



ANNUAL  
2013  
REPORT





Over the last year, the Sacramento community pulled together to accomplish extraordinary feats that will ultimately create a stronger downtown core. Against all odds, our city was able to not only retain a regional asset—the Sacramento Kings—but also made a strategic investment in Downtown with a new Entertainment & Sports Complex (ESC). The proposed ESC site at the Sacramento Downtown Plaza will turn this important area into a hub of activity and improve linkages between The Kay, Capitol Mall, the Convention Center, and Old Sacramento. The project will have a transformative impact on the entire region by serving as an economic accelerator, and a symbol of civic pride.

Throughout our history, the people of Sacramento have displayed resiliency, passion, and creativity in the face of challenges. Our **DREAMERS. WELCOME.** branding campaign celebrates the pioneers and downtown business owners who have invested in Downtown and contributed to its vibrancy and economic viability. We need to continue to cultivate this entrepreneurial spirit in our city. While we continue to focus on diversifying our workforce and attracting new talent to the region, we must also endeavor to grow the next Fortune 500 companies in our own backyard.

With this vision and through our sister organization, the Downtown Sacramento Foundation, we launched the inaugural *Calling All Dreamers* retail business plan competition. The concept was simple: an open invitation to the next generation of entrepreneurs to submit a business plan with the intent of opening Downtown. With a prize package valued at \$135,000 at stake, a total of 49 hopeful business owners answered the calling. Ultimately, not only one, but two winners were selected because of the caliber of applicants. Grand prize winner Andy's Candy Apothecary and people's choice winner The Dailey Method will open in the ground floor of the 800 J Lofts building.

As an organization, we are continuing our efforts to remove barriers and create incentives to promote economic activity through innovative programs like *Calling All Dreamers*, and ongoing public private partnerships that improve the physical and social environment Downtown. At the beginning of the year, the DSP board developed an aggressive 3-point plan that laid the foundation for future growth through environmental enhancements, economic incentives, and key strategic developments.

The future is bright for the region and for Downtown. We are committed to ensuring this growth and sustainability to continue our forward momentum.

Sincerely,

Michael T. Ault  
Downtown Sacramento Partnership, Executive Director



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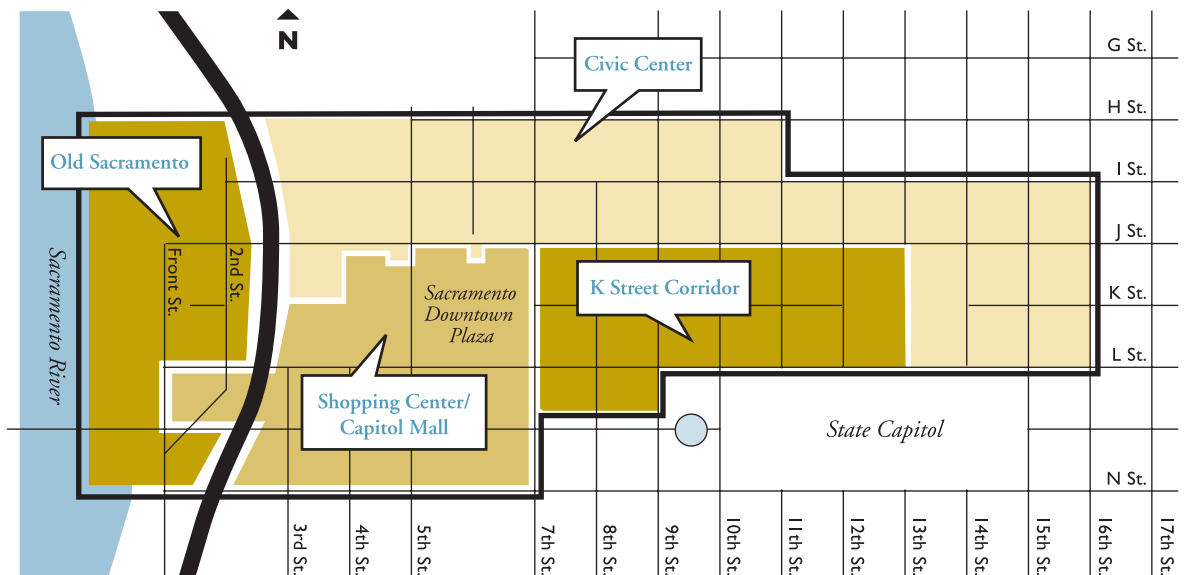
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The Downtown Sacramento Partnership (DSP) is a private, non-profit organization dedicated to the improvement of Sacramento's central business district. The DSP oversees maintenance, safety, and revitalization programs financed by the Downtown Sacramento Management District, a property-based assessment district (PBID) originally established in 1995.

