



inside downtown

SACRAMENTO PARTNERSHIP



Point of View

Michael Ault, Executive Director
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Lately, homelessness in our region has been in the media spotlight and a topic of focus for local government. Although incidences of homelessness continue to rise in our region, the issue is not new to our district.

Since our inception, DSP's Community Services Department has worked with the downtown business community to address safety and sanitation issues related to homelessness. In 2004, we launched the Navigator program in an effort to deter panhandling and other types of social disorder and to connect downtown homeless individuals with much needed access to care.

Over the years, we've created successful partnerships with a number of local social service providers. These partnerships allow our Navigators to refer clients to services and expedite the process through the continuum of care.

In recent months, however, social services and housing programs throughout the region have faced severe cuts in funding from both the public and private sectors. Many of our key partners within Sacramento's continuum of care have been forced to reduce staff levels, cut services and, in some cases, close their doors completely.

Ultimately, the impacts of funding cuts will affect the Downtown District in a number of ways. Any further loss of services will contribute to the deterioration of the social environment, not only in the central city, but also countywide. This will result in a long-term increase in costs from recidivism in jails, additional ambulance and emergency room costs, rapid decline of client health, and an increase in social disorder resulting in greater calls for service to our public safety providers. The DSP is working closely with public and private entities to advocate for current social service funding to remain in place.

Despite these challenges, we remain committed to providing the best possible service during this time. DSP employs a 22-person Community Services Department consisting of our Community Service Guides, Navigators and Clean Streets teams. These teams are in place to ensure that Downtown remains clean and safe despite the economic downturn. Our staff is trained to assist individuals in need and has the partnerships in place to direct them to the appropriate services. We encourage business and property owners to contact our clean and safe teams whenever necessary at (916) 442-2200.

We will continue to communicate our concerns and will keep our stakeholders apprised of our efforts. As always, please feel free to contact us with any questions or comments.

Businesses encouraged to participate in festivities

The holiday season is approaching and DSP is working with local business and property owners to dazzle the Central City with colorful lights. Starting the week of Thanksgiving, the district will come to life with a narrated light show in Old Sacramento and decorative light displays throughout the Downtown core. DSP encourages businesses to light up their interior and exterior spaces for the holidays, and collaborate with their neighbors to promote their businesses and the district.

Multiple special events will compliment the district-wide lighting program. From tree lightings in Old Sacramento, at Westfield Downtown Plaza and the State Capitol to the Theatre of Lights in Old Sacramento, the Carnival at St. Rose and the Santa Parade, businesses have more reasons than ever to participate and leverage the pedestrian traffic generated by events.

"Between the events and the lighting program, we are hoping to spark some excitement Downtown and attract locals and tourists to experience the walkable, festive atmosphere," said DSP Executive Director Michael Ault. "We have partnered with the City of Sacramento and various vendors to create an energy efficient program that is long-term investment for the district that everyone can enjoy."

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

Celebrate the season!

- Tell patrons about the holiday light displays and special events.
- Use downtownsac.org as a resource for holiday event information.
- Light up exterior and interior spaces November 25 - January 3.



Sacramento funds shovel ready sites

Last month, the City of Sacramento allocated funding for the Shovel Ready Sites Program in order to streamline the development process and reduce the uncertainty associated with economic development efforts in the central city.

The Shovel Ready Sites Program was established in 2004 to encourage economic development in strategic locations within the City. When identifying possible sites, the City considers the ability for a project to foster public-private partnerships and be a catalyst for private investment, especially by the business community.

The City Council transferred \$426,805 from an existing underutilized capital improvement project to the Shovel Ready Sites Program to be used in the

downtown core. Uses of the funds include completing an infrastructure study, implementing a development streamlining pilot program for projects in the JKL Corridor, implementing recommendations from the DSP's Downtown Development Activation Study and beginning the process of analyzing environmental issues related to development on the JKL Corridor.

For more information, contact DSP Policy Manager Kevin Greene at (916) 442-8575 or kgreene@downtownsac.org.

Ten 22 set to open this month

Later this month, Old Sacramento's newest restaurant, Ten 22, will open



its doors. Located at 1022 Second Street, the restaurant will occupy much of the ground floor retail space inside the recently completed Orleans building.

