



inside downtown

SACRAMENTO PARTNERSHIP

The Orleans will be tenant-ready by mid-month

Located in the heart of Old Sacramento, The Orleans has risen from the city's original street level in the likeness of the original Orleans Hotel, built in 1853. The project is comprised of 24 rental lofts, 16 of which have 12-foot ceilings and 8 with two-story living spaces. According to Old Sac Properties, LLC Director, Terry Harvego, 8 units will be ready for tenants by the middle of this month. "We are releasing the second floor units first," said Harvego. "The remaining units will open throughout August with full completion expected in the beginning of September."

Each unit features granite counter tops, modern cabinetry, stainless steel appliances and elegant lighting. Taking advantage of outdoor living spaces, most of the lofts have extensive balconies or rooftop terraces with views of either the Downtown Sacramento skyline or the Tower Bridge and Raley Field. At the ground-floor level, the project will have 7,500 square feet of interior space and a 2,400 square-foot patio. While most of the space was built with a restaurant in mind, a retail space could easily be built out in addition to a restaurant space.

"Old Sacramento is a great place to shop, dine and enjoy the many historic and cultural amenities that this district has to offer," said Harvego. "We want to make sure that it's also a great place to live. Between design and location, I think we've accomplished that."

For more information about the loft units or retail space, call (916) 852-2770 or visit oldsacproperties.com.



PHOTO: ARCHITECT RENDERING

VIBE Award: Call for Nominations

Deadline: October 13, 2008

The DSP is proud to announce a call for nominations for the Downtown Visionary Icons in Building Excellence (V.I.B.E.) Award, which debuted at the 2008 State of Downtown. The award celebrates excellence in downtown revitalization. The award 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.

To apply, call (916) 442-8575 or visit downtownsac.org.

DSP welcomes Hansen to Board of Directors

In June, the DSP Board of Directors welcomed Steve Hansen to the neighborhood representative seat. A central city resident for 6 years, Hansen is a strong proponent of a thriving downtown and a supporter of efforts to revitalize the city's core. He currently lives in Alkali Flat where he is also a member of the neighborhood association. "He's long been an effective voice on behalf of the downtown neighborhood in front of City Council," said DSP Executive Director Michael Ault. "He is highly respected in our community and we're glad to have him at the table."

Application closes for \$25 million NOFA

The Sacramento Housing and Redevelopment Agency closed the application process on the \$25 million Notice of Funding Availability (NOFA) for mixed-income housing in the downtown core with a priority for projects on the JKL Corridor. A committee will select projects based on criteria set forth in the NOFA. “We look forward to participating in the process and will support shovel ready projects in the JKL corridor and throughout Downtown,” said DSP Executive Director Michael Ault.

Mixed-income housing ordinance

The City of Sacramento has expressed intent within the next 12 months to expand the existing mixed-income housing ordinance from new growth areas to citywide. The 2008-2013 Housing Element approved by Council on June 17 included a value statement that requested staff present alternatives to Council within one year.

DSP expressed concerns over the impacts of expanding the ordinance to infill areas. DSP objected to the additional requirements as they could prohibit projects from moving forward. The DSP was supportive of the economic impact analysis that would quantify the impact on urban infill projects. “Mixed-Income housing is a top priority of the DSP and we look forward to working with the city and stakeholders to increase mixed-income residential opportunities downtown,” DSP Policy Manager Kevin Greene.

DSP will participate in the discussions over ordinance modification or expansion. DSP will also work with business organizations to craft a policy that does not place additional burdens on infill development. The economic impact analysis is scheduled to be completed in September 2008.



MERCHANT HIGHLIGHT:

Fog Mountain Café

1000 I Street / 444.0144 / fogmountaincafe.com

Hours: Monday – Friday / 6:30 am – 4:30 pm

Since opening in their new location at the corner of 10th and L streets in June, business has been booming at Fog Mountain Café. With customers coming from City Hall, the EPA Building and surrounding high rises, Chef and Owner Eric Harnish and Sous Chef Todd Martino work hard to offer a classic American menu with hints of California cuisine. “We try our best to use locally grown and homemade ingredients,” said Harnish. “We make our own stocks and are looking to create some lunch specials around seasonal, locally grown produce.”

It’s been nearly 3 years since Harnish closed his first location at 21st and Q streets in Midtown and he is happy to be open for business. “When our lease was up in Midtown we started looking for a new location,” said Harnish. “It took us awhile to get into this space, but the centralized location is worth it. We still have quite a following from our old location and over the last couple of months, we’ve started to get new regulars coming through the doors. It’s been wonderful.”

Streetcar Moves Forward

The Cities of Sacramento, West Sacramento, and the governing bodies of Regional Transit and Yolobus approved moving forward on the planning of the Sacramento/West Sacramento Streetcar. The streetcars proposed route would travel from the West Sacramento Civic Center to the Convention Center in Downtown Sacramento. The DSP will participate in a streetcar tour in Portland to study the success of the street car and its ability to act as a catalyst for new development. The DSP has not taken an official position at this time. For more information, visit riversfrontstreetcar.com.



