



# insidedowntown

SACRAMENTO PARTNERSHIP



## Point of View

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As many of you know, the City of Sacramento is in the third year of significant budget issues with a gap in general fund deficits of over \$151 million. Unfortunately, the challenges facing Sacramento are not unique. Neighboring cities, the County of Sacramento and the State of California face similar challenges, including declining revenues due to weak economic conditions, increasing personnel costs and the public's desire for the same level of services.

Impacts as a result of City budget cuts will come in the form of reduced public safety coverage, additional fire station brownouts and reduced or eliminated maintenance functions for public parks and rights of way.

At the county level, budget reductions will result in severe cuts to law enforcement agencies and social services. State budget impacts will include fund shifts and the elimination of numerous social service programs.

It has become increasingly clear that the system we have relied upon to provide municipal services is no longer a sustainable model. We need to address both short and long-term challenges to fix systemic budget problems.

We see the City's budget crisis as an opportunity to implement innovative and creative solutions to change how business is conducted in Sacramento. We can either choose to do business as usual, making these difficult decisions every year, or we can work towards a sustainable model that serves the residents and businesses of Sacramento during all economic cycles.

The DSP, along with the Sacramento Metro Chamber, the Sacramento Convention and Visitors Bureau and other business organizations, will work with policy-makers and community leaders to balance the budget. We urge property and business owners to join us at the table to advocate for focused discussions regarding budget issues and possible solutions. As always, we will keep DSP stakeholders informed of actions taken. In the mean time, please feel free to contact me with questions, comments or concerns.

## UC Davis releases Arena Study

**The UC Davis Graduate School of Management Consulting Team released their report** on the impacts of an Entertainment and Sports Complex (ESC) in the Railyards and presented their recommendations to the DSP Board of Directors in June.

The report suggests that a well-integrated complex with parallel investment in Downtown's core assets, including Old Sacramento, Downtown Plaza, JKL Retail Corridor, and the Convention Center, will spur revitalization and significantly improve Downtown Sacramento.

The consulting team articulated the importance of transportation access and connectivity, the perception of public safety and local business development in conjunction with a successful ESC at the Railyards.

The team interviewed policymakers, business leaders and experts in transportation, land use and economics and reviewed numerous case studies of downtown arena projects while compiling the report. "The analysis will prove to be very effective at communicating essential elements of ESC development as the discussion moves forward in Sacramento," said DSP Executive Director Michael Ault. "It also highlights the necessity for additional investment in our Downtown core."

For a copy of the report, please visit [downtownsac.org](http://downtownsac.org).

## City approves 7th and H Financing

**Last month, the City Council approved the 7th and H efficiency housing project.** The affordable housing project consists of 150 units including 122 studios and 28 one-bedroom units with onsite services. Affordability levels range from 30% to 50% of area median income.

The financing plan includes a \$22,407,000 local subsidy with an agency loan and conditional grants, \$18.75 million in tax credits and \$2.8 million in federal grants. Of the 150 units, 75 will be for formerly homeless and at-risk individuals. The developer, D&S Development, will also seek Low Income Housing Tax Credits. Construction is scheduled to begin in early 2011.

"This project represents a long-term priority for the DSP offering at-risk and formerly homeless populations residential opportunities in a service-enriched atmosphere," said DSP Policy Manager Kevin Greene. For more information, contact Greene at [kgreene@downtownsac.org](mailto:kgreene@downtownsac.org).

## Homeless man reunited with family

**DSP Navigators Crystal Jordan and Jvance Stewart recently reunited a 41 year-old chronically homeless individual** named David Trowbridge with his mother Jean Trowbridge, who lives in Oregon.

“They [Navigators] have been so helpful,” said Trowbridge. “This is a wonderful program. I wish there was one in every city. David is very insecure about social contact and the Navigators have been keeping an eye on him from a distance. For someone like me – a family member – it’s wonderful. It’s been a godsend, because I know where he is.”

According to Stewart, the Trowbridge’s story ranks in the top three success stories for the Navigator team. The Navigators first came into contact with David in June 2008 when he frequented the area around the Central Library and Cesar Chavez Plaza. Over the course of a year, the Navigators were able to establish a rapport with him and ultimately facilitate a reunion with his mother.

According to Trowbridge, her son suffers from schizophrenia. The severity of his symptoms prevented her from keeping her son off the streets. “I’ve tried multiple times to get him to accept help,” she said. “He made it through the preliminary steps in several programs, but as soon as it came time to house him or to prescribe medication, he would disappear.”

