



inside downtown

SACRAMENTO PARTNERSHIP



2008 Cooperative Marketing Campaign

Increase your visibility this year by joining the 2008 Downtown Marketing Campaign. The campaign, which runs May through December, focuses on driving traffic to downtown businesses and branding Downtown Sacramento as the destination in which to live, work and play in our region.

Marketing partner benefits include:

- Placement in co-op print ads in local media and playbills.
- Inclusion in DSP collateral including bi-weekly e-newsletter, monthly print newsletter, merchant directory and 2009 downtown wall calendar.
- Featured placement on www.downtownsac.org.
- Opportunity to participate in special offers and contests.

For information, contact DSP Marketing and Outreach Director Lisa Martinez at (916) 442-8575 or lisa@downtownsac.org.

Fix I-5 Update

Caltrans announced last month that **C.C. Myers, Inc.** was chosen to manage the repairs to the I-5 boat section. As the lowest bidder for the project, the company estimates that it can complete the project for less than Caltrans' projected costs.

In addition, the company expects it will finish the project in 114 days, which is a significant reduction in time from Caltrans' original estimate of 306 construction days.

To mitigate the impacts of the project, Caltrans has hired ProProse to execute the public outreach campaign and will create core messages, press releases, marketing collateral, freeway banners, advertising and the project website, www.FixI-5.com. Caltrans will focus their outreach efforts on residents, commuters, out of town travelers, news media, and other key stakeholders.

The campaign website, www.FixI-5.com, will include a map of the project area, real time cameras, project timelines, alternate routes, email alerts and an "Open For Business" page for businesses effected by the construction.

"The DSP is working with Caltrans and Clear Channel radio to promote downtown businesses during construction," said DSP Director of Marketing and Outreach Lisa Martinez. "We're encouraging businesses to be proactive by using the tools on the www.FixI-5.com website to coordinate their efforts to promote Downtown during construction."

For construction information and to subscribe to email alerts, visit www.FixI-5.com.

Interstate 5 Repairs
COMING SPRING 2008
Visit www.Fix I-5.com

Caltrans: "We're here to get you there"
www.Fix I-5.com
Sacramento Region Travel Info

DSP team expands to welcome new policy manager

Kevin Greene started with the DSP in early February in the newly created Policy Manager position. “This position will give me the opportunity to be a part of the change taking place where I live everyday,” said Greene.



As Policy Manager, Greene is responsible for managing the advocacy and public policy functions of DSP, develop strategy on Downtown issues, and act as a liaison to organizations and associations to create partnerships on policy issues. His experience with public policy, the legislative process and working with local government will assist him in his duties.

Greene hopes to advocate for tools and resources that will mitigate some of Downtown’s current challenges. Some of his goals include promoting DSP’s vision for Downtown, assessing best practices, and streamlining development projects. “Downtown revitalization needs to happen now,” said Greene. “I am looking forward to working with legislative bodies and staff as well as the development community and local organizations to get projects moving.”

Greene graduated from California State University, Sacramento in 2003 with a Bachelor’s in Government. He began his career as a policy associate with the Californian’s Against Waste. After graduation, he went to work for the California Democratic Party as a volunteer coordinator and assisted in the 2004 election as a field operator. In February 2005, he took a position at the Speaker’s Office writing floor analyses and soon moved to the Speaker’s Office of Member Services, where he prepared legislative reports.

MERCHANT HIGHLIGHT:

Mea Vita

125 K Street / 273.7748
 www.meavitagallery.com
 Open seven days a week: 11 am - 6 pm

Aida Makarevic opened Mea Vita last November in Old Sacramento to share her passion for jewelry. Her funky, creative style is what led her to open her own shop. “I could never find what I wanted for myself,” said Makarevic. “I like to wear pieces that stand out and make a statement.”

Mea Vita offers hand-made beaded and imported jewelry, as well as custom-made pieces. In addition to jewelry, Mea Vita offers works by local artists, a skin care line, bath salts, fashion accessories and gifts.

