



insidedowntown

SACRAMENTO PARTNERSHIP

City's Streetscape Project kicks off

The first phase of the K Street Streetscape Project, which was slated to begin in late February, will get underway in early March. As the first major renovation of K Street since the late 1980's, the initial phase will focus on the 700 block and will improve lighting, create an open urban plaza, enhance the pedestrian experience, as well as assist with better policing and safety. Three major updates are planned, including:

- **Streetscape improvements** such as consistent paving materials, street furniture, trash receptacles, landscaping, and lighting.
- **Renovation of St. Rose of Lima Park** to make way for hardscape paving, new lighting, park furniture and an interactive water feature.
- **Relocation of the existing RT platform station** from the 700 block

of K Street to the east side of 7th Street, just south of the K-L alley. The new station will incorporate new lighting and street furniture.

The \$4 million project is expected to be completed in September. City officials have phased construction activity in four separate stages as follows:

- Stage 1: St. Rose of Lima Park**
Beginning of March through end of August
- Stage 2: RT Station Relocation**
Mid March through beginning of June
- Stage 3: Streetscape Enhancements 700 Block of K (North of RT tracks)**
Mid March through end of June
- Stage 4: Streetscape Enhancements 700 Block of K (South of RT tracks)**
Mid May through early September



During construction, there will be minor pedestrian impacts, including the closure and re-routing of pedestrian walk areas on both sides of the 700 block of K Street. Additionally, there will be nighttime vehicular lane closures on 7th Street, primarily when improvements to the park are underway, as well as when the light rail platform station is relocated.

For information about the project, contact the City's Economic Development Department at (916) 808-7223.

DSP launches Marketing Campaign

Special Thanks to our 2009 Marketing Partners

- | | |
|---|--|
| 3 Fires Lounge at The Marriott | Esquire IMAX Theatre |
| Broadway Sacramento | Fat City Bar & Café |
| Broiler Steakhouse | The Firehouse Restaurant |
| California State Railroad Museum | Frank Fat's |
| City of Sacramento | Grange Restaurant |
| Department of Convention, Culture and Leisure | Mason's New American |
| City of Sacramento Parking | Music Circus |
| Cosmo Café | Old Sacramento Business District |
| Cosmopolitan Cabaret | Regional Transit |
| Crest Theatre | Sacramento Ballet |
| Crocker Art Museum | Sacramento Convention and Visitor's Bureau |
| Dawson's at the Hyatt | Sacramento History Museum |
| Esquire Grill | Sacramento Opera |
| | Sacramento Theatre Company |
| | Spataro |
| | Westfield Downtown Plaza |

This month, DSP will launch its annual cooperative advertising campaign. The campaign, which has been extended from 8 months to 10 months, has a fresh new look and is designed to brand Downtown as a vibrant entertainment and cultural destination. The campaign's theme, *Find Your Happy Place – Be Downtown*, features a bold new design and a quirky tone. This year, 28 downtown businesses and organizations will participate in the cooperative marketing campaign, with a combined media buy of \$139,500. The ads will highlight entertainment, dining and cultural attractions.





DSP takes lead on Downtown Activation Strategy

The DSP is seeking to engage a consulting firm to develop an overall plan for development of the Central City based on analysis and established market models. The plan is intended to create an overall framework to ensure the Central City is well positioned to take advantage of the next development cycle.

The DSP, in cooperation with the City of Sacramento, will fund and manage the plan in coordination with the selected consultant. “We are looking for a firm that has experience developing merchandising strategies with master developers, shopping centers, downtowns and/or communities,” said DSP Deputy Director Danielle Biller.

In addition to the DSP and City, the consultant will be expected to reach out to representatives of relevant business sectors including commercial brokerage, mixed-use development, banking and investment, and targeted retail business models.

The DSP is in the process of selecting a consultant for the project and looks forward to initiating the plan in April. Final adoption of the plan is slated for September 2009.

For more information on the Downtown Development Activation Strategy visit www.downtownsac.org.

