



inside downtown

SACRAMENTO PARTNERSHIP



Point of View

Michael Ault, Executive Director
mault@downtownsac.org
442.8575

Earlier this year, the DSP and the City's downtown development group commissioned a retail analysis to look at challenges and opportunities in the downtown retail market.

The Downtown Retail Activation Strategy, conducted by Washington, D.C. based Downtown Works, examined our district's retail and restaurant scene. The goal was to identify implementation strategies for the short and medium term while working toward refining a longer-term vision for Downtown Sacramento.

Despite the tough economy, the study provides an optimistic outlook, noting Downtown's potential as a unique retail hub. The study shows Downtown Sacramento has a strong trade area with 72% of potential customers having urban retail inclinations. In addition, Downtown's pedestrian scale storefronts, wide side walks, strong employee base, committed local developers, growing restaurant scene and authentic Old Sacramento are just a few of our assets noted in the study.

The study included close examination of the JKL corridor as a viable retail destination. One key finding suggests removing traffic disruptions in order to return K Street to a fully functional, multi-modal street – a street that will attract local, independent businesses as tenants, thus driving retail customers into the heart of the city.

Another opportunity noted in the study is our inventory of underutilized upper floors in existing buildings. Many ground-floor retail spaces in our district are topped with spaces that could be transformed into residential units affordable to diverse income levels.

Attracting the proper retail mix early on will act as a catalyst for creating the appropriate atmosphere that will attract more retailers and residents in the future. We will be working directly with the City to create programs to streamline the approval process and monetary incentives aimed at getting the right tenant mix into strategic locations.

As we move forward with the implementation of the initiatives identified in the study, we will look for stakeholder cooperation in the process. The importance of a comprehensive approach with full participation from property owners, merchants and public agencies cannot be stressed enough – our success depends on it. We will be diligent and stay focused on making incremental changes one property and one storefront at a time.

As always, please contact me with any questions, comments or concerns regarding the retail study.

For a full copy of the study, please visit downtownsac.org.



City and Westfield discuss future of Downtown Plaza

Last month, Mayor Kevin Johnson announced after several months of negotiations that Westfield Corporation will consider selling Downtown Plaza if a sale price can be agreed upon. Mayor Johnson and Westfield officials have been meeting since August to discuss the future of the center.

“Our teams have been meeting over the last 3 months in the hopes [of creating] what we thought would be a common vision for the Downtown Plaza,” said Mayor Johnson. “We agreed on many fronts, but the overall scope of the JKL corridor was a little different than what Westfield had in mind.”

In a prepared statement, Westfield Corporation noted their disagreement with Mayor Johnson's desire to continue the downtown street grid through the mall and questioned the feasibility of doing so. According to the statement, Westfield would be prepared to consider offers by qualified buyers to purchase the center under certain conditions.

Westfield Downtown Plaza will maintain current operations and will continue leasing and managing the property. “The DSP will continue to convey our commitment to the importance of reinvestment in Downtown Plaza as Downtown's primary retail asset, and reiterate the importance that center stay open and active as discussions between the City and Westfield continue,” said DSP Executive Director Michael Ault.

City releases RFQ for several agency-owned properties

Last month, the City of Sacramento released a Request for Qualifications (RFQ) for properties owned by the Sacramento Housing and Redevelopment Agency (SHRA) on the 700 and 800 blocks of K Street and the 800 block of L Street.

The RFQ encourages responses from qualified developers/development teams with a proven track record of urban mixed-use projects that stimulate economic activity, create a lively pedestrian experience, bring activity to downtown on evenings and weekends, and will serve as a catalyst for revitalizing the downtown area.

The RFQ is broken up into three areas, allowing respondents to propose projects on a particular block or one that encompasses the entire development site. The RFQ was released on December 10 with a due date of February 12, 2010. For a copy of the RFQ visit www.cityofsacramento.org.

2010 Cooperative Marketing Campaign

Increase your visibility this year by joining the 2010 Downtown Marketing Campaign. The cooperative campaign, which runs March through December, focuses on branding Downtown Sacramento as the destination in which to live, work and play in our region and is a great compliment to your marketing activities.

Marketing partner benefits include:

- Placement in cooperative ads
- Inclusion in DSP collateral
- Opportunity to participate in special offers and promotions

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



Downtown Walking Tours continue



The DSP's Downtown Walking Tours introduce visitors to the people, places and events that shaped California's history. Available year-round, these tours cover more than 150 years of state and local history. Topics range from art and architecture to cultural, religious and urban history.

Please call (916) 442-8575 or visit downtownsac.org/tours for more information.



