



insidedowntown

SACRAMENTO PARTNERSHIP

DSP thanks Mayor Fargo for years of service

Late last month, Mayor Heather Fargo transitioned out of office after serving 8 years as City of Sacramento mayor and 11 years as Downtown's council representative.

First elected to the City Council in 1989 representing District 1, Fargo has always been a strong advocate for Downtown. She was instrumental in the creation of the Downtown Sacramento Partnership and has been an active board member since its inception in 1996.

Her focus on making Sacramento one of America's most livable cities has helped to revitalize Downtown from the creation of Sacramento's outdoor ice rink, Second Saturday

Artwalk and bustling farmers' markets to the development of parks and open spaces and iconic projects that have spurred economic development.

"We have been extremely fortunate to have Mayor Fargo on our board for the past 12 years," said DSP Executive Director Michael Ault. "Under her leadership, Downtown has seen many triumphs over the years, from landmark projects to dynamic special events. We are grateful for her support and we look forward to continued support from the Mayor's office in the years to come."



Navigators expand to Midtown, welcome new staff

Last month, the DSP partnered with the Midtown Business Association (MBA) to expand the Navigator program into Midtown. The collaborative will not only help the MBA in their efforts to keep Midtown clean and safe, but it will also allow the Navigators to provide comprehensive service to the entire Central City.

"Over the past 13 years, we've worked with the downtown business community to address safety and sanitation issues related to homelessness," said DSP Community Service Director Ryan Loofbourrow. "In 2004, we created the Navigator program to identify avenues through which homeless individuals can end their state of homelessness. With the expansion into Midtown, we can make a difference in more people's lives."

The program bridges the gap between homeless individuals and community service organizations by providing access to care for the downtown homeless population. Over the past four years, the Navigators have developed relationships with nearly 60 service providers along with government agencies and community organizations to keep the program successful.

"We're excited about the partnership," said MBA Executive Director Rob Kirth. "There is a clean and safe aspect to the project, but for us it is more about social responsibility—helping folks get off the streets into housing and assistive services. DSP is the recognized leader in this region and it is wonderful that they are willing to help us jump start our effort."

Tammie Van Hook started training for the Midtown position in October and has been patrolling Midtown for the last month. Van Hook has spent the last 15 years working in the social service field and is a certified social worker and substance abuse counselor. "The Navigator program is a proven system that works," she said. "I love being a part of a program that has made such an impact in the community. I look forward to helping those in need."



Tammie Van Hook, Midtown Navigator

For more information about the Navigator program, call (916) 442-8575 or visit downtownsac.org.

Sacramento to defer city controlled impact fees

Recently, the Sacramento City Council unanimously approved a development impact fee deferral that will allow development projects to defer payment of city controlled impact fees for three years or until a certificate of occupancy is issued or the project closes escrow.

The fee deferral is part of a comprehensive economic incentive package currently being developed by the City's Economic Development Department and is consistent with deferral programs in neighboring jurisdictions. In order to participate in the program, a fee deferral agreement must be completed and the developer must post security in a form specified by the City Manager's office.

"Development impact fees create a significant hurdle for developers and this deferral program provides an additional incentive to get new projects started. While this is a pilot program set to expire at the end of 2009, we will continue to evaluate its effectiveness and consider advocating to make it become permanent for projects in the urban core," said DSP Executive Director Michael Ault.

SHRA to hold housing workshops

The Sacramento Housing Redevelopment Agency (SHRA) will host a series of workshops in December to receive feedback on the Inclusionary Housing Ordinance in Sacramento.

The existing ordinance requires all new residential development to include at least 15 percent of the units as affordable in new growth areas. New growth areas include parts of Natomas north of I-80, Delta Shores, North Laguna Creek, the industrial area east of Power Inn Road and South of Folsom, and the Downtown and Curtis Park Railyards.

During the recent update of the Housing Element of the General Plan, the City Council expressed interest in expanding the ordinance citywide and creating additional compliance options to improve affordable home ownership opportunities in Sacramento.