City acquires the Hotel Berry

In February, the Sacramento Housing and Redevelopment Agency (SHRA) acquired the Hotel Berry. SHRA had been working with the operator and developer to renovation of the property using SHRA funds and low-income housing tax credits issued by the state.

As a result of the recent tax credit market collapse and the failure to obtain an equity investor, those tax credits were returned to the state in November 2008. SHRA has expressed their intent to work with downtown stakeholders to establish a redevelopment strategy for the Hotel Berry and surrounding area.

DSP introduces new Programming Manager position

Last month, the DSP added a new Programming Manager position to support Downtown’s economic development. The position will focus on programming public spaces and maintaining business relations.



Julia Beckner, formerly DSP’s Administrative Assistant, has transitioned into the position and will assume responsibility for programming public spaces, the downtown banner program, ongoing merchant communications and database management.

Beckner joined the DSP in July 2008 and has become increasingly involved in programming opportunities throughout the downtown district. “I’m thrilled to expand into new areas within the organization,” said Beckner. “As a former small business owner, I feel I can bring my experience into DSP’s new and existing programs.”

calendar

MARCH 2009 | EVENTS



BUSINESS EVENTS

State of RT Breakfast

March 19 / 7:30 – 9:30 am
Sheraton Grand Hotel / 1230 J Street
319.4260 / metrochamber.org

Metro Chamber's Metro Expo

March 10 / 10 am – 8 pm
Sacramento Convention Center
1400 J street / Third floor
552.6800 / metrochamber.org

RT Public Open House

Discussion of Draft EIR and MOS-1
March 11 / 5:30 – 7:30 pm
Sacramento Valley Station / 5th & H streets
930.1192 / sacrt.com/dna

SPECIAL EVENTS

Sacramento Speaker Series– Cokie Roberts

March 31 / 8 pm
Community Center Theater / 1301 L Street
866.773.2535 / sacramentospeakers.com

California Lecture Series– Richard Price

March 12 / 7:30 pm
Crest Theatre / 1013 K Street
442.7378 / thecrest.com

Second Saturday Art Walk

March 14 / 6-9 pm
Participating galleries
sacramento-second-saturday.com

St. Patrick's Day Parade

March 17 / Starting at 6 pm
Old Sacramento / 442.7644
oldsacramento.org

ARTS & CULTURE

Crocker Art Museum– Buddha

Through April 19
216 O Street / 808.7000
crockerartmuseum.org

Sacramento Ballet– Modern Masters

March 19 – 21 & 25 – 28
Sacramento Ballet Studio / 1631 K Street
552.5800 x2 / sacballet.org

Sacramento Theatre Company– The Complete Works of William Shakespeare (abridged)

March 11 – April 5
H Street Theatre Complex
1419 H Street / 443.6722
sactheatre.org

Esquire IMAX Theatre– African Adventure 3D

Opens March 6
1211 K Street / 443.4629
imax.com/sacramento

Crest Theatre– Screening of Broadcast Blues

March 22
1013 K Street / 442.7378
thecrest.com

Cosmopolitan Cabaret– Forever Plaid

Through May 25
1000 K Street / 557.1999
californiamusicaltheatre.com

Sacramento History Museum– Women's History Day Celebration

March 28 – 29 / 10 am - 4 pm
Sacramento History Museum
101 I Street / 264.7057

DSP / OSBA Meetings

DSP Executive Committee

March 4 / 8 am / 980 9th Street, Suite 400

DSP Strategic Development Task Force

March 12 / 10 am / 980 9th Street, Suite 400

DSP Board of Directors

March 18 / 8 am / 1201 K Street, 15th Floor, Room C

OSBA Executive Committee

March 17 / 11 am / Discover California, 114 J Street

OSBA Board of Directors

March 26 / 8:30 am / Location TBD

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 or call (916) 442-8575.

