



# insidedowntown

SACRAMENTO PARTNERSHIP

## DSP and City hire two new district managers for Old Sacramento

Last month, **Melissa Martinez** joined the DSP as the Old Sacramento Business District Manager. Martinez will provide leadership in overall management and operation of the Old Sacramento Business Association (OSBA) on behalf of the OSBA Board of Directors. In addition, she will execute marketing, advocacy and stakeholder programs in an effort to increase visitor traffic, business sales, commercial development and ensure a positive overall brand of Old Sacramento as a viable business and historic district.



Martinez brings more than 15 years of professional experience in private, public and non-profit business including business improvement association management. She specializes in business and brand development, project management, marketing, team building, leadership and special events. “Old Sacramento is an unparalleled destination,” said Martinez. “There is no where else like it in our region and I’m excited to be a part of its future success.”

Melissa Martinez can be reached at (916) 442-8575 or [mmartinez@oldsacramento.com](mailto:mmartinez@oldsacramento.com).

With a Bachelor of Science degree in Program Management and Marketing from California State University, Sacramento,

In July, the City of Sacramento hired **Natalie Birk** as the Old Sacramento Historic District Manager. Birk will manage the City’s Old Sacramento Division including preservation, code enforcement and design review processes. Birk will also serve as the Executive Director of the Historic Old Sacramento Foundation and the Sacramento History Museum. In this capacity, she will develop and sustain the interpretive programs in Old Sacramento.



Natalie comes to Old Sacramento with extensive experience in small business economic development programs and museum management. “The combination of entrepreneurship and significant historical amenities in Old Sacramento drew me to this position,” said Birk. “I see this district as a cultural and business center that is on its way to becoming an economic engine for our community.”

Natalie Birk can be reached at (916) 808-8209 or at [nbirk@cityofsacramento.org](mailto:nbirk@cityofsacramento.org).

## VIBE Award: Call for Nominations

### Deadline: October 13, 2008

Nominations for the Downtown Visionary Icons in Building Excellence (V.I.B.E.) Award, which debuted at the 2008 State of Downtown, are due by October 13. The award celebrates excellence in downtown revitalization and will be presented to a nominee that embodies the DSP’s mission and strategic goals and has made the most significant impact on Downtown Sacramento.

Nominations for the V.I.B.E. Award can be submitted in the following themes—leadership, economic development, social policy, public space, marketing and communications, special events and promotions, sustainable development or transportation. Only one V.I.B.E award will be presented at the 2009 State of Downtown breakfast on January 22, 2009.

To apply, call (916) 442-8575 or visit [downtownsac.org/stateofdowntown](http://downtownsac.org/stateofdowntown).

## Westfield Renovation approved by Planning and Design Commission

**Westfield Corporation received approval of the City of Sacramento Planning and Design Commission** for their planned renovation of Westfield Downtown Plaza. These approvals allow the Westfield Corporation to maintain their current schedule to begin the first phase of the project in early 2009.

DSP participated in both Commission hearings and emphasized the importance of this project moving forward on schedule to coincide with efforts to revitalize the 700 block of K Street and St. Rose of Lima Park. Phase I includes a dining terrace overlooking St. Rose of Lima Park and a makeover of common spaces that will open the mall's floorplan. "Westfield is Downtown's top retail sales tax generator and is one of DSP's top priorities," stated DSP Executive Director Michael Ault. "The timing of the renovation is key to supporting a number of other projects scheduled for completion in the next twelve months within the JKL Corridor."

## DSP has concerns on proposed Streetcar

**The DSP voiced concerns on the proposed West Sacramento/Sacramento Streetcar project.** While the DSP supports a "people accelerator" in the central city, concerns remain about:

- The ability to maximize economic development on the proposed alignment.
- Whether this is the time to place an additional assessment on property owners in this difficult economy, especially the burden of the proposed assessment on Downtown Sacramento.
- The use of public funding when there are other transportation priorities identified in the DSP Five-Year Strategic Action Plan.

The DSP will continue to monitor the project and voice concerns related to the suggested alignment and benefits of any assessment and prioritization of public funds. For more information, please visit [www.riversfrontstreetcar.com](http://www.riversfrontstreetcar.com).



## Call for Restaurants

**Dine Downtown Restaurant Week returns**

**January 10 – 16, 2009.** Join us as we feature the best of Downtown Sacramento's dining scene. To participate, call DSP Marketing Manager Jennifer Snyder at (916) 442-8575. For participating restaurants and event details, visit [downtownsac.org/dinedowntown](http://downtownsac.org/dinedowntown).

## Bikes and Bites provides downtown bike rentals

In an effort to get visitors and locals connected to restaurants and businesses, Bikes & Bites rents classic beach cruisers for those looking for a fun way to get around town.

