



insidedowntown

SACRAMENTO PARTNERSHIP



Point of View

Michael Ault, Executive Director
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442.8575

In a recent survey, we found that some of our stakeholders are unfamiliar with the programs in our Community Services Department, including our Navigator program. Our goal over the years has always been to work with the downtown business community to address safety and sanitation issues especially as it relates to homelessness.

The Navigator program, which launched in 2004, is a fully integrated program that aims to deter panhandling and types of social disorder while simultaneously connecting downtown homeless individuals with much needed access to care. Since 2004, the program has successfully transitioned over 300 homeless individuals into stable living environments.

Often times, property and business owners view homelessness as an issue that detracts from their storefront or property without understanding the bigger issues. Homeless individuals face various obstacles including lack of transportation, language barriers, long waiting lists, strenuous application processes, addictions, mental/physical health conditions and antisocial behavior. Our Community Services Department has found that to effectively reduce homelessness, we needed to fully address the root causes of homelessness.

Over the past six years, the Navigator program has been looked upon as a model for bridging the gap between individuals on the streets and the services they need. The program earned distinction from the International Downtown Association with a Special Achievement Award in 2006. Locally, the success has been emulated by surrounding neighborhoods. Last year, the Midtown Business Association contracted with the DSP to extend Navigator service into Midtown.

This year, we're partnering with CADA to provide consulting services for homeless outreach. In addition, Sutter Medical Center, Sacramento invited the DSP Community Service Department to form a community partnership in an effort to better serve the Downtown and Midtown homeless population.

We've also worked to create partnerships with a number of local social service providers and community partners including, but not limited to, the Cathedral of the Blessed Sacrament, St. John's Shelter and Sacramento Self Help Housing, the Sacramento District Attorney's Office and the Sacramento Police Department. These partnerships allow our Navigators to refer clients to services and expedite the process through the continuum of care.

As we continue to sustain and grow the program, it is our hope that business and property owners call us with any issues related to homelessness within the district. Our Navigator team is on duty 7 days a week and can be reached at (916) 442-2200.

Community Center Theater renovation moves forward

The City Council recently approved funding for the renovation design of the 35 year-old Community Center Theater. Existing Facility Fee revenue will cover the \$3.5 million design contract awarded to Westlake Reed Leskosky Architects. Additionally, the City Council laid the groundwork for the eventual sale of bonds to fund construction.

Priorities for the renovation include removing barriers to accessibility, adding restrooms, improving the concession area and increasing lobby space. Infrastructure needs including electrical, heating and air, sound and life safety systems will be addressed. Updates to the rehearsal space and loading dock will support theater clients.

Construction on the renovation will begin in the summer of 2011 and will conclude in summer 2013. The theater will remain open during each of the arts seasons and will be closed during the off-season months from June through August. For more information, contact DSP Policy Manager Kevin Greene at kgreene@downtownsac.org.

Cars to return to K Street

The City Council unanimously approved reintroducing cars to K Street in late April. Reintroducing cars to K Street represents one of the DSP's top priorities. Adding vehicle traffic to K Street will aid in reconnecting the downtown grid, enhancing the retail viability of K Street and improving public safety on the JKL Corridor.

The four-block project is funded through a reallocation of approximately \$1.9 million in Economic Development Capitol Improvement Program Transportation Funds and \$800,000 from the Central City Two Way Conversion Project for the design, staff costs and construction of the initial phase. The funding will cover signage and signaling but will not include significant hardscape and streetscape improvements. For more information, contact DSP Policy Manager Kevin Greene at kgreene@downtownsac.org.

Old Sacramento welcomes new bicycle shop

Practical Cycle, which specializes in bicycle sales, service and rentals, opened its doors in Old Sacramento earlier this year. Owners Tim and Cassidy Castleman launched Practical Cycle



because they believe that cycling should be approachable for everyday people. “No spandex, no funny shoes, no problem,” said Castleman.

The shop offers American made bicycles and tricycles as well as electric bikes to provide additional power to riders for steep climbs, longer distances or for an easier ride. “Offering electrically powered bikes opens the door for new riders,” said Castleman.

