather to shop, dine, listen to music, enjoy the arts, and spend time together. Anchored by the Town Square and connected to Putah Creek, Downtown celebrates its heritage while continuing to grow as an active, vibrant place throughout the year.

Option C:
Downtown Winters is the heart of the community — a place to gather, enjoy music and art, support local businesses, and connect with friends and neighbors. It is walkable, welcoming, easy to find, and designed to be active every day, not just during events.

Option D:
Downtown Winters is a lively, walkable gathering place built around local businesses, music, arts, and outdoor spaces. It connects the community to Putah Creek and provides a welcoming experience for residents and visitors alike.

Option E:
Downtown Winters serves as the community's town square — a welcoming place to gather, celebrate, and spend time. Through music, arts, local businesses, and inviting public spaces, Downtown brings people together and reflects the character of Winters.

Option F:
Downtown Winters is an authentic, walkable town center shaped by the people who care about it. It is a place where locals gather regularly, businesses are supported, music and arts are visible, and public spaces are actively used. Through shared effort and ongoing care, Downtown reflects the character of Winters and offers a welcoming experience that feels vibrant during the week and celebratory on the weekends.

Option G:
Downtown Winters is a welcoming, walkable destination that connects people to the town's unique assets — local businesses, music and arts, public gathering spaces, Putah Creek, and outdoor recreation. It is a place where visitors are drawn to explore and stay longer, and where locals return often for everyday needs and shared experiences. Through coordinated effort and continued investment, Downtown serves as the heart of Winters and a gateway to the town's natural, cultural, and community life.

Option I:
Downtown Winters is a welcoming small-town escape where people come to slow down, enjoy good food, discover excellent wines, spend time outdoors, reconnect and celebrate the season. It is a place that draws visitors from farther away for a midweek break or a weekend outing, while remaining a place locals use and care about every day. Anchored by Downtown's walkable streets, gathering spaces, and connection to Putah Creek, Winters offers an authentic experience that feels relaxed, refreshing, and worth returning to.

Beautification & Appearance

Work Session Notes:

- **Signage – Hwy, Putah Creek, Grant & Railroad**
- **Wayfinding – Chamber working on**
- **Pergolas**
- **Safety walking on sidewalks**
- **Trash**
- **Murals, Arts, Music**
- **Town Square – Rotary Park**
- **Community Center**

POSTER

- **Trash Management:**
  - More frequent summer/event trash can pick-up
  - Develop solution(s) for visible dumpsters/trash cans
    - Need space that is screened and access limited to deter illegal dumping
  - Consolidate alley trash areas – activate areas
- **Develop plan for enhanced/improved landscaping**:
  - Railroad Avenue
  - Grant Avenue roundabout
  - Rotary Park/Community Center
- **Extend Pedestrian-Oriented Improvements**:
  - Eastward on Main Street
- **Pergolas/Outdoor Seating/Bulb-0uts**:
  - Maintain & Expand
- **Wayfinding Signs/Gateway Features**:
  - Better signage on Grant/Railroad
  - Arch or welcoming element at Grant/Railroad
  - Better signage from 505 to Downtown
  - Better signage from Putah Creek exit to Downtown
  - Update & maintain Downtown Directional Signs

Traffic, Parking & Circulation

- **Work Session Notes**
  - **Main Street Closure**
  - **Visitor center**
  - **Weave things together bike paths – tie to businesses**

POSTER

• **Bike Rack/Bicycle Amenities**: More & Better Located
• **Long-Term Role of Parklets & Street Barrels**
  ○ Should more be allowed?
• **Main Street Closure**
  ○ Current Schedule
  ○ Events Only
  ○ Alternative Schedule
  ○ Develop a plan that balances public safety and walkability- make street look welcoming versus just feeling closed.
• **Parking Availability/Management**
  ○ License agreements to use private lots during events/weekends
  ○ Better signage for public parking
• **Additional ADA parking**

Local Economy & Business Mix

- **Work Session Notes**
  - Long Term
  - Team at City for businesses coming in
  - Attract –
    - Types of Businesses
    - New Demographics 24-34
    - Family Experience
  - Help with Grants for 2nd story
  - Resources for grants (help)
  - Creek Activities
  - John volunteered to help profile businesses that can fit and make it
  - Variety is important – synergy and energy

POSTER

• Increase Monday-Wednesday foot traffic
  ○ Attract conferences/business meetings
  ○ Arts programming
  ○ Extended business hours
  ○ Staycation packages (food/hotel packages)
• Increase experiential offerings, such as street-side cooking, live music, entertainment
• Attract
  ○ Specialty retail and art galleries
  ○ Thai, Sushi and Italian restaurants
• Better use of second story space
• Support in-fill development between Highway 128 and Main Street
• Priority on local & small businesses
• Engage in longer-term discussion on land use related to creek side development and civic activities
• Rezone Russel Street on both sides to allow commercial and residential

Tourism & Visitor Experience

- **Work Session Notes:**
  - Develop Value packages – cooperation, minimal effort, restart, experience package,
  - Develop creek-related business - activate the creek for experience (Cole's concept)
  - Work with Yolo Visitors – more online presence, coordinated,
  - Digital billboard,
  - Increase marketing
  - Repeat often – no one knows about us – *they need to create identity, be know for something*

POSTER
• Visitor information presence in Rotary Park or Downtown (staffed) • Improve gateway and directional signage, including freeway signage for Putah Creek • Develop value packages to attract overnight visitors • Develop creek-related and outdoor recreation concepts (creek side activities, play features, e-bikes) • Emphasize local tourism: locals, off-hours visits, nighttime activity, resident focused incentives) • Develop package, similar to Welcome Wagon, for new residents • Use Visit Yolo data to develop targeted marketing plans • Work with Visit Yolo to develop and implement a plan to attract mid-week stays at hotels

Events & Programming

- **Work Sessions Notes**
    - Chamber is handling

POSTER

• Improve event logistics, especially trash, restrooms and operations
• Get more youth involved in signature events, such as Youth Day
• Place speakers throughout Downtown to play music
• Expand evening and nighttime activities (music, dancing, art)
• Event Ideas
  ○ Wellness Events
  ○ Senior Focused
  ○ Children Fundraisers
  ○ Movies on Main
  ○ Taste of Winters
  ○ Concerts and Performances
  ○ Art & Wine Strolls
  ○ Locals' Night
  ○ Seasonal & Themed Festival

Parking Lot

- **Work session Notes**
    - **Everyone be on the same page – work together**
    - **Business License – Resource Guide**
        - **Chamber**
        - **Downtown**
        - **Visit Yolo**
        - **Discover Winters**
    - **SBDC – marketing online**

POSTER
• Sidewalk & Café Ordinance • Entertainment Zone • Public Pergolas









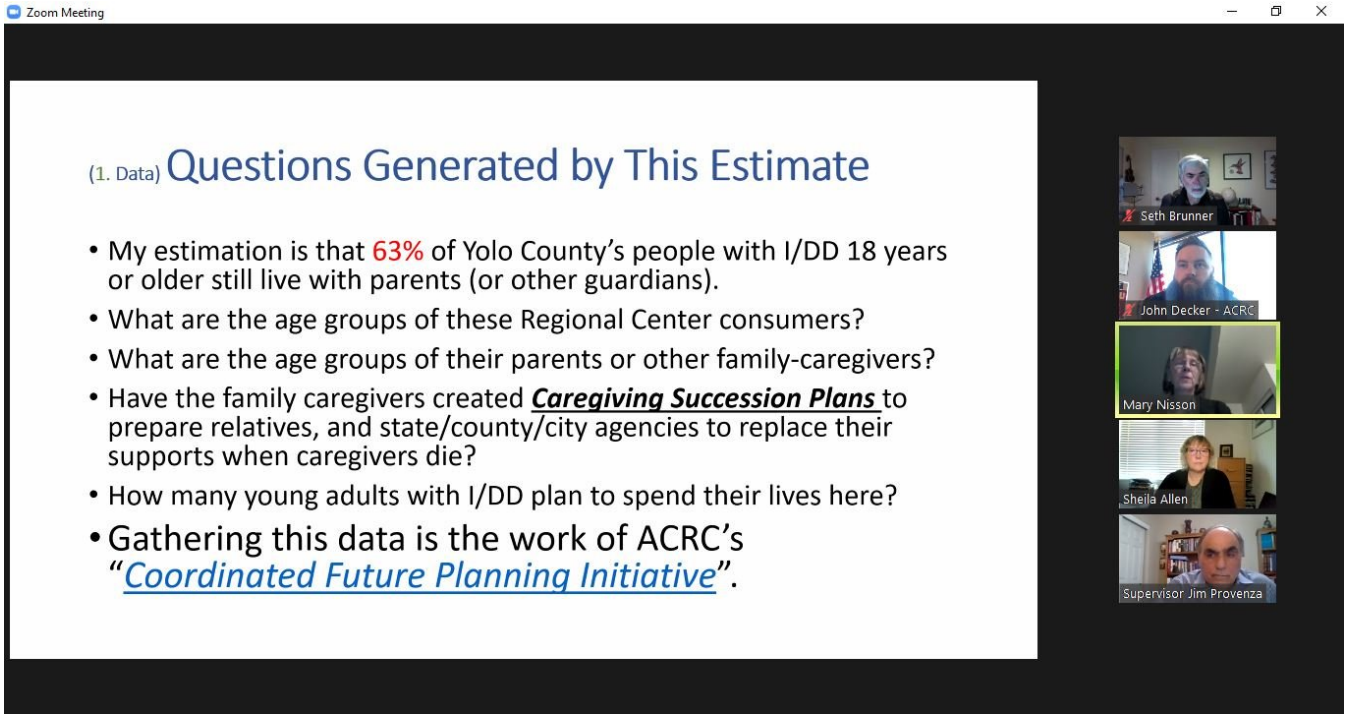


Yolo County Commission on Aging and Adult Services

Report on the Needs of Aging Caregivers of Persons with Intellectual and Developmental Disabilities (I/DD)

