



insidedowntown

SACRAMENTO PARTNERSHIP



Point of View

Michael Ault, Executive Director
mault@downtownsac.org
442.8575

In a down economy, many businesses tend to cut back on their marketing activities. In contrast, successful businesses get more creative with their promotions and customer retention programs – from new events and happy hour deals to Facebook coupons and viral video contests. The DSP is taking a page out of their playbook to promote events, activities and businesses within our district.

Earlier this summer, the DSP marketing team started using social networking tools including Twitter and Facebook to engage the community in conversations about special events, promotions and hot topics downtown. A social media presence compliments our traditional communications initiatives including this newsletter, public relations efforts, cooperative advertising campaigns and more. We encourage all downtown businesses and organizations to follow us on Twitter and find us on Facebook. If you haven't jumped into social networking, try it. It's a free and easy-to-use tool to build relationships with customers and drive traffic.

Our staff has also developed several events and promotions to provide partnership opportunities for business and property owners within the district including the Carnival of Lights and Dine Downtown. District-wide promotions are a great way for businesses to gain more exposure while stretching their marketing dollar.

Last month, we announced a new holiday promotion called the Carnival of Lights, which

will light up Downtown and Old Sacramento from November 25, 2009 through January 3, 2010. We are encouraging business and property owners to join in and light their exterior and interior spaces to create a cohesive, festive atmosphere throughout the district. Interested parties can contact DSP Programming Manager Julia Beckner for more information and lighting ideas.

January 8 though 17, 2010, we'll celebrate our 5th annual Dine Downtown Restaurant Week. During the 10-day event, Downtown's best restaurants will offer 3-course meals for \$30 per person. Restaurants are encouraged to participate in the promotion, which earned coverage in major local media outlets including *The Sacramento Bee*, *Inside Publications*, *Sacramento Magazine*, KCRA 3, KQCA MY58, News 10, CBS 13, CW 31, Fox 40, and KFBK Talk Radio. Restaurants can contact DSP Marketing Manager Jennifer Snyder to participate.

In addition to our DSP produced events and promotions, the Sacramento News & Review is producing Design Downtown every third Saturday. The monthly event brings together music, fashion and art in one large festival on K Street. We encourage businesses to get involved in events such as these, which drive much-needed traffic into the heart of Downtown.

We want our business and property owners to see DSP as a resource for information about upcoming events and promotions. We will continue to communicate our efforts and we encourage you to contact us with any questions or concerns.



SAVE THE DATE:

Wine & Cheese Fundraiser

On October 8, The Firehouse Restaurant will host a benefit event from 5:30 p.m. to 7:30 p.m. to support the Historic Old Sacramento Foundation (HOSF). Guests will enjoy fine wine and cheeses, courtesy of The Firehouse, along with a silent auction in the restaurant's courtyard.

All proceeds from the evening, including the auction, will benefit the HOSF, a private non-profit organization dedicated to improving Old Sacramento as a local, regional and national historic and cultural asset.

For information regarding volunteer and sponsorship opportunities, contact OSBA Executive Director Melissa Martinez at (916) 442-8575 or mmartinez@oldsacramento.com.

Smart growth legislation introduced

Sacramento Congresswoman Doris Matsui has introduced a series of legislative measures that will be instrumental in advancing smart growth principles and offer financial incentives for urban infill development.

The Smart Planning for Smart Growth Act (HR 1780) of 2009 aligns infrastructure development with land use policies to create incentives for reducing greenhouse gas emissions through more efficient transportation policies. The measure would provide grants to states and metropolitan planning organizations (MPOs) that invest in public transit and promote mixed-use transit oriented development.

In conjunction with HR 1780, Representative Matsui also introduced the Complete Streets Act of 2009 (HR 1443). This bill aims to encourage construction of roadways that are accessible and safe for pedestrians of all ages, motorists, bicyclists and transit users. In order to receive federal funding for transportation projects, including new construction and improvement projects, all states and MPOs would have to implement complete streets policies that take all users into account when planning, constructing and rehabilitating roads.

The DSP's Five-Year Strategic Action Plan identifies Smart Growth legislation as a priority. DSP advocacy efforts are focused on encouraging the implementation of sustainable, smart growth policies and the creation of incentives for urban infill development. "Both measures are consistent with DSP policies, the City of Sacramento's 2030 General Plan and the City's sustainability goals," said DSP Policy Manager Kevin Greene. "By providing the mechanism for greater urban infill development, these measures would provide tools for key sites in the central city including the projects within the JKL Corridor, the Railyards, Docks project, and Township 9."

For more information on these bills or other legislation affecting Sacramento, visit Congresswoman Matsui's website at www.house.gov/matsui or contact Kevin Greene at kgreene@downtownsac.org.