He would periodically check in with her by phone and visit on occasion, but Trowbridge noticed a significant decrease in contact with her son. After nearly a year of not hearing from him, she filed a missing persons report in 2009. Within a week, the Sacramento Police Department called her with the news that her son was in Sacramento. In October 2009, Trowbridge visited Sacramento to find him.

“I started at the Central Library because I knew that he frequented libraries,” said Trowbridge. In talking with the library guards, she learned more about the DSP Community Service Guide and Navigator programs. That same day, she made contact with a Guide who was able to locate her son and arrange for them to meet at the library. “He was in pretty bad shape,” she said. “I told him I’d meet him back at the library that night to take him for dinner and he never showed up. I had to go back to Oregon without seeing him.”

Trowbridge kept in contact with DSP Navigators for updates on his situation. She returned to Sacramento in late May 2010 and contacted Jordan and Stewart. “They found David, and I was able to get him to a hotel where he could clean up,” she said. “So far he’s been fairly normal and I’m hopeful. I asked him what he wants to do and he’s decided to come to Oregon with me for now.”

For information on the DSP Navigator Program, call (916) 442-8575 or visit [downtownsac.org](http://downtownsac.org).



## New Indian eatery opens

Last month, **7L Indian Grill** opened its doors, serving authentic Pakistani Indian cuisine. 7L is the second restaurant for owner Mike Singh, who currently operates another Indian eatery in Rancho Cordova.

The name, 7L Indian Grill, is inspired by their downtown location at the corner of 7th and L streets. According to 7L Manager Saeed Choudhry, lunch business is steady, but they are still building a dinner clientele. “We chose Downtown because of its good lunch-time crowd, and are hoping customers remember that we serve dinner too,” said Choudhry.

7L Indian Grill serves traditional Indian dishes using only Halal meat, and can make any dish vegetarian upon request. 7L is open Monday through Saturday for lunch and dinner. For more information, visit [7Lindiangrill.com](http://7Lindiangrill.com) or call (916) 930-9333.

## 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. 12 winning photographs will be featured in the 2011 Downtown Wall Calendar.

**Deadline to submit photos is September 17.**

For entry forms and rules, visit [downtownsac.org/calendar](http://downtownsac.org/calendar).



## ARTS & CULTURE

### Esquire IMAX Theatre

*The Twilight Saga Eclipse*  
Now showing  
1211 K Street / 443.4629  
imax.com/sacramento

### Crocker Third Thursday Jazz

*Garrett Perkins Project*  
July 15 / 5:30 p.m. – 8 p.m.  
Crocker Art Museum  
216 O Street / 808.7000  
crockerartmuseum.org

### Cosmopolitan Cabaret

*Shear Madness*  
Through September 5  
1000 K Street / 557.1999  
californiamusicaltheatre.com

### Historic Street Theatre

Weekends through August 26  
Old Sacramento / 442.7644  
historicoldsac.org

### I Heart Art Craft Market

Through October / 10 a.m. – 1 p.m.  
Cesar Chavez Plaza, 10th & J streets  
442.8575 / downtownsac.org/iheartart

### Second Saturday Art Walk

July 10 / 6 p.m. – 9 p.m.  
downtownsac.org/secondsaturday

### Third Saturday

July 17 / Noon – 5 p.m.  
Westfield Downtown Plaza  
4th & L streets / newsreview.com

### Sacramento Film & Music Festival

July 23 – August 1  
Crest Theatre / 1013 K Street  
600.7029 / thecrest.com

## SPECIAL EVENTS

### Friday Night Concerts in the Park

Through August 13 / 5 p.m. – 9 p.m.  
Cesar Chavez Plaza, 10th & J streets  
442.8575 / downtownsac.org/concerts

July 2	The New Humans
July 9	Izabella
July 16	Kate Gaffney
July 23	Lite Bight
July 30	Whiskey & Stitches

### Downtown Certified Farmers' Markets

Through the fall / 10 a.m. – 2 p.m.  
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

### Wine & Dine Restaurant Week

July 2 – 11 / Various Locations  
808.7777 / sacramentowineanddine.com

## DSP / OSBA MEETINGS

### DSP Executive Committee

July 7 / 8 a.m.  
980 9th Street, Suite 400

### DSP Board of Directors

July 21 / 8 a.m.  
1201 K Street, 15th Floor, Conference Rooms A & B

### DSP Strategic Development Task Force

July 22 / 10 a.m.  
980 9th Street, Suite 400

### OSBA Executive Committee

July 20 / 10 a.m.  
Delta King, 1000 Front Street

### OSBA Board of Directors

July 22 / 8:30 a.m.  
Stanford Building, 1111 Street

*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.*

## Concert series rocks Downtown

The Friday Night Concerts in the Park continue this month with live local music every Friday night starting at 5 p.m. and attract an average of 4,500 visitors to the heart of Downtown. For more information, visit [downtownsac.org/concerts](http://downtownsac.org/concerts).

