



insidedowntown

SACRAMENTO PARTNERSHIP



Point of View

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As many of you know, both the City of Sacramento Department of Utilities and Sacramento Metropolitan Utilities District (SMUD) have proposed fee increases in order cover budget shortfalls. Over the past several weeks, the DSP has met with the City and SMUD to communicate the negative impacts a large fee increase will have on downtown property and business owners. Our goal as an organization is to advocate for a downtown that is affordable for business and redevelopment and we are well aware that these increases could not come at a more difficult time.

In light of the current economic climate, we have urged the both the City and SMUD to exercise restraint as they considered proposed increases. In response to concerns raised by stakeholders, both entities have offered notable concessions. The proposal from the City was reduced from a 36% increase on sewer, solid waste, and water rates over the next two years to an 18.2% increase over the next two years. The initial SMUD proposal was a total rate increase of 13% over a 2-year period including a 9.5% increase in September 2009 and a 3.5% increase in January 2010. Instead, SMUD has agreed to a three-tiered schedule of 5.5% in September 2009, 5.5 % in March 2010 and 2.25% in January 2011.

In addition to advocacy efforts on behalf of our constituents, the DSP is working with SMUD to facilitate workshops on energy efficiency for downtown property and business owners. These workshops, to be convened in August, will allow attendees to learn more about simple money-saving tips and programs offered by SMUD to make upgrades that significantly reduce energy and utility costs.

DSP will conduct outreach when these workshops are scheduled and will provide additional information in our August newsletter. As always I encourage you to contact us with any questions, comments or concerns.



K Street Streetscape improvements underway

The K Street Streetscape project is in full swing as crews work on improvements to St. Rose of Lima Park and the relocation of the light rail station from 7th and K streets to the east side of 7th Street. For project details and updates, visit kstreetscape.com.



IMAX marks 10-year anniversary

To celebrate the Esquire IMAX Theatre's 10th anniversary, Theatre Director Doug Link will open the theatre to the public for free movie screenings on July 11. Beginning at 10 am, the Esquire IMAX Theatre will run eight free shows, up to 400 seats each, of the film *Wild California!* on the hour through 5 pm. For more information, visit imax.com/sacramento.

Downtown Kid's Week kicks off July 11

The first annual Downtown Kid's Week, which runs from July 11 through 18, highlights Downtown's family-friendly activities and businesses. Families from around the region are invited to join in the fun by exploring the cultural treasures in their own backyard and taking advantage of specials and activities at participating Downtown Kid's Week businesses.

"Downtown has a wealth of family-friendly attractions," said DSP Director of Marketing and Outreach Lisa Martinez. "Downtown Kid's Week is a great opportunity for families to rediscover the treasures we have right here in Sacramento and is also a way for them to support the local arts organizations and businesses they know and love."

Visit downtownsac.org/kidsweek, for a menu of family-friendly events and activities during the week along with restaurant specials and locations.



Participating Partners:

4th Street Grille
California Museum
California Pizza Kitchen
California State Capitol Museum
California State Indian Museum
California State Railroad Museum
Crocker Art Museum
Downtown Farmers' Markets
Downtown Walking Tours
Esquire IMAX Theatre
Fat City Bar & Café
Governor's Mansion
Il Fornaio
Leland Stanford Mansion
The Melting Pot
Morgan's at the Sheraton
Rio City Café
Sacramento History Museum
Sutter's Fort



Game Day comes to Chavez Plaza

Every Tuesday this summer, the Park Ambassador booth in Cesar Chavez Plaza will host a Game Day from 11 am to 2 pm. The booth will have giant chess, dominos and Connect Four available for rent during the lunch hour, along with regular size Sorry, Scrabble, Monopoly, chess, and checkers.

"We would like to encourage people to come spend their lunch hour in the park and play the games with friends and co-workers," said DSP Programming Manager Julia Beckner. "We'll also be adding the element of weekly tournament-style play with a chalkboard with scores/wins to encourage ongoing activation of the public space."