ARTS & CULTURE

Broadway Sacramento

Xanadu
Through January 10
Community Center Theater / 1301 L Street
557.1999 / californiamusicaltheatre.com

Cosmopolitan Cabaret

My Way
January 26 – May 9
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 Theatre Company

Tuesdays with Morrie
Through December 20
H Street Theatre Complex / 1419 H Street
443.6722 / www.sactheatre.org

Esquire IMAX Theatre

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

Second Saturday Art Walk

January 19 / 6 – 9 pm
Participating galleries
sacramento-second-saturday.com

Crest Theatre

Gabriel Iglesias / January 31
1013 K Street / 442.7378
thecrest.com

Sacramento Museum Day

February 6 / Free Admission
Participating Museums
sacmuseums.org/museumday

SPECIAL EVENTS

Dine Downtown Restaurant Week

January 8 – 17 / Participating restaurants
442.8575 / downtownsac.org/dinedowntown

State of Downtown

January 19 / 8 – 10 am
Memorial Auditorium
1515 J Street / 442.8575
downtownsac.org/stateofdowntown

Sacramento Speaker Series

Bob Schieffer: January 13
Community Center Theater
1301 L Street / 866.773.2535
sacramentospeakers.com

Metro Chamber Annual Dinner & Business Awards

February 5 / 5 – 9 pm
Hyatt Regency Sacramento
1209 L Street / 319.4260
metrochamber.org

DSP / OSBA MEETINGS

DSP Executive Committee

January 6 / 8 am
980 9th Street, Suite 400

DSP Board Meeting

No meeting scheduled due to State of Downtown
January 19 / 8 am – 10 am
Memorial Auditorium, 1515 J Street

DSP Strategic Development Task Force

January 28 / 10 am
980 9th Street, Suite 400

OSBA Executive Committee

January 19 / 10 am
Delta King, 1000 Front Street

OSBA Board of Directors

January 28 / 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.

Tickets on sale for 12th annual State of Downtown

State of Downtown

January 19 | 8 am – 10 am
Memorial Auditorium, 1515 J Street

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



Keynote speaker
Mayor John Hickenlooper,
City of Denver

The 12th annual State of Downtown breakfast will take place on January 19 at the Memorial Auditorium from 8 am to 10 am.

Featuring Sacramento Mayor Kevin Johnson, keynote speaker Denver Mayor John Hickenlooper and the presentation of the 2010 VIBE Award, the breakfast will focus on downtown revitalization in light of the new economy.

“Downtown Sacramento is at a tipping point and the next generation is looking for innovation and authenticity,” said DSP Executive Director Michael Ault. “If we make smart strategic decisions, our downtown will be well positioned to maximize opportunities in the next market cycle.”

Tickets for this event are now on sale and space is limited. Tables of 10 are available for \$600. Single tickets for table seating are \$60. Single tickets for gallery seating are \$35.

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



Save the Date: Sacramento Museum Day

February 6 / 10am – 4pm

Various museum locations
sacmuseums.org/museumday

Dine Downtown boasts 36 participating restaurants

The 5th annual Dine Downtown Restaurant Week will return January 8 through 17 with 36 of Downtown Sacramento's top restaurants offering special three-course prix-fixe dinner menus for only \$30 per person.

For more information, visit www.downtownsac.org/dinedowntown.

Participating restaurants to date include:

3 Fires Lounge
1501 L Street | 267-6823

4th Street Grille
400 L Street | 448-2847

58 Degrees & Holding, Co.
1217 18th Street | 442-5858

Biba Restaurant
2801 Capitol Avenue | 455-2422

Bistro 33 Midtown
1020 16th Street | 233-3633

Brew it Up!
801 14th Street | 441-3000

The Broiler Steakhouse
1201 K Street | 444-3444

Chanterelle at The Sterling Hotel
1300 H Street | 442-0451

Chops Steak, Seafood & Bar
1117 11th Street | 447-8900

Cosmo Café
1000 K Street | 446-9800

Cyprus Grille at the Holiday Inn
300 J Street | 446-0100

Dawson's at The Hyatt
1209 L Street | 321-3600

de Vere's Irish Pub
1521 L Street | 231-9947

Ella Dining Room & Bar
1131 K Street | 443-3772

Esquire Grill
1213 K Street | 448-8900

Fat City Bar & Café
1001 Front Street | 446-6768

The Firehouse Restaurant
1112 Second Street | 442-4772

Frank Fat's
806 L Street | 442-7092



Fuzio Universal Bistro
828 J Street | 442-2310

Grange at The Citizen Hotel
926 J Street | 492-4450

Il Fornaio
400 Capitol Mall | 446-4100

L Wine Lounge & Urban Kitchen
1801 L Street | 443-6970

Mason's New American
1116 15th Street | 492-1960

McCormick & Schmick's
1111 J Street | 442-8200

The Melting Pot
814 15th Street | 443-2347

Michelangelo's
1725 I Street | 446-5012

Mikuni Midtown
1530 J Street | 447-2112

Morgan's at The Sheraton
1230 J Street | 341-4100

Mulvaney's B&L
1215 19th Street | 441-6022

Pilothouse at The Delta King
1000 Front Street | 441-4440

Rio City Café
1110 Front Street | 442-8226

River City Brewing Company
545 Downtown Plaza | 447-2739

Sapporo Grill
1118 16th Street | 448-1818

Sofia on 11th
815 11th Street | 441-0030

Spataro Restaurant & Bar
1415 L Street | 440-8888

Ten 22
1022 Second Street | 441-2211

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:
2009 OFFICERS**

Chair:
Kipp Blewett, Rubicon Partners
Vice Chair:
Roger Kittredge, David S. Taylor Interests
Secretary:
Steve Hansen, Neighborhood Representative
Treasurer:
Steve Green, F&M Bank
Past Chair:
Lloyd Harvego, Harvego Enterprises
Retail Representative:
Keith Kaplan, Westfield Downtown Plaza
City Representative:
Ray Kerridge, City of Sacramento