Practical Cycle occupies the space formerly known as Discover California, and Castleman notes that the choice to open in Old Sacramento was an easy one. “This spot, in Sacramento’s major tourist attraction and close to the American River Parkway, gives us ‘built-in’ traffic,” said Castleman. “We are able to expose our rentals to a wide audience, and a big part of our bike sales comes from that.”

Practical Cycle is located on 114 J Street in Old Sacramento. Call (916) 706-0077 or visit practicalcycle.com for more information.

Historic Maydestone renovation to begin

Construction on the historic Maydestone Apartments is scheduled to begin this month after City Council modified financing terms allowing D&S Development Inc. to move forward with the project. The Maydestone has been vacant since a fire in 2003 and efforts to renovate the historic structure have been slowed by current economic conditions. Construction is estimated to last approximately 10 months.

After renovation, the Maydestone will have 32 residential units including 21 studios and 11 one-bedroom units. The units will rent from \$765 to \$1,410 monthly. “The Maydestone represents a strategic corner in our district and this renovation will compliment the existing mixed-use neighborhood,” said DSP Executive Director Michael Ault. For more information, contact DSP Policy Manager Kevin Greene at kgreene@downtownsac.org.

Downtown is focus for arts programming partnership

Starting this month, the DSP, in partnership with Sacramento Metropolitan Arts Commission, Center for Contemporary Art and Crocker Art Museum is preparing to launch *West of 16th Street, East of the River*.

The extensive series of arts-related programming and special events throughout Downtown will highlight public art and historical architecture, the Crocker family’s legacy, Downtown’s sculpture garden, a unique collection of Chicano art and temporary art exhibits by local artists.

Taking a cue from other cities’ efforts to revitalize districts via arts related activities, DSP is utilizing ground floor vacancies for temporary art installations. Colliers International, St. Anton Partners and the CIM Group have donated space for temporary exhibits by various local artists and designers. Their work can be viewed at various locations throughout Downtown.

Arts programming aims to support downtown businesses, museums and galleries and was developed out of requests for more Second Saturday and summertime activity. “Businesses have expressed interest in connecting with Midtown’s very successful Second Saturday event,” said DSP Programming Manager Julia Beckner. “Downtown is home to the city’s oldest and most interesting public art and architecture, yet the district is often overlooked as a center for arts and culture. We hope that, with this summer schedule of arts related programming, we can bring attention to all that Downtown has to offer.”

Property owners interested in donating space should contact DSP Programming Manager Julia Beckner at jbeckner@downtownsac.org. For more information and a complete schedule of events, visit downtownsac.org/secondsaturday.



ARTS & CULTURE

Esquire IMAX Theatre

Shrek Forever After: An IMAX 3D Experience
Now showing
1211 K Street / 443.4629
imax.com/sacramento

Sacramento French Film Festival

June 18 – 20 & 26 – 27
1013 K Street / 455.9390
sacramentofrenchfilmfestival.org

Crocker Third Saturday Jazz

Ivan Najera
June 17 / 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 June 19 – August 26
Old Sacramento / 442.7644
historicsacsac.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

June 12 / 6 p.m. – 9 p.m.
Participating galleries
2nd-sat.com

Third Saturday

June 19 / Noon – 5 p.m.
Westfield Downtown Plaza
4th & L streets / newsreview.com

SPECIAL EVENTS

Friday Night Concerts in the Park

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

June 4 Method Echo
June 11 The Nickel Slots
June 18 Secretions
June 25 Mumbo Gumbo

Downtown Certified Farmers' Markets

Through September / 10 a.m. – 2 p.m.
Tuesdays: Roosevelt Park, 10th & P
Fremont Park, 15th & P

Through October / 10 a.m. – 2 p.m.
Wednesdays: Cesar Chavez Plaza, 10th & J
Thursdays: Downtown Plaza, 4th & K
442.8575 / downtownsac.org/farmersmarkets

Raley's Grape Escape

June 5 / 4 p.m. - 7 p.m.
Cesar Chavez Plaza, 10th & J
808.7777 / raleysgrapeescape.com

Hunt the Grid

June 12 / 4 p.m. – 8 p.m.
Begins in Cesar Chavez Plaza
mastermindhunts.com

DSP / OSBA MEETINGS

DSP Executive Committee

June 2 / 8 a.m.
980 9th Street, Suite 400

DSP Board of Directors

June 9 / 8 a.m.
1201 K Street, 15th Floor, Conference Rooms A & B

DSP Strategic Development Task Force

June 24 / 10 a.m.
980 9th Street, Suite 400

OSBA Executive Committee

June 15 / 10 a.m.
Delta King, 1000 Front Street

OSBA Board of Directors

June 24 / 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.