The oldest PBID in the state and a model throughout California, the district is roughly bound by H Street to the north, 16th Street to the east, N Street to the south and the Sacramento River to the west. The 66-block district is located within the city of Sacramento's central business district C-3 zoning area.

The mission of the Downtown Sacramento Partnership is to establish Downtown Sacramento as the vibrant arts, entertainment, business and cultural destination of the greater Sacramento region through effective public-private collaboration for the benefit of residents, visitors and investors.

**DSP BOUNDARIES AND BENEFIT ZONES**





**D**SP represents the interests of downtown property and business owners with a focus on economic development, smart growth, and improving the social environment. In 2013, Downtown’s diverse policy issues encompassed environmental management, economic incentives, and residential development.

### 3-Point Plan

In January 2013, the Downtown Sacramento Partnership’s Board of Directors and staff developed an aggressive 3-point plan that provides the foundation for future growth through environmental enhancements, economic incentives, and key strategic developments. Success is reliant on active participation from the public and private sectors, and DSP is focused on removing barriers and creating incentives that promote economic activity that attracts investment to key opportunity sites in Downtown.



### 3 POINT STRATEGY FOR MOVING SACRAMENTO FORWARD

To download the full report, visit [downtownsac.org](http://downtownsac.org).

### 2013 ADVOCACY ISSUES

- 3-Point Plan Implementation Priorities
- AB 5: Homeless Person’s Bill of Rights
- American River Crossings Alternatives Study
- CADA Transition Plan
- Civic Amenities Strategic Plan
- Central City Transportation Study
- CEQA Reform (SB 731, SB 743)
- Housing Element Update: MIHO/Housing Trust Fund Fee
- Homelessness/Social Service Issues
- New Sacramento County Courthouse
- McKinley Village
- Mobile Food Vending Ordinance
- Patio Smoking Ordinance
- Parking Meter Modernization
- Parking Placard Reform
- Parklets
- PBID Specific v. General Benefits Proposition 218 Amendment
- Planning and Development Code Update
- Plastic Bag Ordinance
- Sacramento Economic Development Strategy
- Sacramento Regional Bikeshare System
- Sacramento Riverfront Streetcar
- Taxicab Ordinance
- ULI Downtown Plaza Planning Study
- Waterfront Museum



**COMMUNITY SERVICE GUIDES  
CALLS FOR ASSISTANCE**

	DIRECTIONS + ASSISTANCE*	NUISANCE + CRIMINAL ABATEMENT
October 2012	9,723	150
November 2012	7,720	161
December 2012	7,714	160
January 2013	7,307	154
February 2013	6,389	148
March 2013	5,466	163
April 2013	7,916	146
May 2013	9,123	168
June 2013	6,701	132
July 2013	6,411	237
August 2013	7,400	321
September 2013	5,699	259
<b>TOTALS</b>	<b>87,569</b>	<b>2,199</b>

Source: DSP Community Service Guide Program, October 2012 - September 2013.

\*Cumulative number of directions & assistance, merchant assistance and citizen calls for service.

DSP’s clean and safe programs support the development of downtown office, retail and entertainment uses by maintaining a clean and safe environment. The department includes the Community Service Guides, Homeless Outreach Navigators, and the Clean Streets Maintenance Team. By building strategic alliances with government agencies, law enforcement, community service organizations, and the business community, these programs provide services to all downtown users.

