



insidedowntown

SACRAMENTO PARTNERSHIP



Point of View

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As many of you know, Mayor Johnson's Sacramento First Task Force is reviewing proposals for a new entertainment and sports complex in Sacramento. Great cities throughout the world boast strong centers of activity including everything from museums and galleries to performance venues and sports facilities. In Sacramento, a new entertainment and sports complex is about more than just the primary tenant – in this case, the Sacramento Kings.

While an NBA team enhances a region's identity and economy, facilities generally host a much broader range of activities and serve as a community asset. Amenities like entertainment and sports facilities can help define communities by not only spurring additional development and growing a strong business environment, but also by creating a sense of place and promoting civic pride.

The Sacramento region is home to numerous arts, cultural and entertainment facilities. Downtown is the anchor as the business and entertainment hub with a strong theater community, multiple performance venues and a vibrant arts and cultural scene. We encourage a region-wide dialogue on sustainable economic growth strategies that highlight our region's assets. The Sacramento region's competitive edge relies heavily on our ability to retain existing amenities while incubating new arts, culture, recreation and entertainment organizations and venues.

Developing a new facility is a costly endeavor and requires thoughtful planning in terms of location. A centrally located venue will offer the most benefit to the Sacramento region as it will support convention business, increase economic return and be accessible to a regional audience. The DSP will continue to advocate for a facility in or adjacent to Downtown in order to maximize existing transit infrastructure and create strong connections to Old Sacramento, Downtown Plaza, K Street and the Convention Center.

The Sacramento First Task Force is slated to make recommendations to the Mayor and Council later this month. DSP will continue to communicate the importance of site decisions and what it means for long-term prosperity of the downtown core and region as a whole. As always, please feel free to contact me with any comments, questions or concerns.

DSP Marketing Campaign launches this month

This month, DSP will launch its annual cooperative advertising campaign. The campaign, which runs for 10 months, is designed to brand Downtown as a vibrant entertainment and cultural destination. The campaign's theme, *Find Your Happy Place – Be Downtown*, features a bold design and quirky tone.

This year, 22 downtown businesses and organizations will participate in the cooperative marketing campaign, with a combined media buy of \$97,000. The ads will highlight entertainment, dining and cultural attractions.

Special thanks to our 2010 Marketing Partners

(AT PRINT DATE)

- 3 Fires Lounge at The Marriott
- Broadway Sacramento
- Broiler Steakhouse
- Cafeteria 15L
- City of Sacramento Parking
- Cosmopolitan Cabaret
- Crest Theatre
- Crocker Art Museum
- Dawson's at The Hyatt
- Esquire IMAX Theatre
- Fat City Bar & Café
- The Firehouse Restaurant
- Frank Fat's
- House Kitchen & Bar
- Music Circus
- Old Sacramento Business District
- Sacramento Ballet
- Sacramento History Museum
- Sacramento Opera
- Sacramento Theatre Company
- Ten 22
- Westfield Downtown Plaza



District I priorities for Downtown 2010

From the desk of Councilmember Ray Tretheway
808.7001 / rtretheway@cityofsacramento.org

The year is well under way and our greater downtown continues to be the focal point for employment, enterprise and new growth. We have much to look forward to in the coming months.



We will see many ideas come to fruition in 2010 with grand openings and ribbon cuttings including the new light rail line connecting downtown to Township 9, St. Rose of Lima park renovations and streetscape enhancements, three exciting new entertainment venues on K Street – Pizza Rock, District 30 and The Dive Bar, the new Crocker Art Museum, and the Ebner Hotel in Old Sacramento.

In 2010, we will also celebrate several ground breakings. The new Greyhound Station in the River District will break ground, essential infrastructure in the Railyards will get underway including relocating the train tracks and constructing new roads, infrastructure work in Township 9 will take shape and construction to improve the I-5/Richard's Boulevard intersection will start.

We will continue working on successful programs including the Downtown Community Prosecutor. The dedicated prosecutor position has successfully worked with the City of Sacramento and the DSP to clean up our alleys, provide safe alternatives for the homeless, and ensure that small problems do not become larger issues. I will work to continue to fund this position. I am also looking forward to getting new experiences and programs off the ground like the underground tours in Old Sacramento.

Please feel free to contact me with your ideas and other feedback as we continue making Downtown a regional destination.

DSP explores options for vacant storefronts

Inspired by a recent New York Times article on adaptive reuse projects in Manhattan's East Village and San Francisco's *Art in Storefronts* public art program, DSP is researching ways to utilize ground-floor vacancies by adapting these ideas in a unique way. With new civic emphasis on the arts, spurred by Mayor Johnson's *For Art's Sake* initiatives, DSP sees this as an opportunity to integrate Sacramento's identity as an arts-friendly city and address concerns about the high ground floor vacancy rate along in the JKL corridor.