ARTS & CULTURE

Sacramento Film & Music Festival

August 8 – 17
Crest Theater / 1013 K Street
600.7029 / sacfilm.com

Sacramento History Museum

Capital Brew: Hops, Barrels and Bootleggers
Opens August 8
101 I Street / 264.7057

Third Thursday Jazz

Ben Luco & the Funky Divine
5:30 – 8 pm / Crocker Park
3rd & O streets / 808.7000
crockerartmuseum.org

Music Circus

Swing: Thru August 3
My Fair Lady: August 5 – 10
Evita: August 12 – 17
Hairspray: August 19 – 28
Wells Fargo Pavillion
1419 H Street / 557.1999
californiamusicaltheatre.com

Esquire IMAX Theatre

Kung Fu Panda: The IMAX Experience
1211 K Street / 442.4629
imax.com/sacramento

Crocker Art Museum

American Pop: Featuring Andy Warhol's Athletes
Opening August 16
216 O Street / 264.5423
crockerartmuseum.org

SPECIAL EVENTS

Friday Night Concerts in the Park

Fridays thru August 22
5 pm – 9 pm
Cesar Chavez Plaza, 10th & J streets
442.8575 / downtownsac.org/concerts

August 1 **Diciembre Gris**

Pets
We Prick You
The Generals

August 8 **Seventy**

Shannon Curtis
The Bobby Zoppi Band
Brandon Tyler

August 15 **The Brodys**

The Snobs
Gillmor

August 22 **Mumbo Gumbo**

Ricky Berger

Downtown Certified

Farmers' Markets

May – 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

Gold Rush Days

August 29 – September 1
Old Sacramento
808.7777 / discovergold.org

Greek Festival

August 29 – 31
Sacramento Convention Center / 1400 J Street
443.2033 / annunciation.ca.goarch.org/festival

DSP and OSBA Meetings

OSBA Executive Committee

August 15 / 11 am
Discover California, 114 J Street

OSBA Board of Directors

August 28 / 8:30 am
Living History Center, 1101 2nd Street

No DSP meetings scheduled for August

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, 980 9th Street, Suite 400, 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.



Gold Rush Days return to Old Sacramento

August 29: 9 am - 4 pm
 August 30 & 31: 11 am - 7pm
 September 1: 11 am - 4 pm
 808.7777 / discovergold.org/goldrush

More than 200 tons of dirt will blanket the streets of Old Sacramento as the annual Gold Rush Days festival turns back the clock and transforms Sacramento's historic district into a scene from the 1850s. Costumed re-enactors, Wild West gun fights, musicians playing period instruments, and many aspects of life during the Gold Rush will be highlighted during the four-day event.

This year, the event will feature expanded ethnic and cultural components including period artifacts, storytelling, food preparation and more. Dancers and musicians will perform according to long-held traditions. Among the ethnicities represented will be European, Hispanic, Asian/Pacific Islander, African American and California Indian. The event also features a lecture series focusing on how the Gold Rush experience unfolded for various cultures and ethnicities. For information, visit discovergold.org/goldrush.

Certified Farmers' Markets continue

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 / www.downtownsac.org/farmersmarket



Only 4 more Concerts left

Fridays thru August 22
 5 pm - 9 pm
 Cesar Chavez Plaza, 10th & J streets
 442.8575 / downtownsac.org/concerts

August 1
Diciembre Gris
 Pets
 We Prick You
 The Generals

August 8
Seventy
 Shannon Curtis
 The Bobby Zoppi Band
 Brandon Tyler

August 15
The Brodys
 The Snobs
 Gillmor

August 22
Mumbo Gumbo
 Ricky Berger

Thanks to our sponsors:



Sacramento Film & Music Festival returns



In its 9th year, the Sacramento Film & Music Festival returns to the Crest Theatre for 10 days of local, national and international talent. The festival will feature more than 30 programs and over 100 film projects totaling approximately 50 hours of screen time. Including 4 programs of films in the Sony Creative Software Student Days program for which screening time is set aside exclusively for student filmmakers.

The opening night reception will feature live music and a screening of Jake's Corner, which has several Sacramento-based producers and a soundtrack including songs by local musicians. Returning this year is the 10x10 Filmmaker Challenge, during which local filmmakers compete to make the best 10-minute film in 10 days.

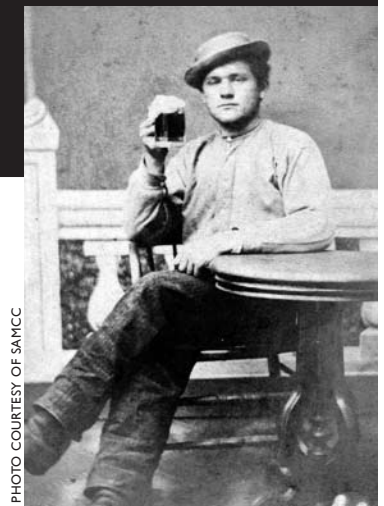
For more information, visit sacfilm.com. Tickets can be purchased at tickets.com or at the Crest Theatre box office.