Presentation to the Winters City Council

Report on the Needs of Aging Caregivers of Persons with Intellectual and Developmental Disabilities (I/DD)

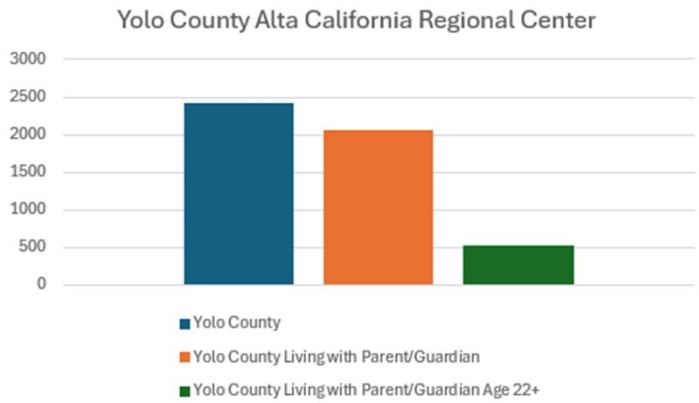


Following a passionate request by an aging caregiver of an adult with I/DD in 2022, a committee was formed to look at the needs of aging regional center clients living with aging caregivers in Yolo County.

Alta California Regional Center's efforts to support housing are rooted in our Coordinated Future Planning Initative:

- How many individuals are living with aging caregivers?
- What is the caregiver succession plan?
- Where might the individual want to live and what person-centered supports are needed to make it happen?

Report on the Needs of Aging Caregivers of Persons with Intellectual and Developmental Disabilities (I/DD)



2427 Yolo County regional center clients.

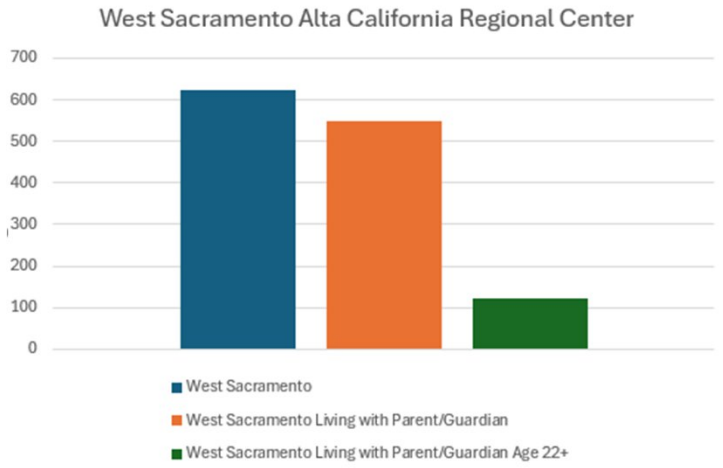
2056 live with parents or family.

519 are age 22 or older and live with parents or family.

108 Winters regional center clients.

100 live with parents or family.

15 are age 22 or older and live with parents or family.



Commission on Aging and Adult Services I/DD Ad Hoc Committee

Purpose: To convene town hall meetings throughout Yolo County aimed at better understanding the issues that are affecting the community, particularly the issue of aging caregivers of individuals with I/DD and discussing opportunities to address these issues.

6 Town Hall Meetings were held in Davis, Woodland, West Sacramento, Esparto, Winters, and over Zoom.



Davis Town Hall (L to R – ACRC Director of Community Services John Decker, Director of Client Services Mechelle Johnson, Supervisor Jim Provenza)

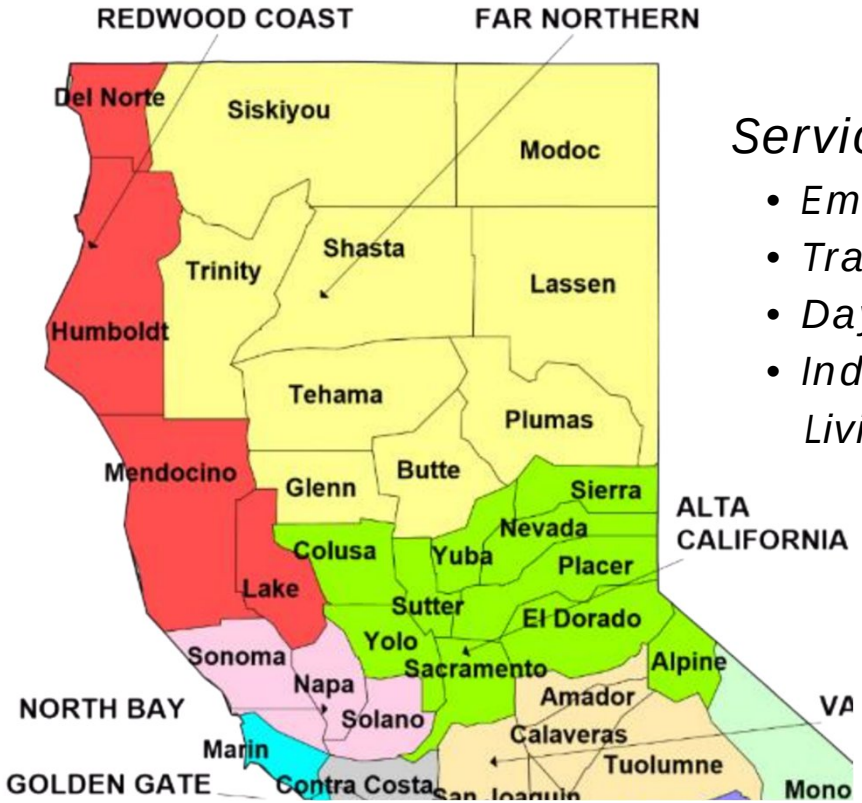
Stakeholder Issues Identified





- Housing for caregivers and I/DD individuals
- Need to make plans and have options if caregiver is no longer available
- Local awareness and education about available services
- Support navigating various services
- Transportation
- Work opportunities for I/DD individuals
- Need for staff/caregiver/service coordinator training

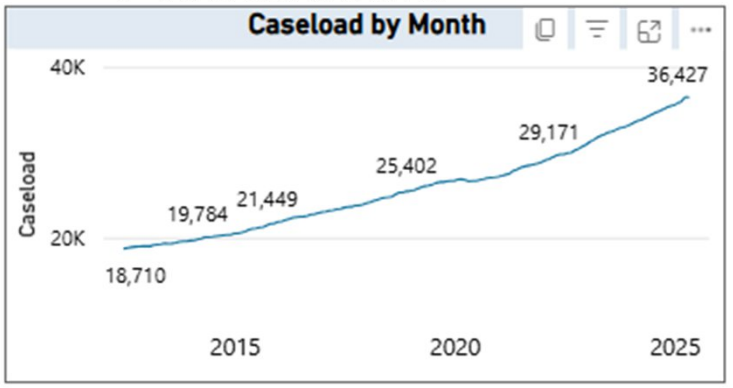
Alta California Regional Center



Services

- *Employment*
- *Transportation*
- *Day Programs*
- *Independent Living*

Eligibility & Service Coordination



Developmental Disabilities

- *Autism*
- *Intellectual Disability*
- *Cerebral Palsy*
- *Epilepsy*
- *5th Catagory*

Alta California Regional Center

Services Purchased for Clients

July 2025 - Nov 2025 (Inclusive of Nov 2025 POS paid through Dec 15, 2025)

Description	Dollars Expended	Percent of Dollars	Number Clients	Percent of Clients	Avg Cost per Client per month
All Other Services	$ 16,779,912	4.18%	14,169	30.1%	$ 236.85
ABA Services	$ 7,691,516	1.91%	2,523	5.4%	$ 609.71
Day Progams	$ 62,401,301	15.53%	5,441	11.5%	$ 2,293.74
Independent Living	$ 14,841,951	3.69%	2,654	5.6%	$ 1,118.46
Medical Care	$ 8,271,591	2.06%	1,395	3.0%	$ 1,185.89
Residential Facilities	$ 112,085,426	27.89%	2,153	4.6%	$ 10,412.02
Respite	$ 43,752,071	10.89%	7,369	15.6%	$ 1,187.46
SDP	$ 18,456,260	4.59%	619	1.3%	$ 5,963.25
Social Recreation	$ 3,840,865	0.96%	6,910	14.7%	$ 111.17
Supported Employment Programs	$ 5,836,087	1.45%	760	1.6%	$ 1,535.81
Supported Living	$ 71,115,401	17.70%	709	1.5%	$ 20,060.76
Transportation	$ 36,785,700	9.15%	2,415	5.1%	$ 3,046.43
Total POS Expenditures	$401,858,081				
Number of Clients (Status 1 , 2, U)	34,248				

Effective July 1, 2021 - Regional Centers can again fund social recreation, camps, and non-medical therapies.

