

ED Talk Recap: “Roseland - Honoring Heritage, Building Tomorrow”

Al Lerma, retired from Sonoma County Economic Development Board, updated us on the development of Roseland since its annexation to the City of Santa Rosa. If you haven't visited this part of Santa Rosa yet, travel across town to experience its vibrancy, color, and cultural richness.

Did You Know...?

- Roseland officially became part of the City of Santa Rosa in 2017 through annexation.
- Nearly 8000 residents call Roseland their home; multiple housing projects are in the works.
- Roseland is home to the largest Latino population in Santa Rosa and the largest between the Golden Gate Bridge and the Oregon border.
- Roseland's Mitote Food Park is the first Mexican Food Park in Northern California. It serves as a community hub, drawing individuals and groups from all over the county and beyond. Food truck businesses are thriving, providing jobs and training in the restaurant industry.
- Through annexation, crime was cut dramatically due to more police presence and other city services. Side shows have been driven out of the area.
- A state-of-the-art, permanent branch of the Roseland Library will be built in the near future at the Hearn Community Hub. Check out the small existing branch that buzzes with activity and services.
- The election of Barack Obama as President in 2008 had the positive impact of increasing the number of Latinos involved with their communities and seeking election or positions in their local governments and civic organizations in Roseland, Sonoma County and across the country.