



DOWNTOWN ONTARIO IMPROVEMENT ASSOCIATION

Dear Downtown Ontario Property Owner,

In its fourth year, the Downtown Ontario CBD, also referred to as The Downtown Ontario Improvement Association (DOIA), persists in the complete implementation of proven effective services for properties within the district boundaries. Spearheaded by the DOIA Executive Director, the day-to-day operations are efficiently managed to support downtown property owners and merchants. Notably, the Downtown Ontario CBD benefits from a 7-day maintenance ambassador program, alongside impactful marketing and advocacy initiatives. It is essential to emphasize that all environmental and economic enhancements within the CBD complement rather than substitute the services provided by the City of Ontario. In the past year, notable accomplishments include:



- Implementation of a 7-day maintenance ambassador service.
- Regular sidewalk and gutter sweeping, resulting in the collection of 2,250, 45-gallon bags, equivalent to approximately 43,858 pounds of litter, and 229 cleanups of bio waste in 2022.
- Regular sidewalk power washing, covering 190 full city blocks in 2022.
- Efficient trash can emptying.
- Timely removal of graffiti, stickers, and posters within 24 hours, resulting in the removal of 1,720 pieces in 2022.
- Effective shopping cart removal, with 128 shopping carts returned to businesses or removed from the district in 2022.

**SINCE ITS INCEPTION, DOIA HAS FUNDED
OVER 10,000-MAN HOURS DEDICATED TO
DOWNTOWN CLEANING AND MAINTENANCE
SERVICES**

- Maintenance of existing and new public spaces.
- Beautification efforts within the district.
- Ongoing discussions with city staff to pilot surveillance cameras in key downtown areas.
- Assisting downtown property owners in filling "No Trespassing" forms with the Ontario Police Department to prevent property damage and address quality of life issues.
- Conducting 161 homeless outreaches in response to business calls and disturbances.
- Collaborating closely with the Ontario Police Department to address downtown-related concerns.





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In the past year, the DOIA website, www.downtownontario.org, underwent consistent and continuous updates, attracting 10,500 visitors. The organization further bolstered its Downtown promotion efforts through various social media platforms, garnering impressive analytic figures for 2022:

- Facebook recorded a page reach of 87,000.
- Twitter achieved a page reach of 5,400.
- Instagram boasted a page reach of 380,000.
- DOIA expanded its outreach to TikTok, attracting 19,000 page views.



Within this timeframe, DOIA also accomplished the following milestones:

- DOIA has been a sponsor for the Ontario 5K Reindeer Run.
- The organization remains committed to sponsoring events such as The Downtown Ontario Arts District Art Walk, OPOA Widows and Orphans Golf Tournament, and The Ontario Hispanic Chamber of Commerce.
- DOIA collaborates with the City of Ontario to sustain the downtown banner program, with new designs set for installation in late January 2023, funded by DOIA.
- The DOIA office serves as a dedicated information center for all downtown visitors.
- Emphasizing pedestrian-friendliness, DOIA actively promotes the district as a welcoming community.
- DOIA extends its promotional efforts locally and regionally to highlight downtown attractions.
- The organization enlists the expertise of a social media consultant to manage its various platforms effectively.
- DOIA takes care of permits, purchases, installations, and maintenance of Autumn Décor, Dia de los Muertos décor, and other seasonal decorations throughout the downtown area.
- DOIA Ambassadors play a vital role by providing directions and recommendations to downtown visitors, assisting 133 visitors in the last year.
- Working closely with City staff, DOIA ensures a cohesive approach in promoting the downtown area.



*We hope to
count on
your support!*