Ten 22 includes indoor seating for 190, outdoor seating for 100 and a spacious interior design featuring an open kitchen and bar area, exposed brick and a stone hearth pizza oven. On the menu, restaurant patrons will find American favorites with a modern twist, such as slow-braised baby back ribs, spinach salad with blue cheese and candied pecans and a healthy and diverse kids menu, in addition to many other specialties.

“The restaurant will appeal to locals and tourists alike. We will provide a menu that looks very approachable, but prepared with a modern twist,” said Ten 22 partner Terry Harvego. “Between the layout, ambiance and offerings, we think we have created a place where locals, tourists and families can come to eat, drink and relax.”



K Street Streetscape project update

Later this month, the City of Sacramento will complete the renovation of St. Rose of Lima Park.

The park renovation will include new furniture, pavers and lighting to make way for the Carnival at St. Rose set to open November 27.

The new RT station on 7th Street has been completed, a shade structure will be installed shortly, and the station will be fully operational this month.

Throughout the month and continuing into December and January, construction crews will be putting the final touches on the 700 block of K Street. This will include adding concrete and pavers to K Street between the 700 and 800 blocks, landscaping improvements, site furniture, and lighting. For more information, visit kstreetscape.com.



SPECIAL EVENTS

Carnival at St. Rose

November 27, 2009 – January 3, 2010
Open daily Noon - 8 pm
St. Rose of Lima Park, 7th & K streets
442.8575 / downtownsac.org/carnival

Theatre of Lights

November 25, 2009 – January 3, 2010
Thursdays – Sundays / 6:30 & 8 pm
K Street, between Front and 2nd streets
442.7644 / oldsactheatreoflights.com

Carnival of Lights

November 25, 2009 – January 3, 2010
Holiday lights will be on display every evening
at various downtown locations
442.8575 / downtownsac.org/lights

Old Sacramento Tree Lighting

November 25 at 6 pm / Front & K streets
442.8575 / oldsacramento.com

Westfield Tree Lighting

November 27 at 5 pm / 7th & K streets
442.4000 / westfield.com/downtownplaza

Santa Parade

November 28 at 10 am
Downtown Sacramento / 451.6200

California Lectures presents

John Irving: November 5
Crest Theatre / 1013 K Street
737.1300 / californialectures.org

ARTS & CULTURE

Broadway Sacramento

Spring Awakening
Through November 4 – 15
Community Center Theater
1301 L Street / 557.1999
californiamusicaltheatre.com

California State Railroad Museum

Train Time for Santa
November 27 – 29 / Old Sacramento
445.6645 / csmf.org

Cosmopolitan Cabaret

Late Nite Catechism: 'Til Death Do Us Part
1000 K Street / 557.1999
californiamusicaltheatre.com

Crocker Art Museum

*Treasures, Curiosities and Secrets:
The Crockers and the Gilded Age*
Opens on November 6
216 O Street / 808.7000
crockerartmuseum.org

Crest Theatre

Dynasty – A Warren Miller Ski Film
November 13 - 14
1013 K Street / 442.7378
thecrest.com

Sacramento History Museum

Past Tents: *The Way We Camped*
101 I Street / 264.7057
sachistorymuseum.org

Esquire IMAX Theatre

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

Sacramento Theatre Company

Fully Committed
November 11 – December 20
H Street Theater Complex
1419 H Street / 443.6722
sactheatre.org

DSP AND OSBA MEETINGS

DSP Executive Committee

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

DSP Strategic Development Task Force

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

DSP Board of Directors

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

OSBA Executive Committee

November 17 / 11 am
Discover California, 114 J Street

OSBA Board of Directors

November 19 / 8:30 am
Drexel University, I Capitol Mall

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.

Carnival at St. Rose kicks off this month

The Carnival at St. Rose will open to the public November 27 and will run through January 3, 2010. Presented by Westfield Downtown Plaza and produced by DSP, the Carnival is a 5-week holiday event that will transform 7th and K streets into a festive, winter carnival with classic games, rides and food vendors. In the spirit of the season, the carnival will also incorporate live entertainment, a visit from Santa, craft fairs, and charity events.



DATES:

Open daily November 27 – January 3

*Closed on Christmas Day

EVENT HOURS:

Open daily Noon to 8 pm

*Open Noon – 6 pm on Christmas Eve

LOCATION:

St. Rose of Lima Park in Downtown Sacramento (corner of 7th & K streets)

GENERAL ADMISSION:

Pricing below reflects a 2-hr session

- \$6 – Kids (under 18) / Kids under 4 are free
- \$6 – Seniors (55+)
- \$7 – Adults

For information, visit downtownsac.org/carnival.