For details, visit the Park Ambassador booth located in Cesar Chavez Plaza.



Call for photographers

Photographers are invited to submit digital photos that capture quintessential downtown experiences, events and places in a unique, artistic or innovative way. The DSP's annual photo contest showcases Downtown Sacramento's best assets and promotes the district as a vibrant regional destination for entertainment, culture and commerce.

All entries will be judged by DSP staff in September 2009 and 12 winning photographs will be featured in the 2010 Downtown Wall Calendar.

Deadline to submit photos is September 11, 2009.

For contest entry forms and rules, visit downtownsac.org/calendar.



ARTS & CULTURE

Second Saturday Art Walk

July 11 / Noon – 9 pm
Participating galleries in
Old Sacramento and Downtown
2nd-sat.com

Esquire IMAX Theatre

Under the Sea 3D
1211 K Street / 443.4629
imax.com/sacramento

Crocker Art Museum

*Fantasies and Fairy-Tales:
Maxfield Parrish and the Art of the Print*
Through July 19
216 O Street / 808.7000
crockerartmuseum.org

Music Circus

Thoroughly Modern Millie: July 7 – 12
Altar Boyz: July 14 – 19
Guys & Dolls: July 21 – 26
Into the Woods: July 28 – August 2
1419 H Street / 557.1999
californiamusicaltheatre.com

Cosmopolitan Cabaret

Forever Plaid: Through August
1000 K Street / 557.1999
californiamusicaltheatre.com

Crest Theatre

Food Inc.: July 3 - 9
1013 K Street / 442.7378
thecrest.com

SPECIAL EVENTS

Downtown Kid's Week

July 11 – 18 / Participating locations
442.8575 / downtownsac.org/kidsweek

Wine & Dine Restaurant Week

July 4 – 12
Participating Sacramento region restaurants
808.7777 / sacramentowineanddine.com

Sacramento Film & Music Festival

July 24 – 31
Crest Theatre, 1013 K Street
600.7029 / sacfilm.com

SPECIAL EVENTS cont.

California Grape & Gourmet

July 9 / 5:30 – 8:30 pm
Sacramento Convention Center
1400 J Street / 263.3282

Old Sacramento History Camp

July 13 – 31 / 9 am – 4 pm
Sacramento History Museum, 101 I Street
808.4980 / sachistorymuseum.org

Friday Night Concerts in the Park

Fridays through August 14
July 3 Golden Shoulders
July 10 Kate Gaffney
July 17 The Snobs
July 24 Baby Grand
July 31 The Brodys
5 – 9 pm / Cesar Chavez Plaza, 10th & J
442.8575 / downtownsac.org/concerts

Downtown Certified Farmers' Markets

Through 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/farmersmarkets

DSP/OSBA MEETINGS

DSP Executive Committee

July 1 / 8 am / 980 9th Street, Suite 400

DSP Strategic Development Task Force

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

DSP Board of Directors

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

OSBA Executive Committee

July 21 / 10 am / Delta King, 1000 Front Street

OSBA Board of Directors

July 23 / 8:30 am
Stanford Gallery, 1111 Street, 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 are also available 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.

events

INSIDE DOWNTOWN



Sacramento Wine & Dine Restaurant Week returns

The third annual Wine & Dine Restaurant Week returns July 4 – 12. The event features over 30 of the area's best restaurants, serving prix-fixe menus paired with award-winning regional wines. Patrons will enjoy three to four-course meals at the restaurants below, for a fraction of the regular price - less than \$50, excluding tax and tip, per person.