The workshops will cover the current ordinance and an overview of successes and challenges. Additionally, SHRA will provide results of an economic impact analysis of the ordinance and an overview of best practices from similar jurisdictions. Final approval and amendments to the ordinance are anticipated in 2009.

For more information, contact Emily Halcon with SHRA at (916) 440-1399 ext. 1420 or ehalcon@shra.org.

WORKSHOPS:

SHRA Commission
December 3 / 6pm
600 I Street, First Floor
Commission Room.

Sacramento City Council
December 9 / TBD
City Hall, 915 I Street.

Planning Commission
December 18 / 5:30pm
Historic City Hall 915 I Street
2nd Floor Hearing Room



2009 Cooperative Marketing Campaign

Multiply your business' advertising investment this year by joining the 2009 Downtown Marketing Campaign. Marketing partners are exclusively featured in the advertising campaign and receive extensive exposure in DSP marketing materials and website. For more information, contact Lisa Martinez, director of marketing and outreach, at (916) 442-8575.

SAVE THE DATE:

State of Downtown

Join us on January 22 for the DSP's Annual State of Downtown Breakfast featuring keynote speaker, Brad Segal, president of Progressive Urban Management Associates (P.U.M.A.). P.U.M.A. is a Denver-based consulting firm providing management, marketing and economic development services to advance downtown and community development.

State of Downtown January 22, 2009

Memorial Auditorium / 8:00 – 10:00 am

Tickets now on sale:
\$600 – tables of 10 (includes breakfast)
\$60 – floor seating (includes breakfast)
\$35 – gallery seating (program only)

Space is limited. For reservations, contact Julie Beckner at (916) 442-8575 or dsp@downtownsac.org.

calendar

DECEMBER 2008 | EVENTS



HOLIDAY EVENTS

Festival of Trees and Lights

December 5 – 7
Westfield Downtown Plaza
cathedralsquareprogram.org

State Capitol Tree Lighting

December 9 / 4:30pm
10th & L streets / 324.0333
capitolmuseum.ca.gov

Westfield Downtown Plaza Ice Rink

Open daily thru January 19
St. Rose of Lima Park, 7th & K streets
442.8575 / downtownsac.org/icerink

New Year's Eve Sky Spectacular

December 31 / 6 pm – 12:30 am
Old Sacramento / 808.7777
discovergold.org

Heritage Holidays

Thru December 31 / Old Sacramento
442.7644 / oldsacramento.org

SPECIAL EVENTS

Best of Sacramento Party

December 4 / 5:30 – 10pm
Sacramento Convention Center
1400 J Street / 452.6200
sacmag.com

ARTS & CULTURE

Broadway Sacramento

Stomp / December 26 – January 24
Community Center Theater
1301 L Street / 557.1999
californiamusicaltheatre.com

Cosmopolitan Cabaret

Forever Plaid / Now playing
1000 K Street / 557.1999
californiamusicaltheatre.com

Crocker Art Museum

The Art of Warner Bros. Cartoons
Thru January 18, 2009 / 216 O Street
808.7000 / crockerartmuseum.org

Sacramento Ballet

The Nutcracker: December 6 – 24
Community Center Theater
1301 L Street / 552.5800 x101
sacballet.org

Sacramento Theatre Company

Cinderella: December 3 – January 4, 2009
H Street Theatre Complex
1419 H Street / 443.6722
sactheatre.org

Esquire IMAX Theatre

Polar Express: An IMAX 3D Experience
1211 K Street / 443.4629
imax.com/sacramento

Crest Theatre

A Christmas Story: December 20
1013 K Street / 442.7378
thecrest.com

DSP / OSBA Meetings

DSP Executive Committee

December 3 / 8 am
980 9th Street, Suite 400

DSP Strategic Development Task Force

December 11 / 10 am
980 9th Street, Suite 400

DSP Board of Directors

December 17 / 8 am
The Citizen Hotel / 926 J Street

There will be no OSBA meetings in December

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 or call (916) 442-8575.

