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SACRAMENTO PARTNERSHIP



Point of View

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As most of you know, the State of California has faced difficulties in terms of balancing the budget.

Several budget proposals have sought to divert redevelopment funds, gas taxes, and property taxes from local government coffers and into the State's General Fund. The DSP has been actively involved in communicating the importance of safeguarding redevelopment funding and will continue to do so as long as these proposals are on the table.

One proposal would transfer \$1.7 billion in redevelopment funds from local redevelopment agencies to the State. With a share of over \$7.5 million annually, Downtown Sacramento would suffer significant negative impacts from a fund transfer including a lack of funds to revitalize vacant and blighted parcels. After contractual requirements, mandates, and debt service, Downtown Sacramento will be looking at a net decrease of at least 292% in available redevelopment funding.

Additionally, the Governor has proposed transferring \$750 million of gas tax revenue to the State's General Fund. Preserving these gas taxes is essential as they fund city and county road maintenance and finance road expansion projects. The DSP has submitted letters to budget leaders and the Governor conveying our opposition to these transfers.

The DSP has also been monitoring issues related to Proposition 1A, which was approved by voters in 2004. The

proposition allows the Legislature to borrow up to 8% of total property tax revenues from local governments during fiscal emergencies, to be repaid plus interest within three years.

Despite wide spread opposition from both parties in the Legislature, the loan is being discussed as part of the budget solution. The loan would divert approximately \$11 million out of next year's City budget. The DSP will continue to monitor the issue and advocate on behalf of our constituents.

Transferring, diverting or borrowing from local governments offers only ineffective short-term fixes to long-term issues and does little to ensure budget sustainability for the State. In addition, taking funding from cities and counties at this time would have continuous negative impacts as many local governments are desperately trying to maintain core services.

The DSP will continue to work with City and County stakeholders to communicate and advocate the need to preserve local government revenues. The ability to continue revitalization activities downtown, maintain our decaying roads, and preserve core public safety and park services are top priorities in this difficult budget environment.

I am encouraging DSP stakeholders to contact our local legislative leaders and the Governor to oppose any shifting or borrowing of local government funding. For information and sample letters please visit our website at downtownsac.org. If you have any questions please feel free to contact me.

DSP announces new holiday event

Last month DSP unveiled plans for a new holiday event at St. Rose of Lima Park at 7th and K streets—the Carnival of Lights. The Carnival will open on November 27 in time for Westfield's Annual Tree Lighting and will remain open daily through January 3.

This 5-week event is part of a district-wide effort to light up Downtown for the holidays. The event was inspired by Sacramento's historic Grand Electric Carnival in 1895, which celebrated the first transmission of electricity from Folsom to Downtown—the longest in the world at the time. Featuring a ferris wheel, classic video games, rides, food, live entertainment, holiday craft fairs, visits from Santa Claus, and more, the event will also be complimented by holiday decor, programming, entertainment and activities.

The event will take place in lieu of the ice rink this holiday season due to conflicts in construction schedules with the K Street Streetscape project and renovation of St. Rose of Lima Park. While the DSP is taking one year off from producing the annual ice rink at St. Rose of Lima Park, the DSP plans to resume the holiday tradition in 2010.

"As the City unveils a newly redesigned St. Rose of Lima Park, we thought it was fitting to also re-think uses for the public space," said DSP Executive Director Michael Ault. "The Carnival of Lights follows in the tradition of our ice rink by creating a magical holiday experience Downtown."

Interested in getting involved the holiday festivities? Call (916) 442-8575 or visit downtownsac.org/carnival



DSP issues call for restaurants

Back by popular demand, Dine Downtown will return January 8 - 17, 2010. DSP is issuing a call for restaurants looking to participate in the promotion, which has been extended from 7 days in 2009 to 10 days in 2010.

To learn more about becoming a Dine Downtown restaurant, contact DSP Marketing Manager Jennifer Snyder at (916) 442-8575 or jsnyder@downtownsac.org.



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 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.

Thursday craft market kicks off in August

Starting August 6, DSP will be 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, call (916) 442-8575.

DSP/OSBA Meetings

DSP Executive Committee

No meeting in August

DSP Strategic Development Task Force

August 13 / 10 am
980 9th Street, Suite 400

DSP Board of Directors

No meeting in August

OSBA Executive Committee

August 18 / 10 am
Delta King, 1000 Front Street

OSBA Board of Directors

August 27 / 8:30 am
Stanford Gallery, 111 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 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.