YCCAAS Recommendations

RECOMMENDATION 1: The Yolo County Board of Supervisors advocate at the state and federal level for additional funding to build more housing developments to address the needs, especially set asides for persons with intellectual or developmental disabilities including federal housing vouchers and possible Alta California Regional Center (ACRC) funding for consumers/clients.
Progress – The Board of Supervisors added housing advocacy to their legislative priorities list and could add I/DD specific advocacy to their legislative priorities list starting this year.

RECOMMENDATION 2: The City Aging Commission representatives work with their city council for streamlined review and approval of housing projects.
Progress – Presentations have been planned for each of the City Aging Commissions to alert them of the need and encourage them to engage with their city councils.

RECOMMENDATION 3: The establishment of an ad hoc subcommittee of the Yolo County Commission on Aging and Adult Services with the task of meeting as needed with a representative of ACRC and Yolo County Housing regarding continuing and permanent investment analysis and funding applications for supported, low-income housing units for adults with I/DD and follow up on these recommendations.
Progress – The ad hoc has been established and meets regularly.

RECOMMENDATION 4: The Yolo County Commission on Aging and Adult Services (YCCAAS) request quarterly updates from Alta California Regional Center that includes housing and new resources that are available in the region.
Progress – Alta California Regional Center and Yolo County Housing have worked together to deliver quarterly updates to the YCCAAS, with the most recent quarterly update happening at the January YCCAAS meeting.

RECOMMENDATION 5: The YCCAAS request Yolo Housing Authority and Yolo County include information about Alta California Regional Center on their websites as a resource for persons with I/DD and their caregivers.
Progress – The Yolo Housing Authority website has been updated, and county staff are working on creating a resource page for persons with I/DD and their caregivers for the Yolo County website.

RECOMMENDATION 6: The YCCAAS request ACRC provide a presentation to Yolo County Housing Authority's Housing Authority Commission on the special housing needs of the I/DD population.
Progress – Completed January 2026

YCCAAS Recommendations

RECOMMENDATION 7: The Yolo County Commission on Aging and Adult Services continue to foster connections between Alta California Regional Center (ACRC) and RISE, Inc., Yolo Healthy Aging Alliance (YHAA), and other rural partners to increase utilization of ACRC services in rural Yolo County and to support rural aging caregivers.
Progress – Representatives from ACRC have been connected to local partners through YHAA's Collaboration Committee which also includes RISE, Inc.

RECOMMENDATION 8: The YCCAAS request YHAA connect aging caregivers of persons with I/DD to local programs and services.
Progress – YHAA is able to connect clients to local programs and services through their case management program.

RECOMMENDATION 9: The YCCAAS facilitate additional connections to all types of transportation in Yolo County to assure ACRC has contracts with all available local transportation.
Progress – Connections have been made between ACRC and local transportation agencies. Yolo County's transportation programs are also changing due to YHAA taking over management of Agency on Aging Area 4 transportation program funds to start a voucher program.

RECOMMENDATION 10: Request the Yolo County HHSA Social Services Branch, Yolo 211, Yolo Aging and Disability Connection and other appropriate community partners work together to enhance websites and information for the community about available resources.
Progress – Yolo County Housing and ACRC have been active in encouraging local partners to share their websites with resources to increase community knowledge.

RECOMMENDATION 11: The YCCAAS further discuss the need for additional Residential Care Facilities for the Elderly (RCFE) for persons with I/DD.
Progress – This topic has been discussed at YCCAAS meetings and conversations are continuing.

OUTCOMES - ACRC HOUSING DEVELOPMENT IN YOLO COUNTY

https://www.altaregional.org/housing-and-living-options



1. River Grove, West Sacramento
   - Units: 18
   - Developer: Brinshore

2. Bretton Woods, Davis
   - Units: 10
   - Developer: Mercy Housing

3. Lake Washington, West Sacramento
   - Units: 19
   - Developer: DANCO

4. Tupelo, Woodland
   - Units: 19
   - Developer: Brinshore

Thank you to the committee members:

- Laurie Haas (Co-Chair), Yolo County Commission on Aging and Adult Services member and HHSA Manager of Adult Protective Services and Public Guardian
- Mary Nisson (Co-Chair), caregiver of person with I/DD
- David Nisson an adult with I/DD
- John Decker, Director of Community Services and Supports, Alta California Regional Center (ACRC)
- Ian Evans, Executive Director Yolo County Housing Authority
- Sheila Allen, Yolo County Supervisor and Chair of the Yolo County Commission on Aging and Adult Services

And former committee members:

- Seth Brunner (fmr Co-Chair), Yolo County Commission on Aging and Adult Services member
- Sydney Ruport, Community Services and Supports Specialist, Alta California Regional Center (ACRC)

Minutes of the Regular Council Meeting Held May 19, 2026

Mayor Albert Vallecillo called the meeting to order at 6:30 PM

ROLL CALL

Present: Council Members, Jesse Loren, Carol Scianna, Mayor Pro Tem Bill Biasi, Mayor Albert Vallecillo

Absent: Council Member Richard Casavecchia

Staff: City Manager Jeremy Craig, Acting Assistant City Attorney Sarah Graham, Housing Technician Barbara Carr, Contract Planner Dave Dowswell, Contract Building Official Kale Graham, Police Chief John Miller, Fire Chief Jack Synder, Deputy City Clerk Zorina Treat.

PLEDGE OF ALLEGIANCE

Tico Zendejas led the Pledge of Allegiance.

Mayor Albert Vallecillo noted that there was no reportable action out of Closed Session.

APPROVAL OF THE AGENDA

Motion by Council Member Loren, seconded by Scianna, to approve the agenda as presented. The motion carried by the following vote:

AYES: Council Members, Jesse Loren, Carol Scianna, Mayor Pro Tem Bill Biasi, Mayor Albert Vallecillo

NOES: None

ABSENT: Council Member Richard Casavecchia

SPECIAL PRESENTATIONS

1.A. Proclamation - Memorial Day

Chairperson of the Winters Cemetery Board, Joseph Bristow, accepted the proclamation and stated it will be proudly displayed at the cemetery office. He noted that 27 veterans killed in action are buried locally, with a total of 477 veterans interred. Mr. Bristow also announced the following Memorial Service:

- Date & Time: Monday, May 25, 2026, 1:30 PM
- Location: Winters Cemetery
- Invitation: Extended to the council, veterans, and community to honor fallen soldiers.

1.B. Youth Empowerment Summit Presentation to Council

Jesse Salinas, Yolo County Assessor-Clerk-Recorder, presented an overview of the Youth Empowerment Summit (YES), an award-winning civic engagement program for high school students. Mr. Salinas highlighted student participation, civic education activities, mock elections, and survey data demonstrating increased student understanding of local government and civic involvement following the program. An invitation was extended to Council Members to participate in the next Youth Empowerment Summit scheduled for September 24, 2026.

1.C. Presentation of the Impacts of HR 1

Tico Zedez, Yolo County Health and Human Services, presented an overview of HR1 and its impact on CalFresh eligibility and work requirements. Mr. Zedez highlighted anticipated impacts to Yolo County residents, changes affecting Able Bodied Adults Without Dependents (ABAWDs), and increased administrative and outreach efforts related to implementation. Mr. Zedez discussed ongoing community education and support efforts, including partnerships with local organizations to assist eligible recipients. In addition, he will return on a future date for a Med-Cal Presentation.

PUBLIC COMMENT (Items not on the agenda)

None

CONSENT CALENDAR

3.A. Minutes of the Regular City Council Meeting Held on May 5, 2026

3.B. Warrant Register and Payment of Claims for the Month Ending March 31, 2026

3.C. Task Order #26-01 for the On-call Transportation Engineering Services Contract with Fehr & Peers

3.D. Resolution authorizing the City Manager to approve a Durable Encroachment Agreement for Maintenance of Private Irrigation Pipeline within Public Right-of-Way and authorizing the City Clerk to record the Agreement with the County Recorder.

3.E. Resolution 2026-25 Approving the Engineer's Report for the Annual Levy of Assessments for FY 2026-2027 for the City of Winters City-Wide Maintenance Assessment District and Resolution No. 2026-25 Declaring the City's Intention to Levy and Collect Annual Assessments for FY 2026-2027

3.F. Resolution 2026-27 – A Resolution of Intention to Continue Assessments for Fiscal Year 2026-27, Preliminarily Approving the Engineer's Report, and Providing Notice

of Public Hearing for the City of Winters' Fire Protection and Emergency Response Services Assessment

3.G. Second Amendment to Agreement for Hearing Officer Services between City of Winters and Ryan Raftery

Motion by Council Member Loren, seconded by Council Member Scianna to approve the Consent Calendar as presented. The motion carried by the following vote:

AYES: Council Members, Jesse Loren, Carol Scianna, Mayor Pro Tem Bill Biasi, Mayor Albert Vallecillo
NOES: None
ABSENT: Council Member Richard Casavecchia

PUBLIC HEARINGS

None

DISCUSSION ITEMS

5.A. 2024 Annual Progress Report: General Plan & Housing Element

Contract Planner Dave Dowswell presented the 2024 Annual Progress Report for the General Plan and Housing Element, highlighting ongoing housing element implementation efforts and recent housing-related projects. Staff reported that 27 of 31 housing element programs are completed or in progress and noted that 148 new single-family home finals were issued in 2024, including deed-restricted affordable units and ADUs.

5.B. 2023-2025 Housing Element Progress Report

Housing Analyst Barbara Carr also provided an overview of the 2023–2025 Housing Element Progress Report, noting the City remains on track with state reporting requirements and ongoing coordination between planning and building staff.

