



# insidedowntown

SACRAMENTO PARTNERSHIP

## DSP unveils new website design

**This summer the DSP launched a redesigned and upgraded website.**

The new design allows for expanded content and resources including downtown market reports, policy briefs and easy-to-use maps. Designed by Altosa Group, the site content focuses on DSP's stakeholders and is organized into four key areas of Life and Culture, Economic Development, Public Policy and Doing Business.

"There's been overwhelming interest in Downtown Sacramento," said Lisa Martinez DSP director of marketing and outreach. "More people are looking at downtown not just as an entertainment and dining destination but also as a great place to live and to do business."

The Life and Culture section encompasses everything that makes Downtown Sacramento a great place live and play. Visitors can plan a visit and

search for local dining, nightlife, events and attractions. There is also a new section dedicated to living Downtown.

Both the Economic Development and Public Policy sections are dedicated to the latest downtown revitalization news. Visitors can search the downtown development database, learn more about the DSP's positions on policies affecting downtown redevelopment and stay up to date on public meetings and workshops.

Small and large businesses, alike, can find information about doing business in Downtown. Visitors can learn about DSP's programs, browse resources including Second Saturday guidelines, a local government directory and a real estate search, and can find ways



to stay involved in the downtown neighborhood.

"The site has been designed as a one stop shop for Downtown," said Martinez. "Our hope is that everyone, from tourists and residents to business owners and developers, will be able to easily find the relevant information they need."

For a full tour of the newly redesigned site, visit [downtownsac.org](http://downtownsac.org).



## Firehouse Restaurant to host benefit for HOSF

**On September 18, The Firehouse Restaurant will host a benefit event** from 5:30 p.m. to 7:30 p.m. to support the Historic Old Sacramento Foundation (HOSF). Guests will enjoy fine wine and cheeses, courtesy of The Firehouse, along with a silent auction in the restaurant's courtyard. All proceeds

from the evening, including the auction, will benefit the HOSF, which is a private non-profit organization dedicated to improving Old Sacramento as a local, regional and national, historic and cultural asset. Tickets to the benefit are \$49. For more information, call (916) 852-2770 ext 6.

## Sacramento considers fee deferral program

**The City of Sacramento will consider a development impact fee deferral program** to stimulate projects during the economic downturn. Slated to be adopted in mid September, the fee deferral program will allow developers to defer payment of city-controlled fees until a certificate of occupancy is issued or until close of escrow.

Projects must be located within the City of Sacramento, all taxes and assessments must be current and the necessary entitlements must be approved, in order to be eligible for the program. Additionally, the project must move forward in a timely manner, in most cases within six months of entering into the fee deferral agreement.

The developer will be required to enter into a fee deferral agreement that ensures the ability to pay the impact fees. Because the fee deferral is intended to be an economic stimulus tool, the program will be discontinued one year after adoption.

## DSP / OSBA Meetings

### DSP Executive Committee

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

### DSP Strategic Development Task Force

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

### DSP Board of Directors

September 17 / 8 am  
1201 K Street, 15th Floor, Conference Room C

### OSBA Executive Committee

September 16 / 11 am  
Discover California, 114 J Street

### OSBA Board of Directors

September 25 / 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.*

## MERCHANT UPDATE :

## Welcome to the neighborhood

### Dining

#### Cosmo Café\*

1000 K Street / 448.8900  
[paragarys.com](http://paragarys.com)

#### Table 260

826 J Street / 447.2260  
[table260.com](http://table260.com)

### Services

#### Blade Barber and Spa

1200 K Street / 447.1772  
[bladebarberandspa.com](http://bladebarberandspa.com)

#### Small Pleasures Massage

1009 1/2 9th Street / 600.9237  
[smallpleasuresbylinda.com](http://smallpleasuresbylinda.com)

### Nightlife & Entertainment

#### Cosmopolitan Cabaret\*

1000 K Street / 557.1999  
[cosmopolitancabaret.com](http://cosmopolitancabaret.com)

#### ImageVIP Lounge

705 J Street / 271.2001  
[imagevipounge.com](http://imagevipounge.com)

#### Social Nightclub\*

1000 K Street / 448.8900  
[myspace.com/nightclubsocial](http://myspace.com/nightclubsocial)

### Transportation

#### Bikes and Bites

1013 12th Street / 705.0452  
[bikesandbites.com](http://bikesandbites.com)

*\*Opening this month.*

## Council approves funds for acquisition of parcel for affordable housing

**The Sacramento City Council approved a \$4.3 million acquisition** by the Sacramento Housing and Redevelopment Agency (SHRA) for the property at 7th and H streets, which is planned as a Single Room Occupancy (SRO) style apartment complex. The project seeks to replace past and future loss of SRO units in the downtown. SHRA will issue an RFQ for a development team to develop the site and provide appropriate social services and strong management for the facility, a necessary component because of the special needs populations that will be served.