SPECIAL EVENTS

Sacramento Outdoor Film Festival

Every Saturday from August 8 – 29
Cesar Chavez Plaza, 10th & J
sacoutdoorfilmfestival.com

August 8 *Rebel Without a Cause*
August 15 *Rudy*
August 22 *Best in Show*
August 29 *Spiderman*

End of Summer Fest

Every Friday August 21 – September 18
Cesar Chavez Plaza, 10th & J
jerryperypresents.com

Design Downtown

August 15 / Starts at 3 pm
10th & K
Downtown Sacramento
498.1234 / newsreview.com/sacramento

Friday Night Concerts in the Park

August 7 *Rowdy Kate*
August 14 *Sol Peligro*

5 pm – 9 pm / Cesar Chavez Plaza, 10th & J
442.8575 / downtownsac.org/concerts

Gold Rush Days

September 4 – 7
Old Sacramento
808.7777 / discovergold.org

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

Second Saturday Art Walk

August 8 / Noon – 9 pm
Participating galleries in
Old Sacramento and Downtown
2nd-sat.com

Esquire IMAX Theatre

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

Crocker Art Museum

Soaring Voices:
Contemporary Japanese Women Ceramic Artists
August 7 through October 19
216 O Street / 808.7000
crockerartmuseum.org

Music Circus

Through August 2 *Into the Woods*
August 4 - 9 *Seven Brides for Seven Brothers*
August 11 - 16 *Man of La Mancha*
August 18 - 30 *Cats*

1419 H Street / 557.1999
californiamusicaltheatre.com

Cosmopolitan Cabaret

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

Crest Theatre

Unmistaken Child
Through August 6
1013 K Street / 442.7378
thecrest.com



Gold Rush Days return to Old Sacramento September 4-7

Sacramento's heritage celebration—Gold Rush Days—is scheduled for Labor Day Weekend September 4 through 7. More than 200 tons of dirt will be dumped on the streets of Old Sacramento as the annual festival “turns back the clock,” transforming Sacramento’s historic district into a scene straight out of the 1850s. Costumed re-enactors, Wild West gun fights, musicians playing period instruments, and many aspects of life during the Gold Rush will be highlighted during the four-day event. For more information, call (916) 808-7777 or visit discovergold.org.

Friday: 9am - 4pm
 Saturday: 11am - 7pm
 Sunday: 11am - 7pm
 Monday: 11am - 4pm

Outdoor events around this month

Even though summer is coming to an end, Downtown’s outdoor event season continues this month in full force. From concerts to festivals, here are a few ways to keep the summer going:

Friday Night Concerts in the Park

The final shows of the season will rock Cesar Chavez Plaza at 10th and J streets this month from 5 pm to 9 pm. Enjoy live music, fresh air, good food, and the famous beer garden. Admission is free to this all ages show! For details, visit downtownsac.org/concerts.

- August 7** **Rowdy Kate**
 Hellbound Glory
 Flounder
- August 14** **Sol Peligro**
 Retrograde Revolution
 La Noche Oskura

Design Downtown

Every third Saturday, over 40 local arts, crafts and fashion vendors will set up shop on K Street, transforming downtown Sacramento into a bustling creative district. Discover some of the city’s greatest DIY artists while supporting local businesses. This month’s event takes place on August 15 at 3 pm and is free to the public. For details, visit newsreview.com/sacramento.



End of Summer Fest

Every Friday August 21 through September 18, concerts will continue in Cesar Chavez Plaza with a special series presented by Jerry Perry. The line-up will include Sacramento favorites including Kai Kln, Prieta, Shannon Curtis, Jackpot and The Golden Cadillacs. For full details, visit jerryperypresents.com

Sacramento Outdoor Film Festival

The Sacramento Outdoor Film Festival (SOFF) will screen pre-released, critically acclaimed films in Cesar Chavez Plaza every Saturday from August 8 through August 29. Movies will start at dark and admission is free to the public. For details, visit sacoutdoorfilmfestival.com.

- August 8** *Rebel Without a Cause*
- August 15** *Rudy*
- August 22** *Best in Show*
- August 29** *Spiderman*

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

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Sutter and DSP form long-term community partnership

Sutter Medical Center, Sacramento (SMCS) has invited the DSP Community Service Department to form a community partnership in an effort to better serve the Downtown and Midtown homeless population.

Since 2005, the DSP Community Service Department has applied and received funding through Sutter's Community Grants Program. "SMCS reinvests over \$56 million into community agencies that work to increase access to appropriate mental and medical care for the uninsured and underinsured, decrease homelessness, and improve the lives of women and children," said SMCS CEO Tom Gagen. "We understand the importance of meeting the client where they are and applaud DSP for the one on one attention they provide to the homeless population."

Over the next three years, the DSP will receive funding from (SMCS) under the Community Partnership agreement. The funding will enable the DSP Navigator Program to maintain staff levels and current operations.

"We are incredibly grateful for Sutter's continued support of our programs," said DSP Community Service Director Ryan Loofbourrow. "The funds will assist in our efforts to help homeless individuals navigate the social service continuum."

For more information about the DSP Community Service Department, visit downtownsac.org. To learn more about the SMCS Community Benefit Grants Program, visit suttermedicalcenter.org.

Office and Personal Safety Class available

The DSP and Sacramento Police Department are coordinating an Office and Personal Safety Class for interested organizations and companies in Downtown Sacramento.

The one-hour course covers topics ranging from personal safety and protecting personal property to identity theft and inter-office safety policies.

For more information or to register for the course, contact DSP Community Service Director Ryan Loofbourrow at (916) 442-8575 or rloof@downtownsac.org.



downtownsac.org

AUGUST 2009

Point of View

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