



insidedowntown

SACRAMENTO PARTNERSHIP



Point of View

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This month, we're introducing a new feature in our newsletter. Each month in this column, I'll share some of the key issues facing our district and new initiatives staff is tackling on your behalf.

Lately people have been asking: what is the outlook for Downtown—especially in these tough economic times? My response is simple: despite the downturn in the economy, Downtown is in the unique position to come out stronger than before. Now is the time when we need to focus on the opportunities at hand and plan for the future.

Last month, the DSP issued an RFQ for a Development Activation Study. Unlike most plans that get placed on the shelf when complete, this study will develop a tactical framework for future development. Our goal is to further the vision for Downtown, maximize existing assets, and leverage available public-private resources so that when the market turns, we're ready to move forward. The project will launch in June after our Board approves a consultant later this month.

In addition to this study, our staff is engaged in a number of new policy initiatives including the City's proposal for modular newsracks on K Street. Although the economy has slowed, we're starting to see new proposals emerge. Recently, a new proposal came forward for development of the vacant Maydestone property, which will remove blight from the corner of 15th & J streets. This project would add 32 new housing units to our district by 2010. In addition, three new businesses on the 1000 block of K Street are under construction and are expected to be completed at the end of this year.

As advocates for the overall vision of a thriving, vibrant Downtown, we have a long road ahead. However, I think that working together with our business, development and government partners will help us see that vision through—even in tough times. We look forward to having an open line of communication with our constituents and I encourage you to contact me with your questions, comments or concerns.



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 the 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.



K Street Streetscape Project

The K Street Streetscape Project is underway. Details regarding timeline and street closures at kstreetscape.com



DSP expands downtown walking tours

This month, the DSP will introduce new, guided walking tours as part of its Downtown History Program.

From John Sutter to Cesar Chavez, these tours cover over 150 years of state and local history and range from art and architecture to cultural, religious and urban history.

The new tours will be lead by DSP’s resident historians Shawn Peter and Mike Munson. DSP’s newest historian, Richard MacGill, will lead an Art in Public Places tour through an educational partnership with Sacramento Metropolitan Arts Commission. All tours are approximately one hour in length and cost \$10 per person.

New tours include:

- **Structural Stories**
Local Examples of Historically Significant Styles
- **Art is All Around Us**
A Tour of Sacramento’s Collection of Art in Public Places
- **The Art of Terra Cotta**
The Legacy of Local Clay Artisans Gladding McBean
- **Yesterday, Today & Tomorrow**
K Street’s Commerce, Growth and Redevelopment
- **Early California History**
John Sutter, Pony Express & The Big Four
- **Common Ground**
The History of Sacramento’s Diverse Ethnic Groups
- **Sacred Spaces**
The Story of Downtown’s Religious Structures
- **Making Connections**
A Tour of California History Designed Especially for Kids

For more information or to book a tour, visit downtownsac.org/tours. Book in advance and receive discounts for groups of 10 or more.

DSP welcomes Market Research Coordinator

In March, **Jimmy Calanchini** joined the DSP as Market Research Coordinator. Calanchini is responsible for coordinating marketing research activities including collecting market data, maintaining the research libraries and online databases, responding to research requests from stakeholders, and supporting economic development and outreach activities.



With a Bachelor of Arts Degree in Psychology from UC Davis and a background in national and local marketing and psychological research, Calanchini looks forward to supporting DSP’s efforts through information management.

“I’ve lived in the Central City since 1999 and I’ve always been fascinated with the redevelopment of the area,” said Calanchini. “I’m very proud of the way Sacramento has grown up over the years and I’m thrilled to be a part of its continued improvement.”

DSP / OSBA Meetings

DSP Executive Committee

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

DSP Strategic Development Task Force

May 14 / 10 am
980 9th Street, Suite 400

DSP Board of Directors

May 20 / 8am
The Citizen Hotel, 926 J Street

OSBA Executive Committee

May 19 / 10 am
Delta King, 1000 Front Street

OSBA Board of Directors

May 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 St. and 980 9th St., Suite 400. They are also 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.



SPECIAL EVENTS

Friday Night Concerts in the Park

Fridays / May 1 – August 7
5 pm – 9 pm / Cesar Chavez Plaza, 10th & J
442.8575 / downtownsac.org/concerts

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/farmersmarkets

Pacific Rim Street Fest

May 17 / 10 am – 5 pm
Old Sacramento
Westfield Downtown Plaza
pacificrimstreetfest.com

Sac Jazz Festival 2009

May 22 – 25
Old Sacramento & Downtown
372.5277 / sacjazz.com

Riverboat Casino Night Fundraiser

June 5 / 6 pm – 9 pm
Aboard the Delta King
1000 Front Street / 264.7059

ARTS & CULTURE

Crocker Art Museum

Fantasies and Fairytales:
Maxfield Parrish and the Art of the Print
May 8 – July 19
216 O Street
808.7000 \ crockerartmuseum.org

California State Railroad Museum

The Way We Worked
Through May 17
1111 Street / Old Sacramento
445.6645 / csrcmf.org

ARTS & CULTURE

Steam-Powered Excursion Trains

Every weekend through September 27
11 am – 5 pm / Central Pacific Freight Depot
323.9280 / csrcmf.org