According to Makarevic, Mea Vita was designed for an interactive shopping experience, featuring open display cases, allowing patrons to try on any piece of jewelry. Also, the shop is welcoming for the entire family, and features a children’s play area.

Makarevic has always wanted to open a business in Old Sacramento. “I love the atmosphere here, with all the people walking around all the time,” said Makarevic. “My hope is that Mea Vita brings something unique to Old Sacramento.”

DSP Meetings

DSP Executive Committee
 March 5 / 8 am
 980 9th Street, Suite 400

DSP Strategic Development Task Force
 March 13 / 10 am
 980 9th Street, Suite 400

DSP Board of Directors Meeting
 March 19 / 8 am
 1201 K St., 15th Floor, Room C

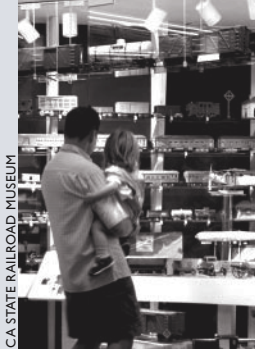
Old Sacramento Business Association (OSBA) Executive Committee
 March 20 / 11 am
 Discover California
 114 J Street

OSBA Board of Directors Meeting
 March 27 / 8:30 am
 Living History Center
 1101 2nd Street

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

calendar

MARCH 2008 | EVENTS



SCOTT R. ZENTNER

CA STATE RAILROAD MUSEUM

SPECIAL EVENTS

St. Patrick's Day Parade

March 17 / 6 pm
Old Sacramento / 558.3912
www.oldsacramento.com

State of the City Address

March 28 / 11:30 am – 1:30 pm
Sacramento State, Grand Ballroom
6000 J Street, Sacramento
www.metrochamber.org

Women's History Day & Easter Bonnet Promenade

March 22 / Old Sacramento
558.3912 / www.oldsacramento.com

California Lecture Series presents

Richard Powers: March 3
Crest Theatre / 1013 K Street
737.1300 / www.californialectures.org

Old Sacramento Architectural Tour

March 15 / 1 pm
Living History Center, 1101 2nd Street
445.3101 / www.oldsacramento.com

Sacramento Speaker Series presents

Richard Dreyfuss: March 27
Community Center Theater
1301 L Street / 866.773.2535
www.sacramentospeakers.com

NIGHTLIFE

Torch Club presents

March 5: Jimmy Pailer & his Bad Boys
904 15th Street / 443.2797
www.torchclub.net

ARTS & CULTURE

Crocker Art Museum presents

Edwin Deakin: California Painter of the Pictureque
Thru April 20 / 216 O Street
264.5423 / www.crockerartmuseum.org

Sacramento Ballet presents

The Sleeping Beauty: March 20-22
Community Center Theater
1301 L Street / 552.5800 x101
www.sacballet.org

Sacramento Theatre Company presents

Resting Place: Thru March 16
H Street Theatre Complex
1419 H Street / 443.6722
www.sactheatre.org

California State Railroad Museum presents

Locomotion and the Good Life
The Railroad Photography of O. Winston Link
Thru March 9 / 111 I Street
445.6645 / www.csrmmf.org

Esquire IMAX Theatre presents

I Am Legend: The IMAX Experience
Now showing / 1211 K Street
443.4629 / www.imax.com/sacramento

California Museum for Women History & the Arts presents

California Hall of Fame Exhibit
1020 O Street / 653.7524
www.californiamuseum.org

The Crest Theatre presents

Blade Runner-The Final Cut
Thru March 6 / 1013 K Street
442.7378 / www.thecrest.com

Sacramento International Film Festival

March 29 – April 6
Multiple theatre locations
www.sacramentofilmfestival.com

Metro Chamber State of the City set for March 28

While the city of Sacramento sits on the edge of opportunity, it is faced with the challenges of a growing community and increased traffic congestion at the same time as commercial development and civic projects have stalled.

Join the Sacramento Metro Chamber for the annual State of the City Address on March 28 at California State University, Sacramento, where Mayor Heather Fargo will outline plans for maximizing opportunities while managing the most critical issues facing the city today. Register online at metrochamber.org.