Friday Night Concerts continue

Summer is in full swing with the Budweiser Friday Night Concerts in the Park. The free series features live local music representing a range of genres including rock, pop, punk, blues and folk. The concerts take place every Friday night through August 13 at Cesar Chavez Plaza at 10th and J streets from 5 to 9 p.m.

June 4

Method Echo

The Nibblers
Live Manikin

June 11

The Nickel Slots

Los Blazing Hangovers
Mae McCoy & The Neon Stars

June 18

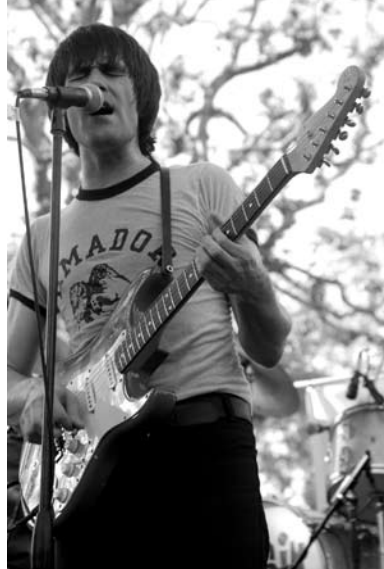
Secretions

The Shruggs
The Four Eyes
The Enlows

June 25

Mumbo Gumbo

Not An Airplane



Grape Escape returns to Cesar Chavez Plaza

The 8th annual Raley's Grape Escape returns to Cesar Chavez Plaza on June 5 from 4 to 7 p.m. Featuring over 200 California wines from 8 counties and samplings from 11 restaurants, the event will include tastings, sampling and the always-entertaining Chef's Challenge.

Tickets to the event are \$40 in advance or \$50 at the door. For information, call (916) 808-7777 or visit raleysgrapeescape.com.



Farmers' Markets

May – September
10 a.m. – 2 p.m.

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

May – 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.

Save the Date: Sacramento French Film Festival



**8th Annual Sacramento
French Film Festival**

June 18 – 20 & 26 – 27
Crest Theatre / 1013 K Street
455.9390 / sacramentofrenchfilmfestival.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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downtownsac.org

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Keeping Downtown clean

The hot days of summer 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 is 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.

New program promotes hospitality and safety

The DSP, in collaboration with Sacramento Police Department and operators of Central City evening entertainment venues, has developed an operations and security training for the staff of pubs, clubs and bars.

Patterned after a well-received training curriculum in Seattle, Washington, the Pubs Clubs and Bars (PCB) Operations and Security training concentrates on promoting a safe nightlife experience by establishing a baseline of best practices operations and security measures.

The free 4-hour training course, taught by Sacramento Police Department's Sergeant Monty Maxwell, clarifies entertainment permit rules and regulations, the role of security personnel, how to balance hospitality and enforcement, the dangers of overcrowding, methods for checking I.D.s and more. Maxwell provides real life scenarios to illustrate each topic and attendees are encouraged to share their experiences and unique perspectives.

The initial implementation of the program took place in cooperation with the Old Sacramento Business Association and involved participants from five Old Sacramento businesses. The program will be implemented throughout the Central City this summer at no cost to participants. "As the evening economy continues to grow in Downtown, developing a strong communication between venues and establishing consistency in security and hospitality practices will serve to enhance the reputation of Sacramento's nightlife as safe and exciting," said DSP Director of Community Services Ryan Loofbourrow.

For more information or to register for the PCB Operations and Security training please call (916) 442-8575.



downtownsac.org

JUNE 2010

Point of View

DSP Executive Director Michael Ault discusses DSP's homeless outreach efforts with the Navigator program.

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