



March 28, 2011

Dear Friend:

We are writing to strongly encourage you to sign the Picnic Day Community Covenant on behalf of your business.

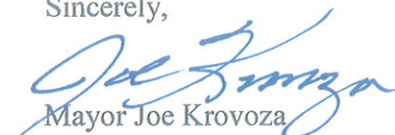
To date, almost 50 individual businesses have stepped forward and signed the Covenant, in which participants have committed or agreed to follow "responsible hospitality practices which promote a healthy and safe environment for the benefit of all." (For a continually updated list, visit [www.davisdowntown.com](http://www.davisdowntown.com).) It is rewarding to see so many working together on behalf of our community. Soon, a list of participating businesses will be published in the local newspaper and on various social media sites. We are committed to giving credit where credit is due, and participating businesses will receive a public acknowledgement of their leadership.

Asking local businesses with an ABC license to sign and abide by the Covenant is not the only action that is being taken to create a safer Picnic Day. Throughout the past year, the community (including the Picnic Day Board of Directors, the City of Davis, UC Davis, the Davis Downtown Business Association, the Davis Chamber of Commerce and others) has worked together on a number of initiatives designed to address inappropriate behavior on Picnic Day. Among other measures:

- The Davis City Council approved a Safety Enhancement Zone, which increases fines for specific violations in designated areas of the downtown and along Russell Boulevard. UC Davis will also levy increased penalties on students who engage in inappropriate behavior on Picnic Day.
- The Picnic Day Board of Directors is reducing the reach of its publicity and emphasizing that Picnic Day is a family-friendly event and that no alcohol is permitted on campus.
- UC Davis and the Davis Police Department have been working to address problems associated with over-consumption of alcohol at private homes, apartment complexes, fraternities and sororities.

It is vital that we work together this year to take the necessary steps to reduce the activity that marred last year's celebration, or UC Davis will be forced to consider canceling Picnic Day. We would hate to see such a grand tradition as Picnic Day end. We look forward to seeing the name of your business on the list of those who have signed the Covenant.

Sincerely,

  
Mayor Joe Krovoza  
City of Davis

  
Chancellor Linda Katehi  
UC Davis