Weekly programming continues in Cesar Chavez Plaza

Through the month of October, Cesar Chavez Plaza at 10th and J streets is full of activity. Weekly programming keeps the summer events season going with everything from games and farmers' markets to concerts and craft fairs.

Tuesdays: Game Day Tuesdays

The Park Ambassador booth in Cesar Chavez Plaza hosts Game Day from 11 am to 2 pm each Tuesday. The booth boasts giant chess, dominos and Connect Four available for use during the lunch hour, along with regular sized checkers and chess. For details, visit the Park Ambassador booth located in Cesar Chavez Plaza.

Wednesdays: Downtown Farmers' Markets

Every Wednesday through October 28, locals and visitors alike can grocery shop in the heart of Downtown between 10 am and 2 pm. The markets offer shoppers the finest fruits, vegetables, baked goods, flowers, herbs, and cheese and are a wonderful break from the ordinary grocery store. For more information, call (916) 442-8575 or visit downtownsac.org/farmersmarkets.

Thursdays: I Heart Art

DSP is hosting local artists and crafters in Cesar Chavez Plaza every Thursday for the I Heart Art Craft Market. From 10 am – 2 pm each week, visitors can purchase handmade items directly from the artists. For more information or to become a vendor, contact DSP Events Manager Annie Stuckert at (916) 442-8575.

Fridays: End of Summer Fest

Every Friday through September 18, concerts will continue in Cesar Chavez Plaza with a special series presented by Jerry Perry. For full details, visit endofsummermusic.com.



SPECIAL EVENTS

Gold Rush Days

September 4 – 7
Old Sacramento / 808.7777
sacramentogoldrushdays.com

End of Summer Fest

Every Friday through September 18
Cesar Chavez Plaza, 10th & J
endofsummermusic.com

Design Downtown

September 19 / Starts at 3 pm
10th & K
Downtown Sacramento
498.1234 / newsreview.com/sacramento

Eat Your Art Out

An Edible Tour of Downtown Sacramento
September 26 / Noon – 5 pm
993.3949 / crawltix.com/eatyourart

Sacramento World Music & Dance Festival

September 26 – 27
Natomas & Old Sacramento
sacramentoworldfestival.com

Chinatown Mall Cultural Fair

September 27 / 11 am – 4 pm
yeefow.org/culturfair

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

ARTS & CULTURE

I Heart Art

Not your grandma's craft market
Every Thursday through October 29
10 am – 2 pm / Cesar Chavez Plaza, 10th & J
442.8575 / downtownsac.org

Esquire IMAX Theatre

Harry Potter and the Half-Blood Prince
1211 K Street / 443.4629
imax.com/sacramento

Second Saturday Art Walk

September 12 / Noon – 9 pm
Participating galleries in
Old Sacramento and Downtown
2nd-sat.com

Crocker Art Museum

*Soaring Voices: Contemporary Japanese
Women Ceramic Artists*
Through October 19
216 O Street / 808.7000
crockerartmuseum.org

Cosmopolitan Cabaret

Late Nite Catechism - 'Til Death Do Us Part
Opens September 22
1000 K Street / 557.1999
californiamusicaltheatre.com

Broadway Sacramento

Legally Blonde
September 30 – October 11, 2009
Community Center Theater
1301 L Street / 557.1999
californiamusicaltheatre.com

DSP AND OSBA MEETINGS

DSP Executive Committee

September 2 / 8 am
980 9th Street, Suite 400

DSP Strategic Development Task Force

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

DSP Board of Directors

September 16 / 8 am
1201 K Street, 15th Floor, Conference Room C

OSBA Executive Committee

September 16 / 10 am
Delta King, 1000 Front Street

OSBA Board of Directors

September 24 / 8:30 am
Stanford Gallery, 1111 I 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 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.

Sacramento World Music & Dance Festival returns

The Sacramento World Music & Dance Festival will celebrate the music, dance, cuisine and crafts of the Sacramento regions' diverse cultures **September 26 and 27.**

The two-day event will kick off on September 26 at the Benvenuti Performing Arts Center featuring the Gold Medal Winners of NBC's



SACRAMENTO
WORLD MUSIC & DANCE FESTIVAL
September 26 and 27
Celebrate Cultural Diversity

"Superstars of Dance"—Argentine Tango Champions Miriam & Leonardo along with amazing music and dance performances from India, Spain, Zimbabwe and six other countries.

On September 27 from 10 am to 4 pm, Old Sacramento will be transformed into a global village of dance, music and artistry with a series of free public shows and children's theatre performances. The festival will highlight cultural awareness through art, clothing, story-telling and dance workshops. There will be no street closures during the event and local shops and restaurants will be open to the public. For more information, visit sacramentoworldfestival.com.