SHRA conducted significant neighborhood and stakeholder outreach on the project. The DSP will continue to participate in the proposal to ensure all concerns from downtown property and business owner perspectives are addressed.



## ARTS & CULTURE

### Sacramento Opera

*Arias, Overtures, & Arabesques*  
September 21 / 2 pm  
Community Center Theater  
1301 L Street / 737.1000

### California State Railroad Museum

*Sacramento Southern Railroad Excursion Trains*  
Weekends thru September 28  
111 I Street / 445.6645

### Cosmopolitan Cabaret

*Forever Plaid*  
Opens September 28  
Cosmopolitan Cabaret  
1000 K Street / 557.1999

### Sacramento Ballet

*Inside the Artistic Director's Studio:*  
*Lecture and Q & A on Alice in Wonderland*  
September 30 / 6 – 7 pm  
1631 K Street 552.5800 x 2

### Crocker Art Museum

*American Pop: Featuring Andy Warhol's Athletes*  
Thru November 2 / 216 O Street  
264.5423 / crockerartmuseum.org

## SPECIAL EVENTS

### Gold Rush Days

Thru September 1  
Old Sacramento  
808.7777 / discovergold.org

### Perspectives 2008

September 19 / 8:30 am – 4 pm  
444.1919 / metrochamber.org

### 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

### California Lectures

Garrison Keillor  
September 17 / 1 pm  
Crest Theatre / 1013 K Street  
737.1300 / californialectures.org

### Sacramento Speaker Series

Lily Tomlin  
September 24 / 8 pm  
Community Center Theater / 1301 L Street  
1.866.773.2535 / sacramentospeakers.com

## 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.

## Metro Chamber hosts 2008 Perspectives

**On September 19, the Sacramento Metro Chamber will host Perspectives 2008** at the Sacramento Convention Center. The annual day-long public affairs program draws in an audience of nearly 3,500 people.

Since 1995, Perspectives has hosted more than 70 of the world's most influential individuals who share their personal views on world affairs and current events. This year, speakers include Karl Rove, Robert F. Kennedy Jr., Deepak Chopra, Common Ground and Frank Caliendo.

Individual tickets for Metro Chamber members are \$195 and nonmembers are \$245. Tables of 10 for Metro Chamber members are \$1,950 and nonmembers \$2,450.

For more information, call (916) 444-1919 or visit [metrochamber.org](http://metrochamber.org).



## Two local speaker series begin this month

The Sacramento Speaker Series and the California Lectures start the 2008 season this month with high profile speakers.

### California Lecture Series

#### Special Event

Garrison Keillor – September 17, 2008

#### Six-Lecture Series

Julia Glass – October 23, 2008

John Updike – November 11, 2008

Daniel Handler – February 5, 2009

Richard Price – March 12, 2009

Jim Lehrer – April 2, 2009

Rita Dove – May 13, 2009

For more information, call (916) 737-1300

or visit [californialectures.org](http://californialectures.org).

### Sacramento Speaker Series

Lilly Tomlin – September 24, 2008

Amy Tan – October 15, 2008

Carl Bernstein – January 14, 2009

Bob Woodward – January 14, 2009

Dr. Dean Edell – February 4, 2009

Cokie Roberts – March 31, 2009

Dave Barry – April 27, 2009

Reza Azlan – May 14, 2009

For more information, call (866) 773-2535

or visit [sacramentospeakers.com](http://sacramentospeakers.com).

## Cosmopolitan Cabaret opens with *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.



# downtown

SACRAMENTO PARTNERSHIP

*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

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## Vagabond Inn gives back to the community

**After working with management of the Vagabond Inn Executive over the past few months,** the DSP Navigator Team has secured on-going donations of the hotel's bed linens and towels.

"I've always wondered what hotels did with linens and towels that are in good condition, but no longer meet industry standards," said DSP Navigator Jvance Stewart. "Generally, they dispose of them and Vagabond Inn management agreed it was a perfect opportunity to give back to the community."

The Navigator Team works with a number of programs to temporarily house homeless individuals during the transition from the streets to permanent housing. Many times, the individuals are without basic necessities, such as towels. By teaming up with local hotels, the Navigators can now provide those necessities along with housing.

"The Vagabond Inn has been more than helpful in donating these items, which are still in great condition," said Stewart. "I just check in every couple of weeks and they are happy to help the local community by donating to our program."

For more information about the DSP Navigator Program, visit [downtownsac.org](http://downtownsac.org).



## 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).



**downtown**sac.org

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