Programming Manager Julia Beckner is reaching out to property owners and managers to explore new ways to use these spaces. "Past successes with the phantom gallery concept utilized in Midtown and on Del Paso Boulevard have taught us that there is a demand for space on a temporary basis," said Beckner. "We hope to apply similar tactics on K Street that can benefit our robust artist community and enhance the pedestrian experience downtown."

Property owners interested in donating space are encouraged to contact Beckner directly at 442-8575 or jbeckner@downtownsac.org.

Summer vendor opportunities

Downtown's summer event season officially kicks off in May and DSP is now accepting vendor applications for various summer events and promotions. All vendor spaces are 10 feet by 10 feet and available on a first come, first served basis.

Friday Night Concerts in the Park | This free outdoor concert series is the hottest summer spot Downtown. Food, retail and information vendor spaces now available.
May 7 - August 13 / Fridays: 5 pm - 9 pm / Cesar Chavez Plaza, 10th & J streets

Certified Farmers' Markets | Downtown Farmers Market's offer shoppers the finest fruits, vegetables, baked goods, flowers, and cheeses. Food vendor spaces now available.
May - September / Tuesdays: 10 am - 2 pm / Roosevelt Park, 10th & P, Fremont Park, 15th & P
May - October / Wednesdays: 10 am - 2 pm / Cesar Chavez Plaza, 10th & J streets

I Heart Art | DSP will be hosting local artists and crafters for the I Heart Art Craft Market. Visitors can purchase handmade items directly from artists. Vendor spaces now available.
May - October / Thursdays: 11 am - 1 pm / Cesar Chavez Plaza, 10th & J streets

Lunchtime Concerts | Starting this summer, DSP will produce lunchtime concerts. Food vendor spaces now available. May - August / Mondays: 11 am - 1 pm
Cesar Chavez Plaza, 10th & J streets

Vendor applications are available for download at downtownsac.org/vendors.
For more information, contact DSP Events Manager Annie Stuckert at (916) 442-8575 or astuckert@downtownsac.org.



BUSINESS EVENTS

State of RT Breakfast

March 19 / 7:30 – 9:30 am
 Sheraton Grand Hotel, 1230 J Street
 319.4260 / metrochamber.org

ARTS & CULTURE

Crocker Art Museum

*Meadows and Mountains:
 The Art of William F. Jackson*
 Through May 9
 216 O Street / 808.7000
 crockerartmuseum.org

Sacramento Ballet

Carmina Burana: March 25 – 28
 Community Center Theater, 1301 L Street
 808.5181 / sacballet.org

Sacramento Theatre Company

Arranged Marriage: March 3 – 28
 H Street Theatre Complex, 1419 H Street
 443.6722 / sactheatre.org

Esquire IMAX Theatre

Avatar: An IMAX 3D Experience
 Now playing
 1211 K Street / 443.4629
 imax.com/sacramento

Crest Theatre

North Face: Through March 11
 1013 K Street / 442.7378
 thecrest.com

Cosmopolitan Cabaret

My Way: A Musical Tribute to Frank Sinatra
 Through May 9
 1000 K Street / 557.1999
 californiamusicaltheatre.com

Living History Day

March 27 / 11 am – 3 pm
 Waterfront Park / Old Sacramento
 808.4980

SPECIAL EVENTS

Sacramento Speaker Series

Jeffrey Toobin: March 4 / 8 pm
 Community Center Theater, 1301 L Street
 866.773.2535 / sacramentospeakers.com

Second Saturday Art Walk

March 13 / 6 – 9 pm
 Participating galleries
 sacramento-second-saturday.com

St. Patrick's Day Parade and Festival

March 13 / Starting at 6 pm
 Old Sacramento / 442.7644 / oldsacramento.org

St. Baldrick's at de Vere's Irish Pub

March 15
 de Vere's Irish Pub, 1521 L Street
 deverespub.com/stpatricksday

St. Patrick's Day Block Party

March 17 / 8 am – 2 am
 de Vere's Irish Pub
 L Street between 15th & 16th streets
 deverespub.com/stpatricksday

California Lecture Series

Ruth Reichl: March 26 / 7:30pm
 Crest Theatre / 1013 K Street
 442.7378 / thecrest.com

DSP / OSBA MEETINGS

DSP Executive Committee

March 3 / 8 am / 980 9th Street, Suite 400

DSP Strategic Development Task Force

March 25 / 10 am / 980 9th Street, Suite 400

DSP Board of Directors

March 17 / 8am / Citizen Hotel, 926 J Street

OSBA Executive Committee

March 16 / 11 am / Delta King, 1000 Front Street

OSBA Board of Directors

March 25 / 8:30 am / 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.



Changes in store for St. Patrick's celebration

Old Sacramento will host the 14th annual St. Patrick's Day parade on March 13. New attractions to this year's event include a festival in Waterfront Park from noon until 6 p.m. featuring Irish music, dancing, food and Celtic market and a green beer garden.