CITY MANAGER'S REPORT

City Manager Jeremy Craig provided updates on upcoming agenda items, including a Downtown Study Report scheduled for the June 2, 2026, meeting. Mr. Craig also announced the City Hall closure for Memorial Day and provided an update on the City's new utility billing system and water/sewer bill format rollout, noting planned online payment improvements and ongoing efforts to consolidate multiple water meter reading systems.

COUNCIL COMMENTS-IDEAS, QUESTIONS, AB1234

Verbal updates were provided by Council Members.

ADJOURNMENT

The meeting adjourned at 7:24 PM.

TO: Honorable Mayor and Council Members

DATE: June 2, 2026

THROUGH: Jeremy Craig, City Manager

FROM: Zorina Treat, Deputy City Clerk

SUBJECT: Resolution No. 2026-28 Calling for and Consolidating General Municipal Election on November 3, 2026

RECOMMENDATION:

Adopt Resolution No. 2026-28 calling for and consolidating General Municipal Election on November 3, 2026.

BACKGROUND:

Local Council elections are held every even numbered year and are consolidated by Yolo County with other elections held on the same date. As part of the initial process, Council considers and adopts a Resolution to call for such an election and asks the County Board of Supervisors to direct the Elections Office to so consolidate and conduct our election. This will be the first Winters election to consolidate with the General Election in November.

Council is asked to adopt Resolution No. 2026-28, which calls for a general election for November 3, 2026, to fill three seats on the City Council, requests the Yolo County Board of Supervisors to consolidate the election with the Statewide General Election, and directs the County Election's Official to provide services related to the election.

Elections are consolidated by the County, which substantially lessens the cost to the individual cities and the County to conduct elections. The first step in the process is to adopt a Resolution to call for the election and request the services of the County to conduct the consolidated election. In keeping with the required deadlines as per election law and the needs of the County Election's Office, the Board of Supervisors will be asked to take action at its next meeting to call for the election.

Also of note is that the filing period for Council seats will begin on July 13, 2026, and continue to August 7, 2026, which can be extended for new candidates to August 12, 2026, should incumbent Council Members choose not to file for re-election.

The Resolution is published in the newspaper as well as the normal Agenda noticing requirements. A Notice of Election will also be posted in the newspaper to provide notice to any citizens wishing to run for Council.

FISCAL IMPACT:

The cost for consolidation of these elections is dependent upon how many other jurisdictions and items are included in the election. Sufficient funds have been budgeted in the FY 26-27 operating budget to cover this cost. The candidates also have a cost for filing and printing, which is paid directly to the County of Yolo. The City does not charge candidates to run for City Council.

ATTACHMENTS:

Resolution No. 2026-28

RESOLUTION NO. 2026-28

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WINTERS, CALIFORNIA CALLING FOR A GENERAL MUNICIPAL ELECTION FOR THE ELECTION OF THREE COUNCIL MEMBERS, TO BE HELD ON TUESDAY, NOVEMBER 3, 2026, AND REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF YOLO TO CONSOLIDATE THE GENERAL MUNICIPAL ELECTION WITH THE STATEWIDE GENERAL ELECTION TO BE CONDUCTED ON THAT SAME DAY

WHEREAS, a General Municipal Election is to be held in the City of Winters, California, on November 3, 2026, for the purpose of electing persons to three (3) seats on the Winters City Council; and

WHEREAS, it is desirable that the General Municipal Election be consolidated with the Statewide General Election to be held on the same date and that within the City the precincts, polling places and election officers of the two elections be the same, and that the Election Department of the County of Yolo canvass the returns of the General Municipal Election and that the election be held in all respects as if there were only one election.

THE CITY COUNCIL OF THE CITY OF WINTERS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. Calling of the General Municipal Election. Pursuant to the requirements of the laws of the State of California relating to municipal elections, there shall be, and there is hereby called and ordered held in the City of Winters, County of Yolo, State of California, on November 3, 2026, a general municipal election of the qualified electors of the City of Winters, for the purpose of electing three (3) members of the City Council for a full term of four (4) years each. The general municipal election shall be held and conducted as provided for by law for the holding of municipal elections in the City.

SECTION 2. Consolidation of the Election. The City Council hereby requests the Yolo County Board of Supervisors to consolidate the general municipal election with the Statewide General Election to be conducted on Tuesday, November 3, 2026, as provided in Elections Code section 10400 et seq., including section 10418. The election hereby consolidated shall be held in all respects as if there were only one election, and only one form of ballot shall be used.

SECTION 3. Election Related Services. Pursuant to Elections Code section 10002, the City requests and authorizes the Yolo County elections official to provide the services necessary to implement the election and to consolidate the election on the November 3, 2026, Election Ballot for the County of Yolo. Such services include the publication of notices calling the election, provision of voter lists, obtaining and staffing polling places, hiring and training of precinct workers, provision and delivery of precinct supplies, provision of microfiche of voters and poll locations, if desired, counting of ballots and certification of the election, and all other aspects of elections not specified herein that may be agreed upon between the County Clerk and the City Clerk.

SECTION 4. Instructions. The Board of Supervisors is requested to issue instructions to the County Election Department to take any and all steps necessary for the holding of the consolidated election.

SECTION 5. Candidate's Statement. Pursuant to Elections Code section 13307, each candidate for elective office to be voted for at the General Municipal Election may prepare a candidate's statement on an appropriate form provided by the City Clerk. Such statement may include the name, age and occupation of the candidate and a brief description of no more than 200 words of the candidate's education and qualifications expressed by the candidate himself or herself. Such statement shall not include party affiliation of the candidate, nor membership or activity in partisan political organizations. Such statement shall be filed in typewritten form in the office of the City Clerk at the time the candidate's nomination papers are filed. Such statement may be withdrawn, but not changed, during the period for filing nomination papers and until 5:00 p.m. of the next working day after the close of the nomination period. No candidate will be permitted to include additional materials in the voter information guide. Pursuant to the Voting Rights Act of 1965, candidate statements will be translated into all languages required by the County of Yolo. The candidate shall be required to pay for the cost of translating the candidate statement into any foreign language pursuant to Federal and/or State law. The candidate shall be required to pay for the cost of translating the candidate statement into any foreign language that is not required by Federal or State law but is requested as an option by the candidate.

SECTION 6. Payment. The City Clerk shall estimate the total cost of printing, handling, translating, and mailing the candidates' statements filed pursuant to the Elections Code and pursuant to the Voting Rights Act of 1965, as amended, and require each candidate filing a statement to pay in advance to the City his or her pro rata share as a condition of having his or her statement included in the voter's pamphlet. The cost for candidate statement varies from one election to another and may be significantly more or less than an estimate, depending on the actual number of candidates filing statements. Accordingly, the City Clerk is not bound by the estimate and may, on a pro rata basis, bill candidates for additional actual expense or refund any excess paid depending on the final actual cost. In the event of underpayment, the City Clerk shall require the candidate to pay the balance of the cost incurred. In the event of overpayment, the City Clerk shall prorate the excess amount among the candidates and refund the excess amount paid within 30 days of the election or upon receipt of County billing.

SECTION 7. City's Reimbursement of Costs. The City of Winters shall reimburse the County of Yolo for all costs and expenses incurred by the County in conducting said election upon presentation of a bill to the City.

SECTION 8. Forwarding of Resolution to the County. The City Clerk is authorized and directed to file a copy of this Resolution with the Board of Supervisors and the County Clerk upon its adoption by the City Council.

SECTION 9. Implementation Actions. The City Clerk is authorized and directed to take such further actions and execute such documents as are necessary to cause the election to be conducted on behalf of the City of Winters.

I HEREBY CERTIFY that the foregoing Resolution was adopted by the City Council of the City of Winters at a regular meeting held on the 2nd day of June 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____

Albert Vallecillo, Mayor

ATTEST:

_____

Jeremy Craig, City Clerk

CITY COUNCIL
STAFF REPORT

TO: Honorable Mayor and Councilmembers

DATE: June 2, 2026

THROUGH: Jeremy Craig, City Manager

FROM: Eric Lucero, Public Works Director of Operations & Maintenance

SUBJECT: Resolution No. 2026-29 Resolution Adopting a List of Projects for Fiscal Year 2026-27 Funded by SB 1: The Road Repair and Accountability Act of 2017

RECOMMENDATION:

Adopt Resolution No. 2026-29, Adopting a List of Projects for Fiscal Year 2026-27 Funded by SB 1: The Road Repair and Accountability Act of 2017.

BACKGROUND:

On April 28, 2017, Governor Brown signed Senate Bill (SB) 1 into law. SB 1 provides an estimated $5.2 billion in funding annually for California streets, roads, and highways through a 12 cent per gallon increase to the gasoline excise tax, an additional 20 cent per gallon increase to diesel fuel excise tax, an additional vehicle registration tax called the "Transportation Improvement Fee", and an additional $100 vehicle registration tax on zero emissions vehicles of model year 2020 or later effective July 1, 2020. SB 1 also provides for inflationary adjustments to tax rates in future years.

DISCUSSION:

Staff has developed a road rehabilitation project list for Fiscal Year 2026/27 from the engineering firm PublicWorks1's evaluation data. PublicWorks1 is a Municipal Pavement & Asset Management Solutions firm that provides pavement management services using GPS and street-level imagery to assess road conditions and provide treatment recommendations. Staff used PublicWorks1. in December 2025 to evaluate street conditions. The proposed project list includes newly listed roads based on the latest evaluation.

