



insidedowntown

SACRAMENTO PARTNERSHIP



Point of View

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As we close the books for the year and reflect on 2009, it's clear we've had our share of challenges. Fluctuations in the local and global economies have changed the way we all do business.

Unlike previous years, 2009 was not marked by dozens of new development project announcements. While we've celebrated ribbon cuttings for projects like Ten 22 and The Firestone Building, our focus was to lay the foundation for success and maximize returns when the market rebounds. To that end, DSP conducted an in-depth analysis of the current retail market. The Downtown Activation Study, which will be unveiled at the State of Downtown breakfast next month, identifies actionable strategies to lead the way to recovery. We have also continued to work closely with local government to capitalize on the remaining redevelopment funds and protect local funding.

While the realities of the new economy have been daunting, we are also presented with a unique window of opportunity to move forward on our long-term goals and gain momentum Downtown. We've made notable progress with key projects including the completion of the first phase of the K Street Streetscape renovation and movement with the Railyards Development and Greyhound relocation.

This next year we anticipate some resolution on Westfield's commitment to Downtown and a chance to renew the conversation on a Downtown sports and entertainment complex. However, as we recover from the economic downturn, we realize that opportunities Downtown are not just limited to large-scale projects like an arena or high rise. Sometimes positive change can begin with a simple concept like renovating an underutilized property and adding in the right retail mix. And as we've seen throughout the district, it's the creativity fueled by local entrepreneurs that really bring a street to life and inspire change.

Now more than ever, the need for innovation, strategic focus and collaboration is apparent. The failures in the global economy have demonstrated how interconnected we all are. As we look forward to 2010 the DSP and downtown stakeholders must foster partnerships between private and public entities to embrace the new realities ahead. We encourage you to remain engaged in the months ahead by contacting us with questions and concerns.



DSP announces speaker for State of Downtown

The 12th annual State of Downtown breakfast on January 19, 2010 will feature a keynote address by entrepreneur, developer and current Mayor of Denver John Hickenlooper.

Hickenlooper was elected Mayor of Denver in 2003 and reelected in 2007. Since taking office, Mayor Hickenlooper has gained national recognition for a long list of accomplishments including overcoming a \$70 million deficit to balance the City budget while averting major cuts in services and massive layoffs, launching efforts to create a more business-friendly environment in city government, initiating a citywide campaign to end homelessness and creating Denver's sustainable development initiative.

In November 2005, Mayor Hickenlooper was the only mayor named by *Governing Magazine* as one of the top Public Officials of the Year, and in April 2005, *TIME Magazine* named Mayor Hickenlooper one of the top five "big-city" mayors in America.

Prior to taking office, Mayor Hickenlooper was a well-respected entrepreneur and developer. He spent years creating successful businesses and is credited as one of the pioneers that helped revitalize Denver's Lower Downtown historic district. In recognition of his efforts supporting preservation in Denver and downtowns across the country, Hickenlooper received a National Preservation Award from the National Trust for Historic Preservation in 1997.

State of Downtown

January 19, 2010
Memorial Auditorium, 1515 J Street
8 am – 10 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, call (916) 442-8575
or email dsp@downtownsac.org.

For more information, visit
downtownsac.org/stateofdowntown

Council Moves 10th and K project forward

City Council has conceptually approved the proposed hotel project at 10th and K streets and directed staff to continue pursuing financing options. The 12-story, 165-room hotel will feature the Courtyard by Marriott's urban template, 8,000 square feet of meeting space and limited food and beverage service. The project will activate K Street by encouraging hotel patrons to visit nearby restaurants and retailers.

Total project costs are estimated at \$42 million and will be funded with \$21 million in conventional financing and \$11 million in developer equity. An additional \$10 million in public funding through a HUD 108 loan or Recovery Zone Facilities Bonds is being considered. Possible repayment options include a surcharge on gross room revenues, a percentage of room revenues at year 5, Transient Occupancy Taxes (TOT) and tax increment generated by the project. Staff continues to examine options for repayment.

The DSP Board of Directors reviewed the project deal terms and concluded that the terms represent adequate city participation and reasonable absorption rates. The DSP is urging staff to create safeguards that require TOT reimbursements be used specifically for hotel projects in the downtown core that directly benefit the hospitality and convention business.

City staff plans to return to Council within 60 days with final deal terms, financing options and a Development Agreement.

Free holiday parking offered

Central City shoppers are being treated to additional days of free parking. This year, the City has expanded the program to include Old Sacramento and is offering free parking weekday evenings and weekends through December 25.