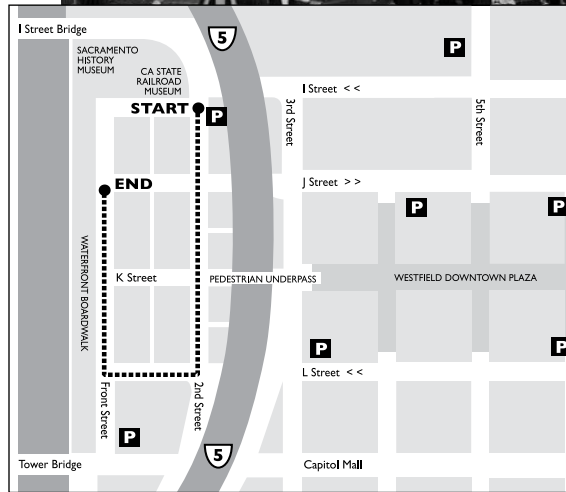
St. Patrick's Day Parade returns to Old Sacramento



The 13th annual St. Patrick's Day Parade will take place March 17 at 6 pm in Old Sacramento. The parade includes traditional entries such as Irish dancers and costumed marchers, school bands, floats, military regiments, police and fire representatives and other cultural organizations.

Tartan clad Highlanders will march to the sound of bagpipes, while Irish dancers in elaborate Celtic costumes will perform, along with historic re-enactors from the Gold Rush and the Ophir Prison Marching Band.

The parade, produced by the Old Sacramento Business Association, is sponsored by the Historic Old Sacramento Foundation, Mix 96 and The Shamrock Club. For more information, call (916) 442-7644.



Call for Vendors

DSP is looking for vendors for the following events:

Friday Night Concerts in the Park

Every Friday / May 1 – August 7

Downtown Certified Farmers' Markets

Tuesdays and Wednesdays / May through October

For information contact DSP Events Manager Annie Stuckert at (916) 442-8575 or astuckert@downtownsac.org.

Vendor Applications are also available at downtownsac.org.

Metro Chamber to host Inaugural RT Breakfast

The Sacramento Metro Chamber and the Sacramento Regional Transit District (RT) will host the inaugural State of RT Breakfast on March 19 at the Sheraton Grand Hotel.

The event will include Keynote Speaker Christopher B. Leinberger, a nationally renowned metropolitan land strategist and developer. In addition, the program will include the TransitAction Awards Ceremony to recognize the efforts of those in support of transit and a Transit Master Plan Symposium, which will provide an update on the plan.

Tickets for the event are \$40 before March 5 and \$45 after March 5. To register, contact Chantal LeFevre at (916) 319-4260 or clefevre@metrochamber.org. For information, visit metrochamber.org.

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

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DSP welcomes new Clean Streets team member



Will Tagger started full-time with the DSP Clean Streets team in early February. Tagger enjoys working in the Central City to address maintenance issues. "Downtown is expanding and it's great to be working to make sure everyone has a good experience down here," he said. "We serve a very important purpose and people really take notice of the work we do every day."

DSP creates 4th Grade History Tour

This month the DSP will begin taking reservations for the newly created 4th Grade History Tour starting in May. The three-hour tour will focus on covering the standard curriculum for 4th grade students including Native American history and city development. The guided tour from 9 am to 12 pm will include:

- **Sacramento City Hall:** Students will learn about Sacramento's Native American beginnings and the history of City Hall. When available the students will enjoy a tour of the new City Hall's Council Chambers.
- **Cesar Chavez Plaza:** Students will learn about Sacramento's early workforce through interactive learning games involving the many historic monuments and markers throughout the park.
- **The Crest Theatre:** The tour will include a presentation in front of the historic Crest Theatre on K Street. Students will learn about the theater in the context of the K Street Mall and its beginnings as an entertainment district.
- **The Cathedral of the Blessed Sacrament:** Students will tour the Cathedral and learn about the history of the building and the role religion played in Sacramento's development.
- **Bishop Gallegos Square:** Students will learn about Bishop Gallegos Square and the significance of the open space.
- **California State Capitol:** Students will end their tour on the lawn of the State Capitol.

For more information, contact DSP Programming Manager Julia Beckner at (916) 442-8575 or jbeckner@downtownsac.org.





downtownsac.org

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