Street	Location	Sq. Ft.	Spot Repair	Crack Seal	Slurry Seal	Overlay (Grind & Pave)	Estimated Useful Life	Anticipated Year of Construction
Kennedy	Taylor to Valley Oak	66,000		X	X		5-7 years	2026-27
Roosevelt	Kennedy to Valley Oak	55,500		X	X		5-7 years	2026-27
Taft Ct	Roosevelt to End	11,250		X	X		5-7 years	2026-27
Hoover St	Kennedy to Roosevelt	17,650		X	X		5-7 years	2026-27
Eisenhower	Valley Oak to Hoover	19,070		X	X		5-7 years	2026-27
Street	**Location**	**Lft**	**Striping**		**Bike Lane**		**Estimated Useful Life**	**Anticipated Year of Construction**
Kennedy	Taylor to Valley Oak	1300lft			2600lft		7-10 years	2026-27

Spot repairs and slurry sealing are maintenance strategies most effective for pavements in good condition. This early maintenance strategy generally extends roadways' useful life by 5-7 years before they must be treated again. Grind and pave with a 2" overlay is more costly but necessary for roads whose pavement has begun to deteriorate and will bring pavement back to a good condition, extending the pavement by 15-20 years of useful life. The project will also include upgrades to all curb cut ramps within the project that are getting an overlay to meet ADA compliance. The approved Fiscal Year 2026/27 project list is due to the California Transportation Commission by July 1, 2026.

FISCAL IMPACT:

The City anticipates receiving $225,057 in FY 2026-2027 from the SB 1 Road Maintenance and Rehabilitation Account.

ATTACHMENT(S):

1. Resolution 2026-29
2. Project Overview Map

RESOLUTION NO. 2026-29
RESOLUTION ADOPTING A LIST OF PROJECTS FOR FISCAL YEAR 2026-27
FUNDED BY
SB 1: THE ROAD REPAIR AND ACCOUNTABILITY ACT OF 2017

WHEREAS, Senate Bill 1 (SB 1), the Road Repair and Accountability Act of 2017 (Chapter 5, Statutes of 2017) was passed by the Legislature and signed into law by the Governor in April 2017 to address the significant multi-modal transportation funding shortfalls statewide; and

WHEREAS, SB 1 includes accountability and transparency provisions that will ensure the residents of the City of Winters are aware of the projects proposed for funding in our community and which projects have been completed each fiscal year; and

WHEREAS, the City of Winters must adopt by resolution a list of projects proposed to receive fiscal year funding from the Road Maintenance and Rehabilitation Account (RMRA), created by SB 1, which must include a description and the location of each proposed project, a proposed schedule for the project's completion, and the estimated useful life of the improvement; and

WHEREAS, the City of Winters, will receive an estimated $225,057 in RMRA funding in Fiscal Year 2026-27 from SB 1; and

WHEREAS, this is the 10th year in which the City of Winters is receiving SB 1 funding and will enable the City of Winters to continue essential road maintenance and rehabilitation projects, safety improvements, repairing and replacing aging bridges, upgrading curb cut ramps to be ADA compliant, and increasing access and mobility options for the traveling public that would not have otherwise been possible without SB 1; and

WHEREAS, the City of Winters has undergone a robust public process to ensure public input into our community's transportation priorities/the project list; and

WHEREAS, the City of Winters used a Pavement Management System to develop the SB 1 project list to ensure revenues are being used on the most high-priority and cost-effective projects that also meet the community's priorities for transportation investment; and

WHEREAS, the funding from SB 1 will help the City of Winters maintain and rehabilitate streets/roads in need of rehabilitation, bridges, curb cut ramps, and add active transportation infrastructure throughout the City of Winters this year and many similar projects into the future; and

WHEREAS, the 2024 California Statewide Local Streets and Roads Needs Assessment found that the City of Winters' streets and roads are in an "at-risk" condition

and this revenue will help us increase the overall quality of our road system and over the next decade will bring our streets and roads into a “good” condition; and

WHEREAS, the SB 1 project list and overall investment in our local streets and roads infrastructure with a focus on basic maintenance and safety, investing in complete streets infrastructure, and using cutting-edge technology, materials and practices, will have significant positive co-benefits statewide.

NOW, THEREFORE IT IS HEREBY RESOLVED, ORDERED AND FOUND by the City Council of the City of Winters, State of California, as follows:

1. The foregoing recitals are true and correct.
2. The following list of proposed projects will be funded in part or solely with fiscal year 2026-27 Road Maintenance and Rehabilitation Account revenues:

FY 2026/27 Road Rehabilitation Project List

Street	Location	Sq. Ft.	Spot Repair	Crack Seal	Slurry Seal	Overlay (Grind & Pave)	Estimated Useful Life	Anticipated Year of Construction
Kennedy	Taylor to Valley Oak	66,000		X	X		5-7 years	2026-27
Roosevelt	Kennedy to Valley Oak	55,500		X	X		5-7 years	2026-27
Taft Ct	Roosevelt to End	11,250		X	X		5-7 years	2026-27
Hoover St	Kennedy to Roosevelt	17,650		X	X		5-7 years	2026-27
Eisenhower	Valley Oak to Hoover	19,070		X	X		5-7 years	2026-27
Street	**Location**	**Lft**	**Striping**		**Bike Lane**		**Estimated Useful Life**	**Anticipated Year of Construction**
Kennedy	Taylor to Valley Oak	1300lft			2600lft		7-10 years	2026-27

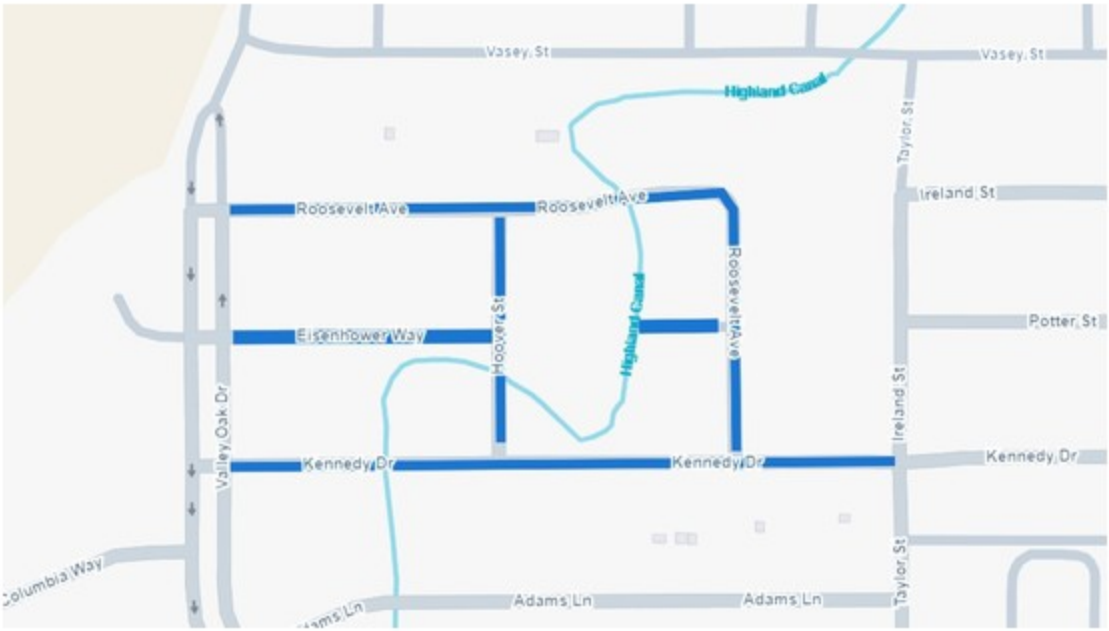
PASSED AND ADOPTED by the City Council of the City of Winters, State of California this 2nd day of June 2026, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

_____
Albert Vallecillo, Mayor

ATTEST:

_____
Jeremy Craig, City Clerk


Vasey St
Vasey St
Highland Canal
Taylor St
Ireland St
Roosevelt Ave
Roosevelt Ave
Roosevelt Ave
Potter St
Eisenhower Way
Hoover St
Highland Canal
Valley Oak Dr
Ireland St
Kennedy Dr
Kennedy Dr
Kennedy Dr
Columbia Way
Adams Ln
Adams Ln
Taylor St

CITY COUNCIL
STAFF REPORT

TO: Honorable Mayor and Councilmembers

DATE:June 2, 2026

THROUGH: Jeremy Craig, City Manager

FROM: John P. Miller, Chief of Police

SUBJECT: Contract with Axon for Body Worn Cameras, Vehicle Cameras, TASER's, and Digital Evidence Platform

RECOMMENDATION:

Approve contract with Axon for body worn cameras, vehicle cameras, TASER's, and digital evidence platform.

BACKGROUND:

The Winters Police Department has been using Axon for body worn cameras, vehicle cameras, TASER's, and digital evidence platform for many years. This new contract consolidates three separate contracts and adds additional needed equipment.

DISCUSSION:

Body worn cameras and vehicle cameras have become indispensable to law enforcement for collecting evidence as well as accountability and liability mitigation. Additionally, TASER's continue to be one of the most effective, less lethal alternatives available to law enforcement and has been proven to reduce injuries to officers and to suspects. Further, in this digital information age, the need for a secure digital evidence platform is mandatory and Axon's "evicence.com" continues to be the industry leader.