Heritage Holidays continues in Old Sacramento

Old Sacramento will celebrate the holidays with festive decorations, holiday storytelling, musical entertainment, gingerbread creations, train rides, walking tours, a lighted boat parade and special exhibits. Father Christmas will make guest appearances throughout the district along with holiday carolers and entertainment every weekend.

The event will conclude on December 31 with the area's only New Year's Eve fireworks show. Starting at 6 p.m., the historic district will come alive with street entertainment, including fire jugglers and multiple strolling bands followed by 9 p.m. and midnight fireworks. For more information, call (916) 442-7644 or visit oldsacramento.com.



Restaurant Week January 10-16

Save the date for Downtown Sacramento's premier dining event January 10-16, 2009. During the 7-day event, 24 of the capital city's finest dining establishments will offer three-course dinner menus for only \$30 per person. For restaurant information and downloadable menus, visit downtownsac.org/dinedowntown.



Downtown ice rink offers extended holiday hours

With the holiday season in full swing, the Westfield Downtown Plaza Ice Rink at 7th and K streets will offer extended holiday hours starting December 15. In addition, the rink will offer special deals throughout the season.

HOLIDAY HOURS:

- (starting December 15):
- December 15 - 30: 10 am – 10 pm
- Christmas Eve: 10 am – 6 pm
- Christmas Day: Closed
- New Year's Eve: 10 am – 6 pm
- New Year's Day: Noon – 8 pm

REGULAR ADMISSION:

- \$6 per skater, \$2 per skate rental
- Group rates available with reservations.

For information, call (916) 442-8575 or visit downtownsac.org/icerink.

SPECIAL DEALS:

Blue Plate Special

1/2 hour skating session for \$2 between 11 am – 1:30 pm (Weekdays only, does not apply during holiday schedule)

Happy Hour Special

1/2 hour skating session for \$2 between 4 pm – 6 pm (M-Th, does not apply during holiday schedule)

Kids 4 and Under

Skate for Free

Straight A Students

Receive one free skate rental when you present your report card (from current month).

City Employees

Receive one free skate rental when you present your valid employee badge.

State Employees

Receive one free skate rental when you present your valid employee badge.

Polar Express patrons

Receive one free skate rental when you present a ticket stub from the IMAX movie or California Railroad Museum train ride from same day.

* All offers limit one per person per visit. No cash value. No refunds or exchanges.

Westfield
Downtown Plaza





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:
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Holiday safety tips

With the holiday season upon us, the DSP Community Service department recommends adhering to the following safety tips:

Patrons

- Deposit all purchases in the trunk of your vehicle, out of sight.
- Be sure to lock your vehicle whenever it is unattended.
- Keep in close control of your personal belongings at all times.
- Always be aware of your surroundings whether at work or walking about.
- Make eye contact with those around you.
- Shop with a friend.
- Have someone walk you to your car.
- Park in well lit areas.
- Have your keys ready as you approach your car or business.

Merchants

- Be sure your store is fully staffed as customer service can prevent criminal behavior.
- Keep the front of you store well staffed to prevent shop-lifting.
- Keep store locked during all non-operational hours.
- Leave apprehension to the police, as employees should not try to physically detain a suspect.
- Ask for and check ID's when accepting credit cards or checks.

Keep the following important phone numbers on hand in case the need should arise:

Emergency	911	DSP Clean & Safe Teams	442-2200
Non-Emergency Police	808-5471	Graffiti Hotline	808-8819
Emergency (cell phone users)	732-0100	Storm Drains	808-5454
Code Enforcement	808-5948	Identity Theft	858-693-7935
City Operator	808-5011		

DSP welcomes new clean streets member



Jess Becerril started full-time with the DSP Clean Streets team in late October. A Sacramento native, Becerril enjoys working in the Central City to address maintenance issues. "People notice the work we do here in Downtown—from merchants to pedestrians—they are all very appreciative and that makes me feel good about what we're doing down here."



downtownsac.org

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