Sacramento Ballet

Season Finale
May 23 – 24
H Street Theatre Complex
1419 H Street
552.5800 x2 / sacballet.org

Sacramento Theatre Company

The Show Must Go On!
A Fundraiser for STC
May 13 / 6:30 – 8 pm
Wells Fargo Pavilion, 1419 H Street
443.6722 / sactheatre.org

Sacramento Opera

La Boheme
May 8, 10, & 12
Community Center Theater
1301 L Street / 737.1000
sacopera.org

Broadway Sacramento

Disney's The Lion King
May 27 – June 28
Community Center Theater
1301 L Street / 557.1999
californiamusicaltheatre.com

Esquire IMAX Theatre

Dinosaurs Alive 3D
1211 K Street
443.4629 / imax.com/sacramento

Crest Theatre

Japanese Movies at the Crest
May 15 – 16
1013 K Street
442.7378 / thecrest.com

Cosmopolitan Cabaret

Forever Plaid: Through May 31
1000 K Street / 557.1999
californiamusicaltheatre.com

events

INSIDE DOWNTOWN

Farmers' Markets

May – October / 10 am – 2 pm

Tuesdays: Roosevelt Park, 10th & P streets,
Fremont Park, 15th & P streets

Wednesdays: Cesar Chavez Plaza, 10th & J streets

Thursdays: Downtown Plaza, 4th & K streets
442.8575 / downtownsac.org/farmersmarkets



Sac Jazz Festival 2009

This Memorial Day Weekend the 36th annual Sac Jazz Festival will feature more than 60 bands at 23 different venues in Old Sacramento and Downtown May 22 through 25. Jazz music of all types will fill Old Sacramento and the area around the Sacramento Convention Center. Special events include an opening day parade, specialty concerts, Sunday gospel service, Memorial Day salute to service, and sixteen bands made up of teenage musicians on their own stages. For more festival information, visit sacjazz.com.

Friday Night Concert Crawl

Receive Concert Crawl specials on food and drinks after each Friday Night Concert in the Park when you present your Budweiser wristband at the following locations:

4th Street Grille • Brew it Up! • Fuzio • Marilyn's on K
Parlare Euro Lounge • Pyramid Alehouse • Sofia on I Ith
Table 260 • Toppingz Pizza inside Image Lounge

Visit downtownsac.org/concerts for full offer details.



Friday Night Concerts in the Park return May 1

Every Friday Night / May 1 – August 7

5 - 9 pm / Cesar Chavez Plaza, 10th & J Streets

442.8575 / downtownsac.org/concerts

- MAY 1** **Sol Peligro** • Retrograde Revolution • La Noche Oskura
- MAY 8** **Rick Estrin & The Nightcats** • The Fortunate Few
- MAY 15** **Warp 11** • The Kimberly Trip • I Scream on Sundae • Weird Harold
- MAY 22** **Two Sheds** • Silver Darling
Kris Anaya • Buildings Breeding
- MAY 29** **Pets** • The Ancient Sons • New Humans • Dusty Brown
- JUNE 5** **Bucho** • Righteous Movement • Happy Mayfield
- JUNE 12** **Shakedown** • The Kinetics • Syncro
- JUNE 19** **MC Rut** • Lite Brite • Consider The Thief • Early States
- JUNE 26** **Mumbo Gumbo** • The Nibblers
- JULY 3** **Golden Shoulders** • Agent Ribbons
Radio Orangevale • 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 • Poplollys • Dog Party
- JULY 31** **The Brodys** • Goodness Gracious Me • The Broken Poet
- AUG 7** **Rowdy Kate** • Hellbound Glory • Flounder



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

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Cesar Chavez Plaza Ambassador program returns

This month, the DSP Community Service Department will begin the Cesar Chavez Plaza Ambassador program. Monday through Friday from 8 am – 5 pm, a park ambassador will be stationed in Cesar Chavez Plaza to serve as a source of general information, a point of contact for park programming and a place where park patrons can book DSP walking tours, check out board games, sidewalk chalk and more.

“Last summer we saw success with the program and we’re looking to increase our activities even more this year,” said DSP Community Services Director Ryan Loofbourrow. “Cesar Chavez Plaza is a public space that is still under-utilized during regular business hours, but the park ambassador and park programming can help change that.”

DSP welcomes new Navigator

Lisa Lindenthal started part-time with the DSP Navigator team in March. With an Associates Degree in Psychology, course work in a nursing program and a background in social services, Lindenthal brings extensive experience to the program.

“I really enjoy helping others,” Lindenthal said. “There are so many people out there that could benefit from working with our partnering organizations. I find it very rewarding to be able to connect them with those services.”



Keeping Downtown alleys clean

The hot days of summer in Sacramento are here. With the heat comes the challenge of keeping Downtown’s alleys clean and odor-free. The DSP will continue to pressure wash the alleys on a regular basis, but are calling on restaurants to do their part. Restaurants can help by complying with the following four practices:

1. Double bag all organic waste (i.e. raw meat and produce)
2. Use dumpster deodorizers
3. Lock dumpsters after every use
4. Clean dumpsters at least once every six months

For more information, contact Director of Community Services Ryan Loofbourrow at (916) 442-8575.



downtownsac.org

MAY 2009

Point of View

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