Separate contracts were entered into with Axon as the Winters Police Department added

additional technologies and equipment. The contract for one vehicle camera is expiring in July and the contract for the other vehicle cameras is expiring next year. The contract for body worn cameras, TASER's, and digital evidence platform expires in four years. Additionally, the Police Department needs to add one more vehicle camera, two body worn cameras, two TASER's, and additional licenses to equip the additional police officer position authorized in FY 25/26 and a recently added Reserve Officer.

Axon offered the Police Department the opportunity to consolidate all the contracts and additional equipment into one 5-year contract. By consolidating the contracts, it saves the City approximately $10,900 annually.

FISCAL IMPACT:

The annual cost of the consolidated contract with Axon will be:

Year 1 (FY 26/27): $53,347.19
Year 2 (FY 27/28): $52,238.66
Year 3 (FY 28/29): $52,238.66
Year 4 (FY 29/30: $52,238.66
Year 5 (FY 30/31): $52,238.47

The expense will be from the General Fund as part of the Police Department's annual budget.

ATTACHMENT(S):

1. Axon 5-year contract



Q-816580-46163SB

Issued: 05/21/2026

Quote Expiration: 05/22/2026

Estimated Contract Start Date: 09/01/2026

Account Number: 106652

Payment Terms: N30

Mode of Delivery: AUTO-GND

Credit/Debit Amount: $0.00

SHIP TO	BILL TO
Winters Police Dept. - CA 702 Main St Winters, CA 95694-1689 USA	Winters Police Dept. - CA 702 Main St Winters CA 95694-1689 USA Email:

SALES REPRESENTATIVE	PRIMARY CONTACT
Spencer Brachman Phone: Email: sbrachman@axon.com Fax:	John Miller Phone: 5307952261 Email: john.miller@winterspolice.org Fax:

In Process

Quote Summary

Program Length	60 Months
TOTAL COST	$254,124.72
ESTIMATED TOTAL W/ TAX	$262,301.64

Discount Summary

Average Savings Per Year	$16,033.09
TOTAL SAVINGS	$80,165.43

Docusign Envelope ID: D5B02A55-10B6-85FD-8194-B7A109B92B3E

Payment Summary

Date	Subtotal	Tax	Total
Aug 2026	$50,917.92	$2,429.27	$53,347.19
Aug 2027	$50,801.70	$1,436.96	$52,238.66
Aug 2028	$50,801.70	$1,436.96	$52,238.66
Aug 2029	$50,801.70	$1,436.96	$52,238.66
Aug 2030	$50,801.70	$1,436.77	$52,238.47
Total	**$254,124.72**	**$8,176.92**	**$262,301.64**

In Process

Quote Unbundled Price:	**$332,194.59**
Quote List Price:	**$276,224.79**
Quote Subtotal:	**$254,124.72**

Pricing

All deliverables are detailed in Delivery Schedules section lower in proposal

Item	Description	Qty	Term	Unbundled	List Price	Net Price	Subtotal	Tax	Total
Program									
100553	TRANSFER BALANCE - SOFTWARE AND SERVICES	1			$1.00	($4,255.01)	($4,255.01)	$0.00	($4,255.01)
100552	TRANSFER BALANCE - GOODS	1			$1.00	$16,023.24	$16,023.24	$1,321.91	$17,345.15
Fleet3B	Fleet 3 Basic	7	60	$182.22	$166.82	$166.82	$70,064.40	$2,655.16	$72,719.56
HWCNAB4	AB4 CONNECTED HARDWARE BUNDLE	2	60			$1,049.00	$2,098.00	$173.09	$2,271.09
BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	60	$78.01	$62.52	$62.52	$3,751.20	$233.65	$3,984.85
BWCUwTAP	BWC Unlimited with TAP	17	60	$146.03	$102.91	$102.91	$104,968.20	$2,881.76	$107,849.96
C00018	BUNDLE - TASER 7 CERTIFICATION	2	60	$123.83	$85.58	$85.58	$10,269.60	$686.12	$10,955.72
A la Carte Software									
85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	60		$27.12	$0.00	$0.00	$0.00	$0.00
101180	AXON TASER - DATA SCIENCE PROGRAM	14	60		$1.08	$1.08	$907.20	$0.00	$907.20
20248	AXON TASER - EVIDENCE.COM LICENSE	14	60		$5.83	$5.83	$4,897.20	$0.00	$4,897.20
102610	AXON COMMUNITY LINK	17	60		$16.27	$8.14	$8,297.70	$0.00	$8,297.70
73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	60		$10.85	$10.85	$11,067.00	$0.00	$11,067.00
73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	60		$10.85	$10.85	$11,067.00	$0.00	$11,067.00
ProLicense	Pro License Bundle	1	60		$48.82	$48.75	$2,925.00	$0.00	$2,925.00
A la Carte Services									
20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14	60		$3.25	$3.25	$2,730.00	$225.23	$2,955.23
101193	AXON TASER - ON DEMAND CERTIFICATION	14	60		$3.44	$3.44	$2,889.60	$0.00	$2,889.60
A la Carte Warranties									
80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	49		$0.53	$0.53	$363.58	$0.00	$363.58
80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	49		$8.19	$8.19	$401.31	$0.00	$401.31
80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	49		$8.25	$8.25	$5,659.50	$0.00	$5,659.50
Total							**$254,124.72**	**$8,176.92**	**$262,301.64**

In Process

Delivery Schedule

Hardware

Bundle	Item	Description	QTY	Shipping Location	Estimated Delivery Date
AB4 CONNECTED HARDWARE BUNDLE	100147	AXON BODY 4 - CAMERA - NA US FIRST RESPONDER BLK RAPIDLOCK	2	1	08/01/2026
AB4 CONNECTED HARDWARE BUNDLE	100466	AXON BODY 4 - CABLE - USB-C TO USB-C	3	1	08/01/2026
AB4 CONNECTED HARDWARE BUNDLE	100775	AXON BODY 4 - MAGNETIC DISCONNECT CABLE	3	1	08/01/2026
Fleet 3 Basic	101924	AXON FLEET - TAOGLAS ANT - 7-IN-1 4CELL 2WIFI 1GNSS INT	7	1	08/01/2026
Fleet 3 Basic	103346	AXON FLEET - ERICSSON R980-5GD-A+5YR NETCLOUD	7	1	08/01/2026
Fleet 3 Basic	70112	AXON SIGNAL - VEHICLE	7	1	08/01/2026

Hardware

Bundle	Item	Description	QTY	Shipping Location	Estimated Delivery Date
Fleet 3 Basic	72036	AXON FLEET 3 - STANDARD 2 CAMERA KIT	7	1	08/01/2026
BUNDLE - TASER 7 CERTIFICATION	100591	AXON TASER - CLEANING KIT	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	100623	ENHANCED HOOK-AND-LOOP TRAINING (HALT) SUIT (V2)	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	20008	AXON TASER 7 - HANDLE - HIGH VIS GRN LASER CLASS 3R YLW	2	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	20018	AXON TASER - BATTERY PACK - TACTICAL	2	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	20063	AXON TASER 7 - HOLSTER - SAFARILAND RH	2	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22175	AXON TASER 7 - CARTRIDGE - LIVE STANDOFF (3.5-DEGREE) NS	10	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22176	AXON TASER 7 - CARTRIDGE - LIVE CLOSE QUART (12-DEGREE) NS	10	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22177	AXON TASER 7 - CARTRIDGE - HALT STANDOFF NS	4	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22178	AXON TASER 7 - CARTRIDGE - HALT CLOSE QUART NS	4	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22179	AXON TASER 7 - CARTRIDGE - INERT STANDOFF (3.5-DEGREE) NS	2	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22181	AXON TASER 7 - CARTRIDGE - INERT CLOSE QUART (12-DEGREE) NS	2	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	70033	AXON - DOCK WALL MOUNT - BRACKET ASSY	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	71019	AXON BODY - DOCK POWERCORD - NORTH AMERICA	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	74200	AXON TASER - DOCK - SIX BAY PLUS CORE	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	80087	AXON TASER - TARGET - CONDUCTIVE PROFESSIONAL RUGGEDIZED	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	80090	AXON TASER - TARGET FRAME - PROFESSIONAL 27.5 IN X 75 IN	1	1	09/01/2026
BUNDLE - TASER 7 CERTIFICATION	22175	AXON TASER 7 - CARTRIDGE - LIVE STANDOFF (3.5-DEGREE) NS	4	1	09/01/2027
BUNDLE - TASER 7 CERTIFICATION	22176	AXON TASER 7 - CARTRIDGE - LIVE CLOSE QUART (12-DEGREE) NS	4	1	09/01/2027
BUNDLE - TASER 7 CERTIFICATION	22175	AXON TASER 7 - CARTRIDGE - LIVE STANDOFF (3.5-DEGREE) NS	4	1	09/01/2028
BUNDLE - TASER 7 CERTIFICATION	22176	AXON TASER 7 - CARTRIDGE - LIVE CLOSE QUART (12-DEGREE) NS	4	1	09/01/2028
BUNDLE - TASER 7 CERTIFICATION	22177	AXON TASER 7 - CARTRIDGE - HALT STANDOFF NS	4	1	09/01/2028
BUNDLE - TASER 7 CERTIFICATION	22178	AXON TASER 7 - CARTRIDGE - HALT CLOSE QUART NS	4	1	09/01/2028
Body Worn Camera Multi-Bay Dock TAP Bundle	73689	AXON BODY - TAP REFRESH 1 - DOCK MULTI BAY	1	1	02/01/2029
BWC Unlimited with TAP	73309	AXON BODY - TAP REFRESH 1 - CAMERA	17	1	02/01/2029
BWC Unlimited with TAP	73689	AXON BODY - TAP REFRESH 1 - DOCK MULTI BAY	3	1	02/01/2029
BUNDLE - TASER 7 CERTIFICATION	22175	AXON TASER 7 - CARTRIDGE - LIVE STANDOFF (3.5-DEGREE) NS	4	1	09/01/2029
BUNDLE - TASER 7 CERTIFICATION	22176	AXON TASER 7 - CARTRIDGE - LIVE CLOSE QUART (12-DEGREE) NS	4	1	09/01/2029
BUNDLE - TASER 7 CERTIFICATION	22175	AXON TASER 7 - CARTRIDGE - LIVE STANDOFF (3.5-DEGREE) NS	4	1	09/01/2030
BUNDLE - TASER 7 CERTIFICATION	22176	AXON TASER 7 - CARTRIDGE - LIVE CLOSE QUART (12-DEGREE) NS	4	1	09/01/2030
Body Worn Camera Multi-Bay Dock TAP Bundle	73688	AXON BODY - TAP REFRESH 2 - DOCK MULTI BAY	1	1	08/01/2031
BWC Unlimited with TAP	73310	AXON BODY - TAP REFRESH 2 - CAMERA	17	1	08/01/2031
BWC Unlimited with TAP	73688	AXON BODY - TAP REFRESH 2 - DOCK MULTI BAY	3	1	08/01/2031