Designed to encourage holiday shoppers to patronize Old Sacramento, Downtown and Midtown businesses, on-street, metered parking will be free starting at 4:30 p.m. weekdays and all day on Saturdays and Sundays.

The free parking zone will extend from "I" to "L" streets and from Front to 29th streets and only applies to metered on-street parking spaces. Meters and Pay & Display Stations will be posted with the free program times. All other parking violations are still enforceable, such as time zones and posted signs.

For more information, call (916) 808-5110.

City seeks international design competition for Capitol Mall

Last month, City Council directed staff, in partnership with the American Institute of Architects (AIA) and stakeholders, to develop a program to hold an international design competition for a comprehensive Capitol Mall Plan from the riverfront to 9th Street. A small working group of stakeholders, including the DSP, have been meeting regularly to review current plans, develop a set of core values, and identify key issues and areas on Capitol Mall that could be improved.

The vision for Capitol Mall includes an iconic street that would attract residents and tourists, and draw thousands of people into Downtown annually for street festivals on a tree lined concourse with water features connecting the riverfront to the State Capitol.

The City will work with AIA to solicit contributions to conduct the design competition. For more information, contact DSP Policy Manager Kevin Greene at (916) 442-8575 or kgreene@downtownsac.org.



SPECIAL EVENTS

Carnival at St. Rose

Through January 3
Open daily noon - 8 pm
St. Rose of Lima Park, 7th & K
442.8575 / downtownsac.org/carnival

Theatre of Lights

Through January 3
Thursdays – Sundays / 6:30 & 8 pm
K Street, between Front and 2nd streets
442.7644 / oldsactheatreoflights.com

Carnival of Lights

Through January 3
Holiday lights will be on display every evening
at various downtown locations
442.8575 / downtownsac.org/lights

State Capitol Tree Lighting

December 1 at 4:30 pm
10th & L streets 324.0333
capitolmuseum.ca.gov

Festival of Trees & Lights

December 4 & 5
Westfield Downtown Plaza
cathedralsquareprogram.org

17th Annual Lighted Boat Parade

December 5 / 7:30 - 9:30 pm
Old Sacramento Waterfront
ccyc.net/events.htm

New Year's Eve Sky Spectacular

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

ARTS & CULTURE

Broadway Sacramento

Xanadu / December 30 – January 10
Community Center Theater / 1301 L Street
557.1999 / californiamusicaltheatre.com

Cosmopolitan Cabaret

Sister's Christmas Catechism
November 11 – January 3
1000 K Street / 557.1999
californiamusicaltheatre.com

Crocker Art Museum

*Treasures, Curiosities and Secrets:
The Crockers and the Gilded Age*
Through February 28
216 O Street / 808.7000
crockerartmuseum.org

Sacramento Ballet

The Nutcracker / December 10 - 23
Community Center Theatre
552.2800x101 / sacballet.org

Sacramento Theatre Company

Fully Committed / Through December 20
Cinderella / December 2 - January 3
H Street Theatre Complex / 1419 H
443.6722 / sactheatre.org

KHITS Christmas Concert

December 12
Crest Theatre, 1013 K Street
442.7378 / thecrest.com

Esquire IMAX Theatre

A Christmas Carol: An IMAX 3-D Experience
1211 K Street / 443.4629
imax.com/sacramento

DSP / OSBA MEETINGS

DSP Executive Committee

December 2 / 8 am
980 9th Street, Suite 400

DSP Strategic Development Task Force

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

DSP Board of Directors

December 16 / 8 am
Citizen Hotel, 926 J Street

OSBA Executive Committee

December 15 / 11 am
Delta King, 1000 Front Street

OSBA Board of Directors

December 17 / 8:30 am
Stanford Gallery 1111 Street at the Big Four Building

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

Holiday festivities continue Downtown

The Carnival at St. Rose, presented by Westfield Downtown Plaza and produced by DSP, will continue through January 3. The holiday event brings a festive atmosphere to the corner of 7th & K streets. The winter carnival is complete with a Ferris wheel, classic games, vendors and entertainment.

DATES:

Open daily

November 27 – January 3

*Closed Christmas Day

EVENT HOURS:

Open daily noon to 8 p.m.

*Open noon – 6 pm Christmas Eve



LOCATION:

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

Downtown Sacramento

GENERAL ADMISSION:

Pricing below reflects a 2-hr session

- \$6 – Kids (under 12) / Kids under 4 are free
- \$6 – Seniors (55+)
- \$7 – Adults

For information, visit downtownsac.org/carnival.