**Community Service Guides**

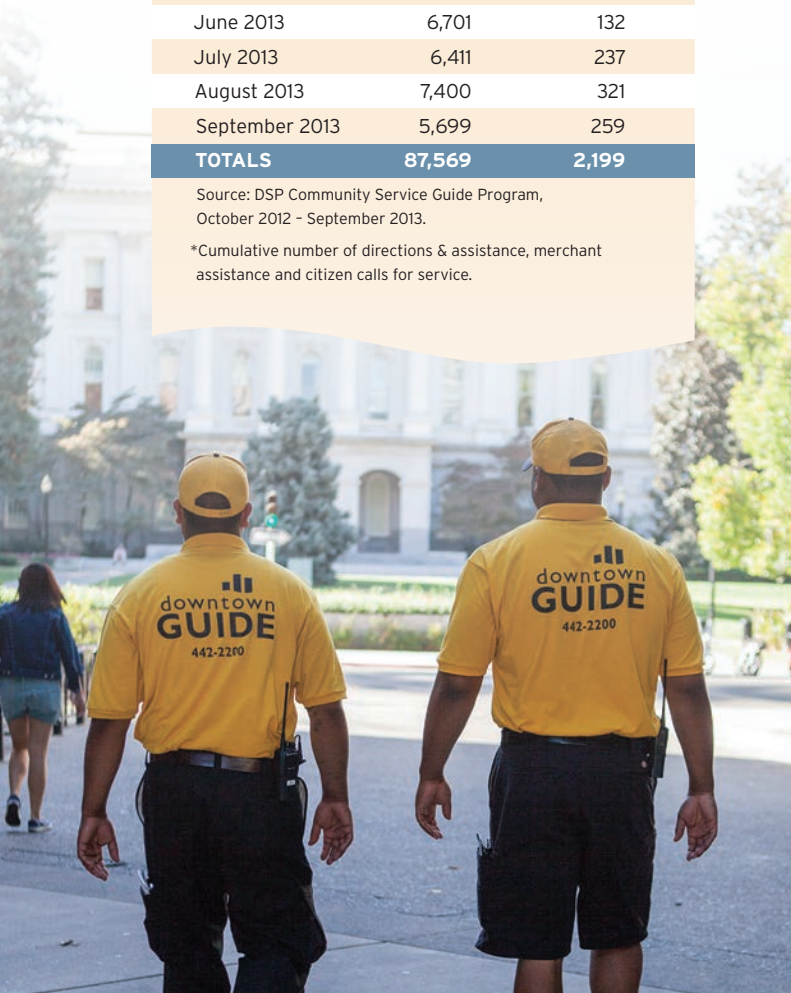
Highly visible and connected through a radio network, the DSP Guide Team provides customer service to downtown users. The information ambassadors welcome visitors and employees to the district, provide directions and assistance to those in need, and support crime prevention by working closely with law enforcement agencies.

**Clean Streets**

The Clean Streets team responds to maintenance issues seven days a week. In 2013, the team removed more than 3,400 pieces of graffiti and 830,000 pounds of trash, debris, and leaves, and pressure washed the equivalent of 1,165 miles.

**Homeless Outreach Navigators**

The DSP Navigators connect homeless individuals with local community service programs and facilitate access to care. Focused on long-term solutions, the Navigator team’s homeless outreach efforts this year resulted in 381 contacts made and a 19 percent housing rate, placing 73 downtown homeless individuals into stable living environments.



## Community Prosecutor

DSP's Downtown Community Prosecution Program, the only one of its kind in the region, is a vital component in the economic development and revitalization of Downtown. The community prosecutor, a deputy district attorney, works with downtown businesses, property owners, social services, law enforcement, and community organizations to identify and implement broader solutions to nuisance crimes specific to the urban core. In 2013, the program prosecuted more than 170 criminal cases including violations of probation.

## Environmental Improvements & Management

Identified in the 3-point plan, DSP's Clean & Safe department is focused on removing barriers to economic growth and development activity through the following environmental enhancement initiatives:

- Public safety and space management
- Improving public safety and efficiency of the Light Rail system
- Addressing long-term blighted vacant buildings
- Focusing on the quality and concentration of Single Room Occupancy (SRO)
- Enhancing lighting and linkages to enhance the pedestrian experience

Realizing that Downtown Sacramento is unique by way of the people who live and work here, DSP launched the *DREAMERS. WELCOME.* campaign. The campaign celebrates Downtown's greatest asset – local entrepreneurs.

At the heart of the campaign are testimonials from business owners, successful retailers and restaurateurs, taking us on a journey on how they made their dreams a reality in Sacramento.

Their stories are featured on [DreamersWelcome.org](http://DreamersWelcome.org), print ads, videos, and promotional materials.



**DREAMERS.  
WELCOME.**





## Randy Paragary Paragary Restaurant Group

A pioneer in Sacramento's restaurant and nightlife scene, Randy Paragary continues to delight downtown patrons with high-quality dining experiences.

More than 15 years ago, Paragary saw an opportunity in Downtown. He recognized a void in the marketplace, where there was a demand but not yet the supply. The Paragary Restaurant Group has since opened 5 multi-concept restaurants in 8 different locations throughout the region.

"The restaurant business is 100% made up of dreamers, that's really what we do in this industry," said Paragary. "You don't just wave a magic wand to open a restaurant. You dream, dream big and spend time making it happen."