State of the City Address March 28, 2008

Registration opens 11 a.m.
Lunch & Program 11:30 a.m. - 1:30 p.m.

Sacramento State Grand Ballroom
6000 J Street, Sacramento

For more information, contact
Lindsey Ono at (916) 552-6800
or lono@metrochamber.org.

Old Sacramento goes green for St. Patty's Day

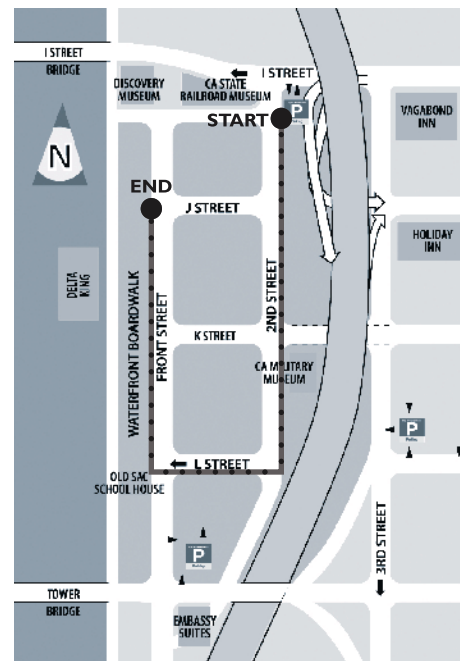
The 12th annual St. Patrick's Day Parade will take place March 17 at 6 pm in Old Sacramento.

The parade includes traditional entries such as Irish dancers and costumed marchers, school bands, floats, military regiments, police and fire representatives and other cultural organizations. Tartan clad Highlanders will march to the sound of bagpipes, while Irish dancers in elaborate Celtic costumes will perform, along with historic re-enactors from the Gold Rush and the Ophir Prison Marching Band.

Leading up to the parade, Old Sacramento will launch a "Go Green" campaign to encourage the public to not only wear green at the March 17 parade, but to also support a phone book recycling program.

People are encouraged to bring their old phone books to the Old Sacramento Visitor Center, located at 1002 Second Street, starting March 1.

The parade is sponsored by Old Sacramento Business Association, Old Sacramento Management, The Shamrock Club, Mix 96, and AT&T Real Yellow Pages.



St. Patrick's Day Parade
March 17 / 6pm, Old Sacramento

For more information call (916) 558-3912
or visit www.oldsacramento.com.



Call for Restaurants

The Sacramento Convention and Visitor's Bureau (CVB) are selecting restaurant partners for their 2nd annual Wine & Dine Restaurant Week and Grape Escape in June. To participate, contact Aimee Conlee at (916) 808-8990.

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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Vice Chair:
Kipp Blewett, Rubicon Partners
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Keith Kaplan, Westfield Downtown Plaza
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Accounting Services, Laura B. Catchot, CPA, MBA
Newsletter Design, Studio Jo
Print Management, T•Dogg Studios

Guides welcome new member to team

Ronovan Lee started as a part-time employee with the DSP Community Service Guide team in mid-January. Being a personal trainer and fitness counselor has given him experience working with the public. "I am a people person, so I love getting to meet new people every day," said Lee. "My favorite part of the job is making a difference in people's lives."



UPDATES FROM:

Sacramento Police Department

By AA Mike Carlson.

The Captain's column will return in the next issue.



The SPD's March newsletter detailed some priorities for Downtown. Below are several priorities the Central Command identified:

- Planning is underway for the expected opening of the new police substation at 300 Richards Blvd in mid-March. Along with Patrol and Problem Oriented Policing (POP) units, the station will also house specialized units including the Bike Unit, SWAT, K9, and Traffic Enforcement.
- The annual count of homeless was recently conducted in the City and County. Volunteers from area service providers were accompanied by Officers from Central POP.
- We are all tightening our belts as we cope with the economy and budget issues. The Sacramento Police Department is doing all that we can best to provide the best level of service possible. We look forward to working with the community on the challenges that lie ahead.

To read the full March SPD Connection newsletter, visit www.downtownsac.org/publicsafety.