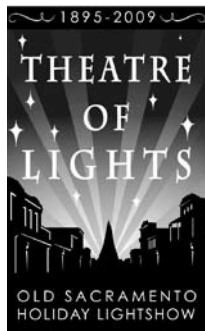


Old Sacramento's Theatre of Lights will continue through

January 3 with two 10-minute light shows Thursdays through Sundays at 6:30 p.m. and 8 p.m. A symphony lights, sounds and visual effects will take you back to a time when the beloved poem The Night Before Christmas was first introduced in Sacramento in 1857.

Start a new holiday tradition with this fantastic display of holiday story-telling at its best.

For more information, visit oldsactheatreoflights.com.



Dine Downtown returns

Sacramento's favorite dining event is back by popular demand—and is now better than ever. The fifth annual Dine Downtown Restaurant Week will return for an extended 10 days in 2010. January 8 through 17, Downtown Sacramento's top restaurants will offer special three-course prix-fixe dinner menus for only \$30 per person.



“Participating restaurants and loyal foodies have always said that Dine Downtown has ended too early over the past several years,” said DSP Marketing Manager Jennifer Snyder. “Next year, diners will have two full weekends to sample the Central City’s best restaurants.”

For more information, visit downtownsac.org/dinedowntown.

Participating restaurants to date include:

- | | |
|-----------------------------------|------------------------------|
| 3 Fires Lounge | Fuzio Universal Bistro |
| 4th Street Grille | Grange at The Citizen Hotel |
| 58 Degrees & Holding, Co. | Il Fornaio |
| Biba Restaurant | LWine Lounge & Urban Kitchen |
| Bistro 33 Midtown | McCormick & Schmick's |
| Brew it Up! | The Melting Pot |
| The Broiler Steakhouse | Michelangelo's |
| Chanterelle at The Sterling Hotel | Mikuni Midtown |
| Chops Steak, Seafood & Bar | Morgan's at The Sheraton |
| Cosmo Café | Mulvaney's B&L |
| Cyprus Grille at the Holiday Inn | Pilothouse at The Delta King |
| Dawson's at The Hyatt | Rio City Café |
| de Vere's Irish Pub | River City Brewing Company |
| Ella Dining Room & Bar | Sapporo Grill |
| Esquire Grill | Sofia on 11th |
| Fat City Bar & Café | Spataro Restaurant & Bar |
| The Firehouse Restaurant | Ten 22 |
| Frank Fat's | |

Save the Date: New Year's Eve Sky Spectacular

The annual New Year's Eve Sky Spectacular will end the year with a bang in Old Sacramento on December 31. Two dazzling fireworks shows will light the night sky along the waterfront at 9 p.m. and midnight. The event features live music, vendors, street entertainment and more. For information, visit discovergold.org



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

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DSP welcomes new Community Service Guide



Last month, **Ryan Greenberg** started part-time with the DSP Community Service Guide program. With an extensive background in security and customer service, Greenberg is already enjoying working with the public as a Guide.

“A friend of mine told me about this position and I’m glad he did,” said Greenberg. “From meeting all of the business owners in Old Sacramento and Downtown to helping some of the homeless individuals in the district find the services they need, I can already tell this will be a rewarding job.”

Policy Board to End Homelessness launches new campaign

Last month, the **Policy Board to End Homelessness, newly chaired by Sacramento Mayor Kevin Johnson, launched** a region-wide campaign called *Sacramento Steps Forward* to highlight the ongoing initiative to end homelessness in Sacramento.

According to communications from Mayor Johnson’s office, the effort is a community-wide call to action to join together and implement the solutions identified in the 10-year plan to End Homelessness.

The campaign consists of five main tenets including:

- **Permanent Housing**—Provide permanent housing for 2,400 homeless individuals and families, moving people to housing as rapidly as they are ready.
- **Services**—Provide a safety net and pathways to ensure that all homeless individuals and families transition to permanent housing.
- **Funding**—Fully fund the permanent housing and services needed to end homelessness.
- **Advocacy**—Build the community will, throughout the region, to fully support the permanent housing and services needed to end homelessness.
- **Accountability**—Continuously evaluate and optimize the permanent housing and services needed to end homelessness.



“In working with the initiative over the past several years, our goal has always been to ensure effective implementation within the Downtown District,” said DSP Director of Community Services Ryan Loofbourrow. “We look forward to getting this broader message out to the community and hope to gain more support for the effort through this new campaign.”

For more information, visit sacramentostepsforward.com.



downtownsac.org

DECEMBER 2009

Point of View

DSP Executive Director Michael Ault takes a look back at 2009 and discusses the future of Downtown Sacramento as we look forward to a new year.

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