**DREAMERS.  
WELCOME.**

**D**SP continues to support downtown's economy through destination marketing that attracts residents, visitors, and new business. DSP's integrated marketing strategy leverages earned, owned, and paid media to support local businesses and enhance Downtown's identity.

### Cooperative Marketing Programs

DSP partners with district businesses to develop cooperative marketing campaigns including the Downtown Marketing Collective, Dine Downtown, and shop local campaigns. These programs help small businesses extend their audience reach while maximizing a collective budget with a shared investment.

### OWNED MEDIA REACH

Our integrated communications approach leverages digital media owned by DSP keeping downtown top of mind.



**Website:** Attracted more than 225,800 unique annual visitors, a 19% increase over last year. Annual page views increased by 40% with more than 611,400 page views for 2013.



**Facebook:** Fans increased by 30% from 4,755 engaged fans in 2012 to more than 6,100 in 2013.



**Twitter:** Followers increased by 72% this year, from 6,400 followers in 2012 to more than 11,000 in 2013.



**YouTube:** 12,564 video views in 2013, which translates to an estimated 8 days and 15 hours of DSP produced content.



**Email Marketing:** More than 7,600 email subscribers, a 27% increase over last year.





# Culture + Tourism

**D**owntown Sacramento is the epicenter for many of the region’s most exciting events, making the district a hub of activity.

The Downtown Sacramento Partnership activates 165 days a year with events and promotions. DSP’s signature events, the Downtown Ice Rink and the Concerts in the Park series, attracts nearly 100,000 people to the core annually. In addition to event production, DSP works closely with event producers and the

City of Sacramento to ensure downtown events are not only successful, but also generate activity for the district. DSP plays an active role on the City’s Events Review Board to represent downtown stakeholder interests.

## ESTIMATED EVENT ATTENDANCE

	2013
Concerts in the Park	67,200
Downtown Ice Rink	31,000
Gold Rush Days	125,000
Theatre of Lights	50,000
New Year’s Eve Sky Spectacular	35,000
Pacific Rim Festival	25,000
Sacramento Music Festival	68,000
St. Patrick’s Day Parade	15,000
World Music & Dance Festival	10,000
<b>TOTAL</b>	<b>426,200</b>

Figures from winter events (Downtown Ice Rink, Theatre of Lights, and New Year’s Eve Sky Spectacular), are based on YTD estimates.

## Tourism

Downtown continues to be the hub of Sacramento’s \$2.4 billion tourism industry with more than 360 conventions and events and more than 645,000 attendees for the 2012-2013 fiscal year. Old Sacramento remains a tourist hotspot with more than 3.3 million annual visitors.

Source: Sacramento Convention and Visitors Bureau and the Old Sacramento Business Association.





**D**owntown Sacramento's office market continues to be a key component in the district's revitalization and accounts for a workforce population of 71,335.

While there is no current construction activity in the office market sector, the sale of 770 L Street (168,995 sq.ft. of Class A office property) by out-of-town buyers suggests that confidence in the Sacramento market is increasing. The future development of the Entertainment and Sports Complex (ESC) is also likely to have a positive impact on office space demand.

As home to 51 percent of the city's Class A office space, the market is ideal for tenants looking to upgrade their space, taking advantage of moderately low rental rates and the need for more efficient space management. Non-traditional creative spaces and adaptive reuse properties, favored by tech start-ups and media companies, are now in demand by more companies looking to encourage collaboration between employees and as a tool to attract talent.

## **DOWNTOWN OFFICE MARKET**

Existing sq. ft. (All Class)	16,447,935
Total available sq. ft.	2,081,144
Vacancy rate	11.1%
Rent per sq. ft.	\$2.21
Existing Class A sq. ft.	8,454,373
Total available Class A sq. ft.	1,054,251
Class A vacancy	10.7%
Class A rent per sq. ft.	\$2.62

Source: CoStar Properties, 95814.



**D**SP's Business Recruitment & Retention efforts are a solution-oriented approach to improving downtown's business environment. DSP serves as a liaison between property owners, brokers, tenants, and governmental agencies to facilitate growth and retail development in Downtown Sacramento.

In 2013, 22 new retail businesses opened in Downtown Sacramento, accounting for 52,000 sq. ft. of retail and restaurant space. Of those new businesses, 68 percent were either directly recruited or assisted by the DSP.