DIRECTORS

David Brennan, CB Richard Ellis
Joe Coomes, McDonough, Holland & Allen
Butch Corum, Corum Real Estate
Janie Desmond-Ison, Steamers
Supervisor Roger Dickinson, Sacramento County
LaShelle Dozier, SHRA
Mark Enes, AKT Investments
Sid Garcia-Heberger, Crest Theatre
Al Gianini, Consultant
Anthony Giannoni, Christofer Company
Jason Goff, Jones Lang LaSalle
Steve Hammond, Sacramento CVB
Wendy Hoyt, HDR/The Hoyt Company
Mayor Kevin Johnson, City of Sacramento
Richard Lewis, California Musical Theatre
Matt Mahood, Sacramento Metro Chamber
Capt. Dana Matthes, Sacramento Police Dept.
Moe Mohanna, Western Management
Joe Mugartegui, DGS, State of California
Ron Russell, BTV Crown Equities
Ulrich Samietz, Hyatt Regency
Paul Schmidt, CADA
Cathy Taylor, California State Parks
Kim Templeton, Hard Rock Cafe
Council Member Ray Tretheway, City of Sacramento
Phil West, SMUD
Mike Wiley, Regional Transit

PARTNERSHIP STAFF

Executive Director, Michael Ault
Deputy Director, Danielle Biller
Community Service Director, Ryan Loofbourrow
Marketing & Outreach Director, Lisa Martinez
Policy Manager, Kevin Greene
Programming Manager, Julia Beckner
Office Manager, Rosie Gilb
Marketing Manager, Jennifer Snyder
Events Manager, Annie Stuckert
Market Research Coordinator, Jayme Ghisletta
Administrative Assistant, Melissa Kuehne

Accounting Services, Laura B. Catchot, CPA, MBA
Newsletter Design, Studio Jo
Print Management, T•Dogg Studios

DSP welcomes new Community Service Guide

Last month, **James Tari** started part-time with the DSP Community Service Guide program. Tari comes to DSP with a background in customer service and an interest in behavioral sciences.



“I’ve been working part-time in Old Sacramento and so far I’ve really enjoyed it,” said Tari. “I like working with the public and helping businesses and visitors as a Guide is a great way to do it.”

Community Service Guide recognized as Employee of the Year

Last month, **Zane Lopez** was recognized for outstanding service in the DSP’s Community Service Department. He was applauded for his commitment to the community and for being a great champion of the DSP’s mission to keep Downtown clean and safe.



Lopez has worked on the Community Service Guide team for over two years and has shown significant growth as a DSP employee. Despite working what is know as the toughest beat in the district – from 7th to 9th and K to L – Lopez is looked to by citizens, police officers, and businesses as a value to the area.

“He has maintained an exceptional attendance record, is well respected by his coworkers, and consistently displays a strong work ethic,” said DSP Community Services Supervisor Jon Strohl. “His citizen assists, referral numbers and constant follow up on issues show his hard work and dedication.”

DSP Clean & Safe Teams

The DSP’s Clean and Safe programs support the development of downtown office, retail and entertainment uses by maintaining a clean and safe environment and promoting Downtown as a destination. For more information, visit downtownsac.org.

**Community
Service Guides**

Hours of Operation
Sun – Thurs: 8am – 6pm
Fri: 8am – 10pm
Sat: 12pm – 10pm

Navigators

Hours of Operation
Mon – Thurs: 8am – 6pm
Fri: 8am – 10pm
Sat: 12pm – 10pm
Sun: 1pm – 6pm

Clean Streets Team

Hours of Operation
Mon – Fri: 6am – 6pm
Sat: 6am – 10pm
Sun: 8am – 2:30pm



downtownsac.org

JANUARY 2010

Point of View

DSP Executive Director Michael Ault discusses the Downtown Sacramento Retail Study conducted late last year by Washington, D.C. based Downtown Works.

page 1

Tickets are on sale for the 12th annual State of Downtown

The 12th annual State of Downtown breakfast will take place on January 19 at the Memorial Auditorium from 8 am to 10 am.

page 4

Community Service Guide recognized as Employee of the Year

Last month, Zane Lopez was recognized as Employee of the Year for his outstanding service in the DSP's Community Service Department.

page 5

inside