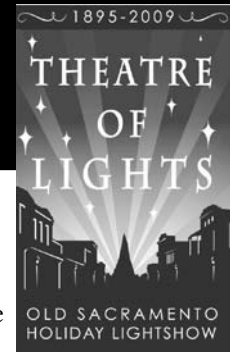
Thank you to our sponsors:



UC DAVIS CHILDREN'S HOSPITAL
SHERATON GRAND SACRAMENTO

Theatre of Lights begins in Old Sacramento

Holiday festivities will start in Old Sacramento on November 25 with the annual Old Sacramento Tree Lighting and a brand new Theatre of Lights.



A symphony of 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.

The inaugural night will take place on November 25 in conjunction with the annual Old Sacramento Tree Lighting at 6 pm at Front and K streets. Two 10-minute light shows will run throughout the holiday season Thursdays through Sundays at 6:30 pm and 8 pm.

For more information, visit oldsacramento.com.

Natalie Cole performs at Memorial Auditorium

On November 20, Grammy award winner Natalie Cole will headline *Hope in Harmony*, a benefit concert at the Memorial Auditorium.



Cole's latest album *Still Unforgettable*, released September 9, 2008, won the Grammy Award for Best Traditional Pop Vocal Album at the 51st Grammy Awards. The evening will open with stand-up comedian Louie Anderson, a two-time Emmy award winner who was named by Comedy Central as "One of 100 Greatest Stand-Up Comedians of All Time."

The concert, which begins at 9 pm and is presented by Hope Productions™ Foundation, benefits several local youth charities including KidsFirst, Roberts Family Development Center, and Special Olympics of Northern California.

An exclusive VIP pre-concert reception for event sponsors will feature appetizers prepared by Paragary Restaurant Group, wine, and live entertainment followed by an elegant sit down dinner.

Concert ticket prices are \$50, \$70, \$95 and \$150. Visit tickets.com for ticket information. VIP and corporate tables of 10 are available starting at \$5,000 or \$500 a seat. For more information on corporate sponsorships, visit hopeproductions.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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Holiday safety tips

With the holiday season upon us, the DSP Community Service Department recommends adhering to the following safety tips:

Merchants

- Be sure your store is fully staffed as customer service can prevent criminal behavior.
- Keep the front of your store well staffed to prevent shop-lifting.
- Keep store locked during all non-operational hours.
- Leave apprehension to the police, as employees should not try to physically detain a suspect.
- Ask for and check ID's when accepting credit cards or checks.
- Keep the following important phone numbers on hand in case the need should arise:

Emergency 911
Non-Emergency Police 808-5471
Emergency (cell phone users) 732-0100
Code Enforcement 808-5948
City Operator 808-5011
DSP Clean & Safe Teams 442-2200
Graffiti Hotline 808-8819
Storm Drains 808-5454
Identity Theft 858-693-7935

Patrons

- Deposit all purchases in the trunk of your vehicle, out of sight.
- Be sure to lock your vehicle whenever it is unattended.
- Keep in close control of your personal belongings at all times.
- Always be aware of your surroundings whether at work or walking about.
- Make eye contact with those around you.
- Shop with a friend.
- Have someone walk you to your car.
- Park in well lit areas.
- Have your keys ready as you approach your car or business.

Festival to benefit local homeless program

The 3rd annual Festival of Trees and Lights will take place December 4 and 5 at Westfield Downtown Plaza. The interfaith and community-based event will include fully decorated artificial holiday trees and wreaths donated by community organizations.

These trees and wreaths will be displayed during the festival, which will also include activities for children, entertainment by local organizations and holiday crafts. The festival is scheduled to open on December 4 with an invite-only VIP Reception and Live Auction. On December 5, the community will be invited to participate in a silent auction to purchase a tree or wreath for their home, office or as a gift.

The Sacramento Festival of Trees and Lights is a non-profit, interfaith, community-based volunteer organization that supports the Cathedral Square Homeless Program. All donations and proceeds will benefit the Cathedral Square Homeless Program.

For information, visit cathedralsquareprogram.org/festivaloftrees.htm. To donate fully decorated trees and/or wreaths, contact Lynn Dee at (916) 428-2776.





downtownsac.org

NOVEMBER 2009

Point of View

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