Software

Bundle	Item	Description	QTY	Estimated Start Date	Estimated End Date
BUNDLE - TASER 7 CERTIFICATION	101180	AXON TASER - DATA SCIENCE PROGRAM	2	09/01/2026	08/31/2031

Software

Bundle	Item	Description	QTY	Estimated Start Date	Estimated End Date
BUNDLE - TASER 7 CERTIFICATION	20248	AXON TASER - EVIDENCE.COM LICENSE	2	09/01/2026	08/31/2031
BUNDLE - TASER 7 CERTIFICATION	20248	AXON TASER - EVIDENCE.COM LICENSE	1	09/01/2026	08/31/2031
BWC Unlimited with TAP	73686	AXON EVIDENCE - STORAGE - UNLIMITED (AXON DEVICE)	17	09/01/2026	08/31/2031
BWC Unlimited with TAP	73746	AXON EVIDENCE - ECOM LICENSE - PRO	17	09/01/2026	08/31/2031
Fleet 3 Basic	80400	AXON EVIDENCE - FLEET VEHICLE LICENSE	7	09/01/2026	08/31/2031
Fleet 3 Basic	80410	AXON EVIDENCE - STORAGE - FLEET 1 CAMERA UNLIMITED	14	09/01/2026	08/31/2031
Pro License Bundle	73683	AXON EVIDENCE - STORAGE - 10GB A LA CARTE	3	09/01/2026	08/31/2031
Pro License Bundle	73746	AXON EVIDENCE - ECOM LICENSE - PRO	1	09/01/2026	08/31/2031
A la Carte	101180	AXON TASER - DATA SCIENCE PROGRAM	14	09/01/2026	08/31/2031
A la Carte	102610	AXON COMMUNITY LINK	17	09/01/2026	08/31/2031
A la Carte	20248	AXON TASER - EVIDENCE.COM LICENSE	14	09/01/2026	08/31/2031
A la Carte	73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	09/01/2026	08/31/2031
A la Carte	73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	09/01/2026	08/31/2031
A la Carte	85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	09/01/2026	08/31/2031

Services

Bundle	Item	Description	QTY
BUNDLE - TASER 7 CERTIFICATION	101193	AXON TASER - ON DEMAND CERTIFICATION	2
BUNDLE - TASER 7 CERTIFICATION	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	2
Fleet 3 Basic	73391	AXON FLEET 3 - DEPLOYMENT PER VEHICLE - NOT OVERSIZED	7
A la Carte	101193	AXON TASER - ON DEMAND CERTIFICATION	14
A la Carte	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14

Warranties

Bundle	Item	Description	QTY	Estimated Start Date	Estimated End Date
Body Worn Camera Multi-Bay Dock TAP Bundle	80465	AXON BODY - TAP WARRANTY - MULTI BAY DOCK	1	08/01/2027	08/31/2031
BWC Unlimited with TAP	80464	AXON BODY - TAP WARRANTY - CAMERA	17	08/01/2027	08/31/2031
BWC Unlimited with TAP	80465	AXON BODY - TAP WARRANTY - MULTI BAY DOCK	3	08/01/2027	08/31/2031
Fleet 3 Basic	80379	AXON SIGNAL - EXT WARRANTY - SIGNAL UNIT	7	08/01/2027	08/31/2031
Fleet 3 Basic	80495	AXON FLEET 3 - EXT WARRANTY - 2 CAMERA KIT	7	08/01/2027	08/31/2031
A la Carte	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	08/01/2027	08/31/2031
A la Carte	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	08/01/2027	08/31/2031
A la Carte	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	08/01/2027	08/31/2031
BUNDLE - TASER 7 CERTIFICATION	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	2	09/01/2027	08/31/2031
BUNDLE - TASER 7 CERTIFICATION	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	2	09/01/2027	08/31/2031
BUNDLE - TASER 7 CERTIFICATION	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	09/01/2027	08/31/2031

Shipping Locations

Location Number	Street	City	State	Zip	Country
1	702 Main St	Winters	CA	95694-1689	USA

Payment Details

Aug 2026

Invoice Plan	Item	Description	Qty	Subtotal	Tax	Total
Annual Payment 1	101180	AXON TASER - DATA SCIENCE PROGRAM	14	$146.55	$0.00	$146.55
Annual Payment 1	101193	AXON TASER - ON DEMAND CERTIFICATION	14	$466.78	$0.00	$466.78
Annual Payment 1	102610	AXON COMMUNITY LINK	17	$1,340.39	$0.00	$1,340.39
Annual Payment 1	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14	$441.00	$36.38	$477.38
Annual Payment 1	20248	AXON TASER - EVIDENCE.COM LICENSE	14	$791.08	$0.00	$791.08
Annual Payment 1	73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	$1,787.74	$0.00	$1,787.74
Annual Payment 1	73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	$1,787.74	$0.00	$1,787.74
Annual Payment 1	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	$58.73	$0.00	$58.73
Annual Payment 1	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	$914.22	$0.00	$914.22
Annual Payment 1	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	$64.83	$0.00	$64.83
Annual Payment 1	85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	$0.00	$0.00	$0.00
Annual Payment 1	BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	$605.96	$37.74	$643.70
Annual Payment 1	BWCUwTAP	BWC Unlimited with TAP	17	$16,956.27	$465.51	$17,421.78
Annual Payment 1	C00018	BUNDLE - TASER 7 CERTIFICATION	2	$1,658.95	$110.85	$1,769.80
Annual Payment 1	Fleet3B	Fleet 3 Basic	7	$11,318.04	$428.92	$11,746.96
Annual Payment 1	HWCNAB4	AB4 CONNECTED HARDWARE BUNDLE	2	$338.91	$27.96	$366.87
Annual Payment 1	ProLicense	Pro License Bundle	1	$472.50	$0.00	$472.50
Transfer Value	100552	TRANSFER BALANCE - GOODS	1	$16,023.24	$1,321.91	$17,345.15
Transfer Value	100553	TRANSFER BALANCE - SOFTWARE AND SERVICES	1	($4,255.01)	$0.00	($4,255.01)
Total				**$50,917.92**	**$2,429.27**	**$53,347.19**

Sep 2026

Invoice Plan	Item	Description	Qty	Subtotal	Tax	Total
Invoice Upon Fulfillment	BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	$0.00	$0.00	$0.00
Invoice Upon Fulfillment	Fleet3B	Fleet 3 Basic	7	$0.00	$0.00	$0.00
Total				**$0.00**	**$0.00**	**$0.00**

Aug 2027

Invoice Plan	Item	Description	Qty	Subtotal	Tax	Total
Annual Payment 2	101180	AXON TASER - DATA SCIENCE PROGRAM	14	$190.16	$0.00	$190.16
Annual Payment 2	101193	AXON TASER - ON DEMAND CERTIFICATION	14	$605.71	$0.00	$605.71
Annual Payment 2	102610	AXON COMMUNITY LINK	17	$1,739.33	$0.00	$1,739.33
Annual Payment 2	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14	$572.25	$47.21	$619.46
Annual Payment 2	20248	AXON TASER - EVIDENCE.COM LICENSE	14	$1,026.53	$0.00	$1,026.53
Annual Payment 2	73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 2	73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 2	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	$76.21	$0.00	$76.21
Annual Payment 2	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	$1,186.32	$0.00	$1,186.32
Annual Payment 2	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	$84.12	$0.00	$84.12
Annual Payment 2	85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	$0.00	$0.00	$0.00

Aug 2027

Invoice Plan	Item	Description	Qty	Subtotal	Tax	Total
Annual Payment 2	BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	$786.31	$48.97	$835.28
Annual Payment 2	BWCUwTAP	BWC Unlimited with TAP	17	$22,002.93	$604.07	$22,607.00
Annual Payment 2	C00018	BUNDLE - TASER 7 CERTIFICATION	2	$2,152.70	$143.87	$2,296.57
Annual Payment 2	Fleet3B	Fleet 3 Basic	7	$14,686.59	$556.56	$15,243.15
Annual Payment 2	HWCNAB4	AB4 CONNECTED HARDWARE BUNDLE	2	$439.77	$36.28	$476.05
Annual Payment 2	ProLicense	Pro License Bundle	1	$613.13	$0.00	$613.13
Total				**$50,801.70**	**$1,436.96**	**$52,238.66**