The City of Sacramento and the Sacramento Basketball Holdings Group are working on one of the largest development projects in Sacramento's recent history that will change the landscape of Downtown. The proposed multi-use Entertainment and Sports Complex (ESC) will accommodate sporting and entertainment events as well as conventions and tradeshow. The \$448 million project will be located on the Sacramento Downtown Plaza site and is scheduled to break ground in Summer 2014.

### **Economic & Commercial Assistance**

To best position Sacramento for the next economic cycle and gain a competitive edge, DSP's Board of Directors identified five key initiatives that will foster active investment in the core:

- Providing tools to refine the public process to attract capital investment
- Cultivating a livable community by developing housing and civic amenities
- Assisting local retail businesses
- Implementing branding and districting programs
- Developing a strategy to attract and retain office tenants and foster startup businesses



### **Ryan Hammonds** R. Douglas Custom Clothier

Ryan Hammonds created R. Douglas Custom Clothier in 2003 with a passion for custom tailoring.

With an eye for fashion and a focus for details, R. Douglas Custom Clothier was created to blend the need for a precision fit with customizable style and reasonable prices.

"Custom tailoring can be modern. It can be affordable. It can be high quality. It can meet the needs of my clients and it can be fun."

While, R. Douglas has been around for nearly 10 years, Hammonds recently initiated the next evolution of R. Douglas with a showroom in the heart of Downtown Sacramento.

## **DREAMERS. WELCOME.**



**Esther Son**  
Estelle's Patisserie

As a young girl, Esther Son's dream was to one day open a French bakery. Her walks to school weren't complete without first stopping at the neighborhood bakery, trading in her lunch money for sweet dessert breads or madeleines.

Son, a self proclaimed "dessert geek," gained inspiration through her life's journey of traveling, reading and tasting.

"My hope and goal was to open a French Bakery, and I knew that I was going to open a French Bakery," said Son. "I started from Esther's Cupcakes and after several years I opened Estelle's Patisserie."

Located in the heart of Downtown, Estelle's Patisserie makes all their baked goods from scratch daily using fresh and local ingredients. The company recently expanded with a commercial bakery in Downtown.

**DREAMERS.  
WELCOME.**

The continued success of Downtown will be contingent upon creating an active environment during the evening and weekends. While Downtown has a residential population of 17,000 within a 1-mile radius, efforts to increase residential units in the core remain a high-priority for DSP.

Downtown's residential market experienced a 20 percent increase in cost per square foot, compared to last year. However, gains experienced in the first half of the year are expected to flatten at the end of the year.

Cultivating a livable community by decreasing barriers to development for residential units is a high priority for DSP. At the direction of the DSP board, staff created a Residential Working Group (RWG) to address barriers to investment and identify various incentive programs for future development. Utilizing a diverse membership of developers, finance experts, and downtown stakeholders, the RWG seeks to advance a greater

understanding of infill development to guide DSP policy decisions.

**RESIDENTIAL DEVELOPMENT ACTIVITY**

COMPLETED	UNITS
Legado de Ravel	84
<b>TOTAL</b>	<b>84</b>
UNDER CONSTRUCTION	UNITS
Warehouse Artist Lofts (WAL)	116
Ridgeway Studios	22
Tapestri Square	61
Township 9	2,700
16 Powerhouse	50
<b>TOTAL</b>	<b>2,949</b>
PROPOSED	UNITS
700 Block of K Street	137
Docks Project	1,115
The Warren	118
The Railyards (infrastructure under const.)	TBD
<b>TOTAL</b>	<b>1,370</b>

**D**SP manages a budget of \$3.8 million. The organization receives its support primarily from a property assessment. The management district encompasses 494 parcels equaling more than 7,283,289 million sq. ft. of land and currently 24,378,148 million sq. ft. of buildings.

The Property Based Improvement District (PBID) assessment district includes private property owners, the City of Sacramento, County of Sacramento, State of California's Department of General Services and the Sacramento Housing and Redevelopment Agency.

## FINANCIAL STATEMENT

### Assets

#### CURRENT ASSETS:

Cash and Equivalents	\$874,606
Accounts Receivables	\$352,780
Prepaid Expenses	\$77,288
Deposits	\$52,314
Other Current Assets	\$98,668

**TOTAL CURRENT ASSETS** \$1,458,024

Property and Equipment, Net	\$111,464
Other Assets	-

**TOTAL ASSETS** \$1,569,488

### Liabilities & Net Assets

#### CURRENT LIABILITIES:

Accounts Payable	\$89,820
Accrued Expenses	\$322,913
Other Liabilities	\$21,334
Deferred Revenue	\$32,228

**TOTAL CURRENT LIABILITIES** \$466,295

#### NET ASSETS

Unrestricted	\$486,489
Restricted	\$616,704

**TOTAL NET ASSETS** \$1,103,193

**TOTAL LIABILITIES & NET ASSETS** \$1,569,488

Audited financial statement, Brown Fink, Boyce & Astle, LLP, 2013.



