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TODOS SANTOS BUSINESS ASSOCIATION FOCUSES ON DOWNTOWN CONCORD BUSINESSES AS THEY RE-OPEN

Revitalized TSBA Rebrands with New Logo and Website

Concord, Calif. - Located in historic Downtown Concord, Todos Santos Plaza has long been dubbed the heart of the city. The plaza has dozens of popular businesses surrounding its lush green park, and it is THE spot for community gatherings, from casual outings to larger events like Music & Market, Spring Brewsfest, Oktoberfest, the Holiday Tree Lighting & Sing-Along, and more.

Founded in 1998, the Todos Santos Business Association (TSBA) works with the City of Concord to promote the square and create opportunities for Downtown Concord businesses. They also encourage further development of Concord's Historic Downtown, while also connecting businesses and residents through neighborliness and goodwill.

TSBA has been proactive the past few months, developing a new [TSBA website](#) and logo (attached). The new website includes business resources and marketing tips, such as how to set up a QR code and effective ways to use "Google My Business". TSBA also updated the 17 informational kiosks (aka "wayfinder signs") located around downtown and at the BART Stations.

TSBA Executive Committee President Vanessa Wolf offers "The Todos Santos Business Association has always been a community support to the business owners of Downtown. Now more than ever we are working closely with Visit Concord, Concord Chamber, and the City to determine what resources would be of most value to the owners and employees of the area. We are hoping for continued active involvement among the members and prospective members so that we can accomplish more at an expedited rate."

Local businesses have often seen the benefits of TSBA membership, including Mark Stites of CREAM Ice Cream, a member since his store opened years ago: "TSBA has been a useful resource for community updates and park activities in order to staff by business for peak times. The wayfinder signs help us gain new business as people visit our community."

Membership has become even more important during COVID-19. Virtually all Concord businesses shut down in mid-March, with some places pivoting to take-out or curbside pick-up services. Now, as more businesses start to reopen, the TSBA will provide additional direction and support, including providing "Open for Business" signage, coordinating a "Shop Local" marketing campaign, and more.

Learn more about economic recovery tactics, current issues, and more from your County and City officials at the next TSBA meeting – August 12, 8am, via Zoom. It's FREE to Register [HERE](#).

Membership for businesses in the Plaza and the surrounding Downtown Concord area is available here: <https://www.concordtsba.net/membership>

Todos Santos Business Association Executive Committee:

- Dr. Vanessa Wolf (New Health Chiropractic)
- Rocci Barsotti (Kiwanis Club)
- Lisa Potvin (City of Concord)
- Elaine Schroth (Visit Concord)
- Mark Stites (CREAM Ice Cream)
- Ingrid Rancuret (Umpqua Bank)

About the Todos Santos Business Association, Inc.

The Todos Santos Business Association, Inc. was formed in 1998 to promote the interests of service and retail business in Downtown Concord, California; to encourage the further development of Concord's Historic Downtown; and to enhance goodwill between business and residents of the community. e of travel inspiration through creative marketing programs and unique destination events. For more information, go to <https://www.concordtsba.net>