Participating Downtown restaurants include:

3 Fires Lounge 1501 L Street / 267.6823	Grange 926 J Street / 492.4450
4th Street Grille 400 L Street / 448.2847	Il Fornaio 400 Capitol Mall / 446.4100
The Broiler Steakhouse 1201 K Street / 444.2197	Mason's Restaurant 1116 15th Street / 492.1960
Chops Steakhouse 1117 11th Street / 447.8900	Morgan's at The Sheraton Grand 1230 J Street / 447.1700
Cosmo Café 1000 K Street / 446.9800	Morton's The Steakhouse 621 Capitol Mall / 442.5091
Dawson's 1209 L Street / 321.3605	River City Brewing Co. 545 Downtown Plaza / 447.2739
Esquire Grill 1213 K Street / 448.8900	Sofia on 11th 815 11th Street / 441.0030
The Firehouse Restaurant 1112 Second Street / 442.4772	For a full list of participating restaurants, visit sacramentowineanddine.com.
Frank Fat's Restaurant 806 L Street / 442.7092	



Park Concerts continue

Celebrating its 18th season, the free outdoor concert series will host 19 bands this month. The shows start at 5 pm and feature local artists, representing several music genres. For more information, call (916) 442-8575 or visit downtownsac.org/concerts.

- July 3** **Golden Shoulders**
Radio Orangevale, Jeepster, Trainwreck Revival
- July 10** **Kate Gaffney**
Boulevard Park, West of Next,
Christopher Fairman & The Stilts
- July 17** **The Snobs**
The No Goodniks, Phantom Jets, The Cockfight Kings
- July 24** **Baby Grand**
Ricky Berger, Poplolllys, Dog Party
- July 31** **The Brodys**
Goodness Gracious Me, The Broken Poet



Music Circus season

Music Circus kicks off its 2009 summer season starting July 7 at the Wells Fargo Pavilion. For more information, call (916) 557-1999 or visit californiamusicaltheatre.com.

- July 7 – 12 *Thoroughly Modern Millie*
- July 14 – 19 *Alter Boyz*
- July 21 – 26 *Guys 7 Dolls*
- July 28 – Aug 2 *Into the Woods*
- Aug 5 – 10 *Seven Brides for Seven Brothers*
- Aug 11 – 16 *Man of La Mancha*
- Aug 18 – 30 *Cats*

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

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**BOARD OF DIRECTORS:
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Sacramento Homeless Connect deemed a success

On May 30, volunteers from across Sacramento, including DSP Community Service Director Ryan Loofbourrow and Navigators Jvance Stewart, Crystal Jordan and Lisa Lindenthal, took part in the annual Sacramento Homeless Connect event at Sacramento City College.

This year's event, coordinated by the Ending Chronic Homelessness Initiative, drew over 700 individuals who accessed resources including physical and mental health services, Social Security Administration assistance, housing and employment programs, free identification cards, alcohol and drug assessments, legal counseling, bicycle repair, veterans benefits and more.

The event is modeled after San Francisco's Project Homeless Connect and brings together a wide range of services for homeless individuals in one convenient location. Individuals seeking services at the event were interviewed to determine their needs and connected with a volunteer escort who helped them find the appropriate service stations.

"It's exciting to be part of this event bringing the community together to assist our homeless citizens," said Ending Chronic Homelessness Initiative Director Tim Brown. "We offer a full range of services and support to hundreds of homeless people through hundreds of community volunteers. This hand-to-hand assistance positively impacts everyone involved."

DSP announces incentive winners

In May, DSP Community Service Guides Mike Munson, Steven Bennet, Ronnovan Lee and Navigator Jvance Stewart were announced as winners of the DSP Department of Community Services monthly incentive program.

DSP created the program to reward the team with the most customer service related contacts by the end of each month. The Guides and Navigators are broken down into teams and challenged to work together to have the highest numbers. The numbers are reported via handheld devices used in the field and prizes are given to the winning team.

"As a department, we pride ourselves on being the Ambassadors of Downtown," said DSP Community Service Director Ryan Loofbourrow. "These incentives are meant to encourage staff to maintain a superior level of service to downtown patrons and businesses." For more information on the DSP Community Service Department, visit downtownsac.org.



downtownsac.org

JULY 2009

Point of View

DSP Executive Director Michael Ault discusses the City Utility and SMUD fee increases planned over the next several years.

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