LOCATION: 1013 12th Street

RATES:

\$10 for the first two hours

\$2 for each additional hour

\$30 for 24 hours

PRICES INCLUDE: Classic beach cruiser, Lock, Lights, Basket, Map, Restaurant specials, Optional helmet

BENEFITING: Sacramento Food Bank and Family Services, Sacramento Sheriff's Toy Project

FOR MORE INFORMATION:

Call (916) 448-1799 or visit [bikesandbites.com](http://bikesandbites.com)



## Business Update

**New businesses:**

**Danielle's Creperie & Gallery**

901 K Street / 498.1018

**Fuzio**

828 J Street / 442.2310

**On the move:**

**Grebitus & Sons**

NEW LOCATION!

1003 L Street / 442.9081

# calendar

OCTOBER 2008 | EVENTS



## EVENTS

### Downtown Certified Farmers' Markets

Thru October / 10 am – 2 pm  
Tuesdays: Roosevelt Park, 10th & P,  
Fremont Park, 15th & P  
Wednesdays: Cesar Chavez Plaza, 10th & J  
Thursdays: Downtown Plaza, 4th & K  
442.8575 / [downtownsac.org/farmersmarket](http://downtownsac.org/farmersmarket)

### Fall Harvest Days

Family oriented activities / Thru October  
Old Sacramento / 442.8575  
[oldsacramento.com](http://oldsacramento.com)

### Trick or Treat with Merchants

October 25 / Noon - 5pm  
Westfield Downtown Plaza & Old Sacramento

### Downtown Holiday Ice Rink

Open daily November 7 – January 19  
St. Rose of Lima Park, 7th & K  
442.8575 / [downtownsac.org/icerink](http://downtownsac.org/icerink)

### California Lectures

Julia Glass: October 23  
Crest Theatre / 1013 K Street  
737.1300 / [californialectures.org](http://californialectures.org)

### Sacramento Speaker Series

Amy Tan: October 15  
Community Center Theater  
1301 L Street / 1.866.773.2535  
[sacramentospeakers.com](http://sacramentospeakers.com)

### Edible Crawl for a Cure

October 18 / Noon – 5pm  
Downtown and Midtown restaurants  
349.1243 / [midtowngrid.com](http://midtowngrid.com)

## ARTS & CULTURE

### Broadway Sacramento

*The Drowsy Chaperone*: October 1 – 12  
Community Center Theater / 1301 L Street  
557.1999 / [californiamusicaltheatre.com](http://californiamusicaltheatre.com)

### California State Railroad Museum

Spookomotive Train Rides  
Every weekend October 11 - 26  
111 I Street / 445.6645

### Cosmopolitan Cabaret

*Forever Plaid*: Now Showing  
1000 K Street / 557.1999  
[californiamusicaltheatre.com](http://californiamusicaltheatre.com)

### Crocker Art Museum

*American Pop: Featuring Andy Warhol's Athletes*  
216 O Street / 264.5423  
[crockerartmuseum.org](http://crockerartmuseum.org)

### Crest Theatre

*A Place Called Sacramento*: October 5  
1013 K Street / 442.7378 / [thecrest.com](http://thecrest.com)

### Sacramento History Museum

*Capital Brew: Hops, Barrels and Bootleggers*  
101 I Street / 264.7057

### Esquire IMAX Theatre

*Batman The Dark Night*  
1211 K Street / 443.4629  
[imax.com/sacramento](http://imax.com/sacramento)

### Sacramento Ballet

*Alice in Wonderland*: October 23 – 26  
Community Center Theater / 1301 L Street  
552.5800 x 101 / [sacballet.org](http://sacballet.org)

### Sacramento Theatre Company

*Treasure Island*: October 8 – November 2  
H Street Theater Complex / 1419 H Street  
443.6722 / [sactheatre.org](http://sactheatre.org)

## DSP / OSBA Meetings

### DSP Executive Committee

September 30 / 8 am  
980 9th Street, Suite 400

### DSP Strategic Development Task Force

October 9 / 10 am  
980 9th Street, Suite 400

### DSP Board of Directors

October 15 / 8 am  
1201 K Street, 15th Floor, Conference Room C

### OSBA Executive Committee

October 21 / 11 am  
Discover California, 114 J Street

### OSBA Board of Directors

October 23 / 8:30 am  
Living History Center, 1101 2nd Street

*Dates and locations are subject to change. Notices and agendas for DSP and OSBA regular standing committees, task forces and boards will be publicly posted at 1010 8th Street and 980 9th Street, Suite 400. They will also be available by request and online no later than 72 hours in advance of the meeting. For more information, visit [downtownsac.org](http://downtownsac.org) or call (916) 442-8575.*

## Sacramento Theatre Company begins mainstage season

Returning to the H Street Theater Complex, the Sacramento Theatre Company will present 5 productions for their 2008-2009 season including:

*Treasure Island*

October 8 – November 2, 2008

*Cinderella*

December 3, 2008 – January 4, 2009

*Gem of the Ocean*

January 21 – February 15, 2009

*Lysistrata*

March 11 – April 5, 2009

*Noises Off*

April 22 – May 17, 2009

For more information, call (916) 443-6722 or visit [sactheatre.org](http://sactheatre.org).