Annual Photo Contest

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 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.

New show opens at the Cosmopolitan

The Cosmopolitan Cabaret's second production, *Late Nite Catechism - 'Til Death Do Us Part*, is scheduled to open on September 22 for a limited eight-week run. For information, visit californiamusicaltheatre.com or call (916) 557-1999.



Broadway Sacramento kicks off season

The 2009 - 2010 Broadway Sacramento season at the Sacramento Community Center Theater will include the following six shows representing the variety of Broadway theatre:

Legally Blonde

September 30 - October 11, 2009

Spring Awakening

November 4 - 15, 2009

Xanadu

December 30, 2009 - January 10, 2010

Chicago

March 10 - 21, 2010

The Little House on the Prairie

April 14 - 25, 2010

A Chorus Line

May 19 - 30, 2010

For more information, call (916) 557-1999 or visit californiamusicaltheatre.com.



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
Jim Brennan, Scopus Advisors, Inc.
Doug Button, DGS, State of California
Joe Coomes, McDonough, Holland & Allen
Butch Corum, Corum Real Estate
Supervisor Roger Dickinson, Sacramento County
LaShelle Dozier, SHRA
Mark Enes, AKT Investments
Sid Garcia-Heberger, Crest Theatre
Al Gianini, Consultant
Anthony Giannoni, Christofer Company
Scott Gilbert, GettaClue
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
Ron Russell, BTV Crown Equities
Ulrich Samietz, Hyatt Regency
Paul Schmidt, CADA
Cathy Taylor, California State Parks
Council Member Ray Tretheway, City of Sacramento
Phil West, SMUD
Mike Wiley, Regional Transit

PARTNERSHIP STAFF

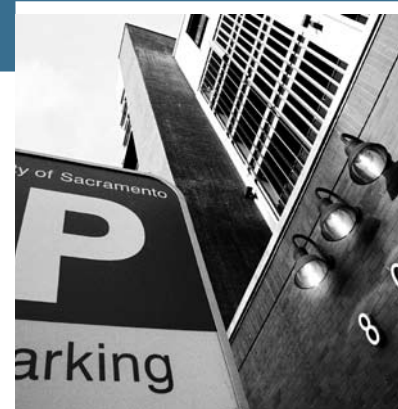
Executive Director, Michael Ault
Deputy Director, Danielle Biller
Community Service Director, Ryan Loofbourrow
Marketing & Outreach Director, Lisa Martinez
Policy Manager, Kevin Greene
Marketing Manager, Jennifer Snyder
Events Manager, Annie Stuckert
Programming Manager, Julia Beckner
Market Research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

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

Discover the Merchant Validation Program

The City of Sacramento's Department of Transportation, Parking Services Division offers a Merchant Validation Program. By joining, each business can purchase validations for their customers worth \$5 in select City Parking garages.

- Merchants pay 50 cents for each validation. Validations are sold in quantities of 100 or more.
- Each parking validation is worth \$5 at select City Parking garages.
- Validations can be distributed to customers who spend \$5 or more at the establishment.



For more information, visit cityofsacramento.org/transportation or call (916) 808-5110.

DSP offers Walking Tour discounts for downtown employees

This month only, DSP is offering 50% off all available walking tours for employees working in the downtown district. "We encourage employers to take advantage of this opportunity to acquaint their staff with Downtown Sacramento's unique history," said DSP Programming Manager Julia Beckner. "We hope downtown employees, especially those working in the tourism and hospitality sectors, can serve as well-informed ambassadors for the central city."

Earlier this summer, the DSP launched a new Walking Tour Program consisting of six specialized tours. From John Sutter to Cesar Chavez, these tours cover more than 150 years of state and local history. Topics range from art and architecture to cultural, religious and urban history.

Revenue from the tours benefits the DSP's Community Service Department, which houses the Navigator Program, Community Service Guides, Clean Streets and Public Space Activation Programs. For more tour information, visit downtownsac.org/tours.

To book your tour, call (916) 442-8575 and mention the "downtown employee" discount. *This offer is valid through September 30, 2009.*



downtownsac.org

SEPTEMBER 2009

Point of View

DSP Executive Director Michael Ault discusses ways in which businesses can get creative with promotions and customer retention programs.

page 1

Smart growth legislation introduced

Sacramento Congresswoman Doris Matsui has introduced a series of legislative measures that will be instrumental in advancing smart growth principles and offer financial incentives for urban infill development.

page 2

Walking Tour discounts offered for downtown employees

This month only, DSP is offering 50% off all available walking tours for employees working in the downtown district.

page 5

inside