The 2010 parade will feature over 1,000 marchers including Bagpipe & Drum Corps, Irish dancers and costumed marchers, school bands, military regiments, police and fire representatives and other cultural organizations. Tartan clad Highlanders will march to the sound of bagpipes, while Irish dancers in elaborate Celtic costumes will perform.

All Old Sacramento streets will be closed to traffic from 11 a.m. to 3 p.m. A reviewing stand will be located at the intersection of Front & K streets.

The event is presented by the Old Sacramento Business Association and sponsored by Fanny Ann's, Mix 96, KVMR and The Shamrock Club. For more information, visit oldsacramento.com.

New 2010 Parade Route

- Parade forms at Front and O streets
- Parade heads North on 2nd Street to J Street
- Left (West) on J Street to Front Street
- Left (South) on Front Street
- Pass the reviewing stand on Front & K streets
- Left (East) on L Street
- Right (South) on 2nd Street back to the staging and parking area to disband

St. Patrick's Day Block Party returns to L Street

On March 17, de Vere's Irish Pub will host the 2nd annual St. Patrick's Day Block Party on L Street adjacent to their location. Kicking off at 8 a.m. on March 17 and ending at 2 a.m. on March 18, the event will include one stage featuring popular cover band, Tainted Love and a second stage featuring traditional Irish dancers and music.

Food tents will be set up to sell sandwiches, sodas, and brats with all proceeds benefiting Sacramento Fire Department's Burn Unit. In addition, the festivities will include two outdoor bars, a whiskey tent, and 26 beer taps. Event goers are encouraged to visit the 20/30 Club's Donation Station where T-shirt sales will benefit a local children's cancer center.



Event Details

Time: 8 a.m. – 2 a.m.

Location: L Street between 15th and 16th streets

Tickets: A limited number of advance tickets go on sale March 1 for \$20
Information: deverespub.com/stpatricksdays

Parking: \$2 flat rate parking will be available on in the garage on 17th Street between L and K streets after 5 p.m. Valet parking will be provided by Priority Parking. Overnight parking will be available.

Street Closures: L Street between 15th and 16th streets will be closed to traffic from 4 a.m. on March 17 to 2 a.m. on March 18.

Call for partners: 2010 Concert Crawl

This month, DSP will begin outreach for the annual Friday Night Concert in the Park Concert Crawl.

Every Friday from May 7 through August 13, concert-goers will enjoy food and drink specials at participating bars and restaurants throughout the downtown district just by showing their concert wristband. Participating restaurants and bars will offer specials to drive traffic every Friday night during the 15-week season.

Businesses interested in participating in the promotion should contact DSP Programming Manager Julia Beckner at (916) 442-8575 or jbeckner@downtownsac.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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DSP conducts homeless count in Central City

The DSP Navigators and Guide teams recently concluded the first of their bi-annual homeless counts. Heading out at 5 a.m., on January 28, the teams canvassed Downtown from Front Street to 16th Street and H to N streets. 33 homeless individuals were found sleeping in alcoves, on benches, and next to heating vents. According to Navigator Jvance Stewart, a majority of those he counted were regular to Downtown and in the Navigator system. On average, the number of homeless sleeping in Downtown fluctuates between 30 to 50 individuals depending on weather conditions, accessibility to social services, and the availability of affordable housing.

According to the National Alliance to End Homelessness, without effective intervention, the recession will mean approximately 1.5 million additional Americans will experience homelessness in 2009 and 2010. Despite the economic downturn and an increase in homelessness nationwide, DSP has not encountered a significant increase in the homeless population within the Downtown District. DSP's Navigators work with approximately 8 new homeless individuals per month and maintain an average of 21 clients in various stages of homelessness.

In 2009, Downtown's collaboration of Navigators, Sutter Medical Center, Sacramento law enforcement, social services, and Sacramento Self Help Housing worked with 143 clients in the Central City. Of those clients, 25% were assisted with housing and another 24% were connected with social services. "It is essential that we actively work with our homeless and understand what it is that will create a viable opportunity for each of them to leave the street," said DSP Community Services Director Ryan Loofbourrow. "Our task is increasingly more difficult as this recession cuts social service programs; however, we are committed to supporting our partners and working in collaboration to find solutions."



Hours of Operation*

Monday – Thursday:
8am – 6pm
Friday: 8am – 10pm
Saturday: 12pm – 10pm
Sunday: 1pm – 6pm

*Hours subject to change

To contact the Navigators,
call (916) 442-2200.



Downtown Walking Tours

The DSP's Downtown Walking Tours introduce visitors to the people, places and events that shaped California's history. Available year-round, these tours cover more than 150 years of state and local history. Topics range from art and architecture to cultural, religious and urban history. Please call (916) 442-8575 or visit downtownsac.org/tours for more information.



downtownsac.org

MARCH 2010

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