Aug 2028

Invoice Plan	Item	Description	Qty	Subtotal	Tax	Total
Annual Payment 3	101180	AXON TASER - DATA SCIENCE PROGRAM	14	$190.16	$0.00	$190.16
Annual Payment 3	101193	AXON TASER - ON DEMAND CERTIFICATION	14	$605.71	$0.00	$605.71
Annual Payment 3	102610	AXON COMMUNITY LINK	17	$1,739.33	$0.00	$1,739.33
Annual Payment 3	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14	$572.25	$47.21	$619.46
Annual Payment 3	20248	AXON TASER - EVIDENCE.COM LICENSE	14	$1,026.53	$0.00	$1,026.53
Annual Payment 3	73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 3	73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 3	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	$76.21	$0.00	$76.21
Annual Payment 3	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	$1,186.32	$0.00	$1,186.32
Annual Payment 3	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	$84.12	$0.00	$84.12
Annual Payment 3	85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	$0.00	$0.00	$0.00
Annual Payment 3	BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	$786.31	$48.97	$835.28
Annual Payment 3	BWCUwTAP	BWC Unlimited with TAP	17	$22,002.93	$604.07	$22,607.00
Annual Payment 3	C00018	BUNDLE - TASER 7 CERTIFICATION	2	$2,152.70	$143.87	$2,296.57
Annual Payment 3	Fleet3B	Fleet 3 Basic	7	$14,686.59	$556.56	$15,243.15
Annual Payment 3	HWCNAB4	AB4 CONNECTED HARDWARE BUNDLE	2	$439.77	$36.28	$476.05
Annual Payment 3	ProLicense	Pro License Bundle	1	$613.13	$0.00	$613.13
Total				**$50,801.70**	**$1,436.96**	**$52,238.66**

Aug 2029

Invoice Plan	Item	Description	Qty	Subtotal	Tax	Total
Annual Payment 4	101180	AXON TASER - DATA SCIENCE PROGRAM	14	$190.16	$0.00	$190.16
Annual Payment 4	101193	AXON TASER - ON DEMAND CERTIFICATION	14	$605.71	$0.00	$605.71
Annual Payment 4	102610	AXON COMMUNITY LINK	17	$1,739.33	$0.00	$1,739.33
Annual Payment 4	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14	$572.25	$47.21	$619.46
Annual Payment 4	20248	AXON TASER - EVIDENCE.COM LICENSE	14	$1,026.53	$0.00	$1,026.53
Annual Payment 4	73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 4	73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 4	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	$76.21	$0.00	$76.21
Annual Payment 4	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	$1,186.32	$0.00	$1,186.32
Annual Payment 4	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	$84.12	$0.00	$84.12
Annual Payment 4	85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	$0.00	$0.00	$0.00
Annual Payment 4	BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	$786.31	$48.97	$835.28
Annual Payment 4	BWCUwTAP	BWC Unlimited with TAP	17	$22,002.93	$604.07	$22,607.00
Annual Payment 4	C00018	BUNDLE - TASER 7 CERTIFICATION	2	$2,152.70	$143.87	$2,296.57
Annual Payment 4	Fleet3B	Fleet 3 Basic	7	$14,686.59	$556.56	$15,243.15
Annual Payment 4	HWCNAB4	AB4 CONNECTED HARDWARE BUNDLE	2	$439.77	$36.28	$476.05
Annual Payment 4	ProLicense	Pro License Bundle	1	$613.13	$0.00	$613.13
Total				**$50,801.70**	**$1,436.96**	**$52,238.66**

Aug 2030						
Invoice Plan	**Item**	**Description**	**Qty**	**Subtotal**	**Tax**	**Total**
Annual Payment 5	101180	AXON TASER - DATA SCIENCE PROGRAM	14	$190.16	$0.00	$190.16
Annual Payment 5	101193	AXON TASER - ON DEMAND CERTIFICATION	14	$605.71	$0.00	$605.71
Annual Payment 5	102610	AXON COMMUNITY LINK	17	$1,739.33	$0.00	$1,739.33
Annual Payment 5	20246	AXON TASER 7 - REPLACEMENT ACCESS PROGRAM - DUTY CARTRIDGE	14	$572.25	$47.22	$619.47
Annual Payment 5	20248	AXON TASER - EVIDENCE.COM LICENSE	14	$1,026.53	$0.00	$1,026.53
Annual Payment 5	73478	AXON EVIDENCE - REDACTION ASSISTANT USER LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 5	73682	AXON EVIDENCE - AUTO TAGGING LICENSE	17	$2,319.82	$0.00	$2,319.82
Annual Payment 5	80374	AXON TASER - EXT WARRANTY - BATTERY PACK T7/T10	14	$76.21	$0.00	$76.21
Annual Payment 5	80395	AXON TASER 7 - EXT WARRANTY - HANDLE	14	$1,186.32	$0.00	$1,186.32
Annual Payment 5	80396	AXON TASER - EXT WARRANTY - DOCK SIX BAY T7/T10	1	$84.12	$0.00	$84.12
Annual Payment 5	85760	AXON AUTO-TRANSCRIBE - UNLIMITED SERVICE	17	$0.00	$0.00	$0.00
Annual Payment 5	BWCamMBDTAP	Body Worn Camera Multi-Bay Dock TAP Bundle	1	$786.31	$49.00	$835.31
Annual Payment 5	BWCUwTAP	BWC Unlimited with TAP	17	$22,002.93	$604.04	$22,606.97
Annual Payment 5	C00018	BUNDLE - TASER 7 CERTIFICATION	2	$2,152.70	$143.66	$2,296.36
Annual Payment 5	Fleet3B	Fleet 3 Basic	7	$14,686.59	$556.56	$15,243.15
Annual Payment 5	HWCNAB4	AB4 CONNECTED HARDWARE BUNDLE	2	$439.77	$36.29	$476.06
Annual Payment 5	ProLicense	Pro License Bundle	1	$613.13	$0.00	$613.13
Total				**$50,801.70**	**$1,436.77**	**$52,238.47**

In Process

Docusign Envelope ID: D5B02A55-10B6-85FD-8194-B7A109B92B3E

Tax is estimated based on rates applicable at date of quote and subject to change at time of invoicing. If a tax exemption certificate should be applied, please submit prior to invoicing.

Standard Terms and Conditions

Axon Enterprise Inc. Sales Terms and Conditions

Axon Master Services and Purchasing Agreement:

This Quote is limited to and conditional upon your acceptance of the provisions set forth herein and Axon's Master Services and Purchasing Agreement (posted at https://www.axon.com/sales-terms-and-conditions), as well as the attached Statement of Work (SOW) for Axon Fleet and/or Axon Interview Room purchase, if applicable. In the event you and Axon have entered into a prior agreement to govern all future purchases, that agreement shall govern to the extent it includes the products and services being purchased and does not conflict with the Axon Customer Experience Improvement Program Appendix as described below.

In Process

ACEIP:

The Axon Customer Experience Improvement Program Appendix, which includes the sharing of de-identified segments of Agency Content with Axon to develop new products and improve your product experience (posted at www.axon.com/legal/sales-terms-and-conditions), is incorporated herein by reference. By signing below, you agree to the terms of the Axon Customer Experience Improvement Program.

Acceptance of Terms:

Any purchase order issued in response to this Quote is subject solely to the above referenced terms and conditions. By signing below, you represent that you are lawfully able to enter into contracts. If you are signing on behalf of an entity (including but not limited to the company, municipality, or government agency for whom you work), you represent to Axon that you have legal authority to bind that entity. If you do not have this authority, please do not sign this Quote.

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Exceptions to Standard Terms and Conditions

Agency has existing contract(s) originated via Quote(s):
Q-331263, Q-375158, Q-431116, Q-693417, Q-740989, Q-763026, Q-765148,

Agency is terminating those contracts effective 9/1/2026. Any changes in this date will result in modification of the program value which may result in additional fees or credits due to or from Axon.

The parties agree that Axon is applying a Transfer Balance of $11,768.23

Rewrite Estimates

Estimated Amounts and Contract Terminations. Any amounts stated as due under existing or terminated contracts — including contract transfer balances carried forward to new or pending contracts — are estimates based on payments received as of the calculation date. These estimates may be adjusted if new contracts are not executed on the anticipated dates or if expected payments are not made.

In Process

Refresh Shipment Timing

Technology Assurance Plan (TAP) Refresh Prior to Renewal. For Customers with expiring agreements that include TAP refresh rights, Axon may, in its discretion, ship refresh hardware under the existing contract while renewal or replacement agreements are in progress. Any such shipments will be deemed made under the terms of the existing contract until the new contract is fully executed, after which any applicable updates, fees, or adjustments will apply.

Shipment Timing

Shipment Variance. Estimated shipment dates are provided for planning purposes only and are not guarantees. Axon may ship hardware before or after the estimated shipment date, and failure to meet an estimated shipment date will not, by itself, constitute a breach, provided Axon uses commercially reasonable efforts to meet estimated shipment dates.

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Signature

Date Signed

5/21/2026



In Process