Beer exhibit illustrates Sacramento's ale affinity

Starting August 8, beer lovers can experience a whole new side of beer at the Sacramento History Museum's new exhibit, *Capital Brew: Hops, Barrels and Bootleggers*. The exhibit explores the history of beer in the Sacramento region and its influence on Sacramento economy and society.

Throughout the history of Sacramento, beer has played an important role in employment, agriculture and entertainment. According to the Sacramento History Museum, there were over 560,000 gallons of beer flowing out of Sacramento per year by 1879. With eight breweries, a saloon on almost every corner and acres of hops fields, beer was a major commodity in Sacramento.

The Sacramento History Center is located at 101 I Street in Old Sacramento. The museum is open daily from 10 a.m. to 5 p.m. For more information, call (916) 264-7057.



Save the Date: Greek Festival

August 29: 11am – 3pm / Free admission

August 30 & 31: Noon – 10pm

Don't miss the 45th annual Greek Festival held at the Sacramento Convention Center over Labor Day Weekend. The three-day event will feature traditional Greek food, live music, dancing performances and cultural displays. For information, visit annunciation.ca.goarch.org/festival.

Crocker exhibit features Andy Warhol

American Pop: Featuring Andy Warhol's Athletes from the Richard Weisman Collection

August 16 – November 2
216 O Street / 264.5423

Starting August 16, the Crocker Art Museum will feature *American Pop: Featuring Andy Warhol's Athletes from the Richard Weisman Collection*. The exhibit highlights 36 works drawn from major private collections as well as the Crocker's own.

The 10 Warhol paintings, dated from 1977 to 1979, capture the decade's athletic superstars with the late 20th-century's stamp of fame—a Warhol silk-screen. The story behind how Warhol came to photograph and “paint” Dorothy Hamill, Muhammad Ali, Pele and Jack Nicklaus reveals the ongoing importance of friendships between patrons and artists in contemporary art.

Museum visitors can take a more in depth look at the exhibit by participating in some of the Crocker's exhibit related programs including docent-led Highlight Tours on August 16 and 17. For more information about exhibits and programs, call (916) 808-7000 or visit crockerartmuseum.org.



Call for Photographers: Downtown Photo Contest

Deadline: September 8, 2008

The Downtown Sacramento Partnership is looking for local photographers to participate in a Downtown Photo Contest. This year's calendar will highlight “Top 12 Reasons to Be Downtown.”

Submit a photo that illustrates your favorite reason to be downtown for a chance to have your photo and byline featured in the 2009 Downtown Calendar and be eligible to win a Downtown prize package valued at \$50.

For details, call (916) 442-8575 or visit downtownsac.org.



Tickets on sale now for *Forever Plaid*

The Cosmopolitan Cabaret's first performance in the new Cosmopolitan Cabaret theater at 1000 K Street will open on September 28. Tickets for *Forever Plaid* are now on sale and can be purchased at the Wells Fargo Pavilion Box Office at 1419 H Street or by calling (916) 557-1999.

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

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downtownsac.org

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Community can make a change in lives of homeless individuals

Since 1999, the DSP Community Service Department has coordinated the Donation Meter Program throughout Downtown. The meters were put in place to encourage downtown patrons to support community service and homeless outreach programs by donating spare change, rather than giving that change to panhandlers. The proceeds were donated to Sacramento Food Bank and Family Services until 2004. Now the donations benefit the DSP Navigator Program.

Gathering approximately \$1,500 – \$2,000 a year, the meters provide much needed support for the Navigator Team's homeless outreach efforts. "The downtown community has been very generous in their donations," said DSP Director of Community Services Ryan Loofbourrow. "We are truly grateful for the support of our efforts."

WHERE TO FIND THE METERS

The meters can be spotted at several locations within the Downtown District including 3rd and K streets, 7th and L streets, 7th and K streets, 11th and K streets and 13th and J streets. "Downtown patrons can look for the newly redesigned blue meter signs with the DSP and Navigator logos on them," said Loofbourrow.

ABOUT THE NAVIGATOR PROGRAM

The Navigator program's primary goal is to effectively reduce the homelessness downtown by connecting the underserved homeless population with social and health care services. By developing personal relationships with cooperative individuals, Navigators connect street homeless with local community service programs to increase their access to care and identify solutions to their homelessness.

Call for musicians in the park

The Downtown Sacramento Partnership invites musicians working and living in the central city to take part in a volunteer entertainment program in Cesar Chavez Plaza. The program will run Monday through Friday from 11 a.m. to 1p.m. (excluding Wednesdays) through October.

This program is designed to provide ambient music and other live entertainment during the lunch time hours. Acoustic performances only please. If you are interested in booking a



performance in the park, call (916) 442-8575 x210.

Sponsorship opportunities are available for this event. For more information, contact DSP Director of Community Services Ryan Loofbourrow at (916) 442-8575 x214.



downtownsac.org

AUGUST 2008

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