### July 2

#### The New Humans

Sister Crayon  
Chelsea Wolf



### July 9

#### Izabella

Walking Spanish  
Inversions



### July 16

#### Kate Gaffney

Gerald Pease  
Autumn Sky  
Juliana Zachariou



### July 23

#### Lite Bight

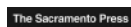
Prieta  
Musical Charis



### July 30

#### Whiskey & Stitches

Final Summation  
Bastards of Young



## Wine & Dine Week returns this month

The fourth annual Wine & Dine Restaurant Week returns July 2 – 11. The event features some of the area's best restaurants, serving prix-fixe menus paired with award-winning regional wines. Patrons will enjoy three to four-course meals for less than \$50 per person, excluding tax and tip. Participating downtown restaurants (at print date) include:

#### 4th Street Grille

400 L Street / 448.2847

#### The Broiler Steakhouse

1201 K Street / 444.2197

#### Chops, Steaks, Seafood & Bar

1117 11th Street / 447.8900

#### Cosmo Cafe

1000 K Street / 446.9800

#### Delta King Pilothouse Restaurant

1000 Front Street / 441.4440

#### Ella Dining Room and Bar

1131 K Street / 443.3772

#### Esquire Grill

1213 K Street / 448.8900

#### The Firehouse Restaurant

1112 Second Street / 442.4772

#### Frank Fat's Restaurant

806 L Street / 442.7092

#### Grange Restaurant & Bar

926 J Street / 492.4450



#### The Melting Pot

814 15th Street / 442.2347

#### Mikuni Midtown

1530 J Street / 447.2112

#### Morgan's at The Sheraton

1230 J Street / 341.4100

#### Morton's The Steakhouse

621 Capitol Mall / 442.5091

#### River City Brewing Company

545 Downtown Plaza / 447.2739

#### Spataro Restaurant & Bar

1415 L Street / 440.8888

#### Ten 22

1022 2nd Street / 441.2211

For information, visit [sacramentowineanddine.com](http://sacramentowineanddine.com).

## Music Circus 2010

Music Circus begins its 2010 summer season July 9 at the Wells Fargo Pavilion. This season's productions include:

**Monty Python's Spamalot** July 9 – 18

**Joseph and the Amazing Technicolor Dreamcoat** July 20 – 25

**Oklahoma!** July 27 – August 1

**Dirty Rotten Scoundrels** August 3 – 8

**Funny Girl** August 10 – 15

**The Marvelous Wonderettes**  
August 17 – 22

**42nd Street** August 24 – 29

For more information, call (916) 557-1999 or visit [californiamusicaltheatre.com](http://californiamusicaltheatre.com).



## Farmers' Markets

Through September / 10 a.m. – 2 p.m.

#### Tuesdays:

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

Through October / 10 a.m. – 2 p.m.

#### Wednesdays:

Cesar Chavez Plaza, 10th & J

#### Thursdays:

Downtown Plaza, 4th & K streets

For details, call (916) 442-8575 or visit [downtownsac.org/farmersmarkets](http://downtownsac.org/farmersmarkets).

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

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downtownsac.org

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## DSP welcomes new staff members

**Joe Gonzalez** started full-time with the DSP Clean Streets program in May. Gonzalez brings with him an extensive background in grounds maintenance and janitorial services. He has always taken pride in providing clean and safe experiences for people.



Joe Gonzalez

“I love that I get to give back to the community in this position,” he said. “Working to provide the best experience for the public is something I really enjoy.”

In May, DSP Community Service Guide program welcomed part-time Guide **Natasha Orellana**. Fluent in Spanish and well versed in customer service and dispatching best practices, Orellana is currently working weekends in Old Sacramento.



Natasha Orellana

“I really enjoy helping people and this job allows me to do that,” she said. “We get to help locals, visitors and businesses everyday and that’s something to be proud of.”

## Downtown Walking Tours

These unique tours through Downtown introduce visitors to the people, places and events that shaped California history. 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. Call (916) 442-8575 or visit [downtownsac.org/tours](http://downtownsac.org/tours) for more information.

**The Art of Terra Cotta**

An architecture tour featuring local clay artisans Gladding McBean

**Tales of the Central City**

An overview of early Sacramento history

**Structural Stories**

Local examples of historical architecture styles

**Art is All Around Us**

A tour of Sacramento's collection of art in public places

**Yesterday, Today & Tomorrow**

K Street commerce, growth and redevelopment

**Kids Meet the City**

A tour of California history especially for kids