## Sacramento Ballet kicks off 2008-2009

Sacramento Ballet returns for their 2008-2009 season with 5 shows. The productions include:

*Alice in Wonderland*

October 23 – 26, 2008

*The Nutcracker*

December 6 – 24, 2008

*Noches Calientes*

February 12 – 15, 2009

*Icons & Innovators*

March 26 – 29, 2009

*Modern Masters*

May 22 – 24, 2009

For more information, call (916) 552-5800 or visit [sacballet.org](http://sacballet.org).



COMING SOON:

## Westfield Downtown Plaza Ice Rink

Get ready for the holiday season by booking your office party at the Westfield Downtown Plaza Ice Rink! Discounted rates are available for groups of 10 or more with advanced reservations. For details, contact the DSP Ice Rink Group Coordinator at (916) 442-8575 or [icerink@downtownsac.org](mailto:icerink@downtownsac.org).

Westfield Downtown Plaza Ice Rink

Open daily November 7, 2008 – January 19, 2009

St. Rose of Lima Park, 7th & K streets

442.8575 / [www.downtownsac.org/icerink](http://www.downtownsac.org/icerink)

## Fall Harvest Days return to Old Sacramento

**Through the month of October, Old Sacramento will welcome the end of summer** with their annual Fall Harvest Days celebration. The streets of the historic district will come alive with festive decorations adorning the boardwalks and businesses. Visitors can enjoy horse drawn carriage and hay rides, Spookomotive train excursions, ghost tours, scarecrow contest judging, trick or treating and much more. For more information, call (916) 442-8575 or visit [oldsacramento.com](http://oldsacramento.com).

*The Downtown Sacramento Partnership is a private, non-profit organization dedicated to the improvement of Sacramento's central business district.*

980 9th Street, Suite 400  
Sacramento, CA 95814  
Tel 916.442.8575, Fax 916.442.2053  
downtownsac.org

**BOARD OF DIRECTORS:  
2008 OFFICERS**

Chair:  
Lloyd Harvego, Firehouse Restaurant  
Vice Chair:  
Kipp Blewett, Rubicon Partners  
Secretary:  
Steve Green, F&M Bank  
Treasurer:  
Roger Kittredge, David S. Taylor Interests  
Past Chair:  
Butch Corum, Corum Real Estate  
Retail Representative:  
Keith Kaplan, Westfield Downtown Plaza  
City Representative:  
John Dangberg, City of Sacramento

**DIRECTORS**

Lisa Bates, SHRA  
David Brennan, CB Richard Ellis  
Doug Button, Department of General Services  
Joe Coomes, McDonough, Holland & Allen  
Supervisor Roger Dickinson, Sacramento County  
Steve Eggert, St. Anton Partners  
Mark Enes, AKT Investments  
Mayor Heather Fargo, City of Sacramento  
Sid Heberger, Crest Theatre  
Al Gianini, Consultant  
Anthony Giannoni, Christofer Company  
Scott Gilbert, GettaClue  
Steve Hammond, Sacramento CVB  
Steve Hansen, Neighborhood Representative  
Wendy Hoyt, HDR/The Hoyt Company  
Richard Lewis, California Musical Theatre  
Capt. Dana Matthes, Sacramento Police Dept.  
Matt Mahood, Sacramento Metro Chamber  
Moe Mohanna, Western Management  
Ron Russel, BTV Crown Equities  
Ulrich Samietz, Hyatt Regency  
Paul Schmidt, CADA  
Cathy Taylor, California State Parks  
Jerry Thompson, JTA Inc.  
Council Member Ray Tretheway, City of Sacramento  
Mike Wiley, Regional Transit

**PARTNERSHIP STAFF**

Executive Director, Michael Ault  
Deputy Director, Danielle Biller  
Community Service Director, Ryan Loofbourrow  
Marketing & Outreach Director, Lisa Martinez  
Marketing Manager, Jennifer Snyder  
Events Manager, Janell Matthies  
Research Manager, Linda Legg  
Policy Manager, Kevin Greene  
Accounting/Human Resources Coordinator, Rosie Gilb  
Administrative Assistant, Julie Beckner  
  
Accounting Services, Laura B. Catchot, CPA, MBA  
Newsletter Design, Studio Jo  
Print Management, T•Dogg Studios



## Keeping streets clean & safe

Fall is here and with shorter days and stormy weather, keeping downtown streets clean and safe is extremely important. Merchants can help by complying with the following practices:

- Ensure that your business is well lit at all hours.
- If fallen leaves gather in your alcove, put them in your dumpsters.
- Lock your dumpsters after every use.
- Call the City of Sacramento's operator at (916) 808-5011 to report clogged storm drains.
- Call (916) 442-2200 for a Guide escort to your vehicle after dark.



## Downtown History Tour

Experience Downtown Sacramento's past, present and future with a guided tour of one of the oldest cities in California. Well versed in local history, tour guides will take you back to an earlier era. Learn how Sacramento wrangled the distinction of California's State Capitol, why downtown sidewalks are hollow, and why the Crest Theatre is said to be haunted. For more information, call (916) 442-8575 or visit [downtownsac.org](http://downtownsac.org).