# Demographics



**D**owntown Sacramento continues to be the largest employment center in the region with a daytime population of more than 70,000. Job density is highly concentrated in the downtown core with 53 jobs per acre, compared to the national average of .05 jobs per acre. Downtown's live-work quotient is rated 'High' with 27.2% of workers, both living and working, within a one-mile radius of the commercial downtown district. Sacramento's live-work quotient ranks 38th out of the nations 150 largest cities.

## Downtown Psychographics

Downtown's psychographic profiles for both the residential and workforce populations have a strong affinity for urban amenities and offerings, including arts and cultural attractions, and entertainment. Dominant psychographic profiles in the residential population consist of Aspiring Contemporaries (18%) and Upscale America (13%). The workforce population is also comprised of Upscale America (12%) as a dominant segment, and Affluent Suburbia (15%).

Source: Downtown Rebirth, Documenting the Live-Work Dynamics in 21st Century U.S. Cities, 2013. Includes 150 largest primary downtown in US.

Buxton Customer Analytics, 12 Minute Drive Time, 7th & K streets.

## DOWNTOWN DEMOGRAPHICS

	1-MILE	3-MILE	5-MILE
Residential Population	17,505	129,576	310,051
Daytime Population	71,335	149,450	271,183
Annual Household Income	\$40,857	\$63,198	\$61,169
Total Housing Units	11,048	62,813	136,517
Average Age	35	35	34
Count of Businesses	4,330	13,253	24,959

Source: Buxton Customer Analytics, 1, 3, 5 mile radius from 7th & K streets. 2012 Estimates.

## PSYCHOGRAPHICS PROFILES

**Aspiring Contemporaries:** Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves.

**Upscale America:** College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles.

**Affluent Suburbia:** The wealthiest households in the U.S. living in exclusive outlying neighborhoods enjoying the best of everything life has to offer.

Source: Buxton Customer Analytics, 12 Minute Drive Time, 7th & K streets.





**T**he Downtown Sacramento Foundation (DSF), a 501c3 nonprofit sister organization to the Partnership, was created in 2011 to foster civic pride through the improvement of the social and physical environment of Downtown. The Foundation's programs and services complement DSP's efforts and provide elevated services for public space management and beautification.

### The Kay Bike Racks

Through donations from downtown business leaders, two custom bike racks were installed at high-traffic intersections at 10th & K streets and 12th & K streets. The functional art pieces enhance placemaking and branding efforts along The Kay.

### Mural Project

The Mural Project was designed to infuse the urban core with local art, while enhancing the pedestrian experience and engaging the community. In partnership with local community organizations and businesses, DSF produced the Downtown Beer Bust as a fundraiser for the Mural Project. The sold-out event

allowed the DSF to provide an honorarium to nine local artists who were selected to use the border surrounding 8th & K streets as a blank canvas to showcase their art.

### Calling All Dreamers

Launched in 2013, the *Calling All Dreamers* retail business plan competition was created to inspire Sacramento's entrepreneurial spirit and cultivate the next generation of dreamers in Downtown Sacramento. In April, 49 applicants submitted their business concepts for the competition in hopes to win a prize package worth \$135,000 that included free rent, seed monies, and business support services. A panel composed of business experts selected the entrepreneur with the most viable plan that best fit within Downtown's retail mix and which had long-term sustainability potential.

Andy's Candy Apothecary was selected as the grand prize winner. However, due to the high quality of applicants, the DSF was compelled to select a second winner: The Dailey Method, as the People's Choice winner after receiving overwhelming support during the online voting period. The Dailey Method, a ballet barre fitness studio, received a \$5,000 cash prize along with business services valued at \$60,000. Both storefronts will open their doors in the 800 J Lofts building.

## CALLING ALL DREAMERS

### Andy Paul

#### Andy's Candy Apothecary

First-time business owner and self-made candy expert, Andy Paul, will live out his life's dream of owning and operating a high-end candy store in Downtown Sacramento. As the inaugural winner of the Downtown Sacramento Foundation's *Calling All Dreamers* business plan competition, Paul has taken his dream from wild idea to a practical reality.

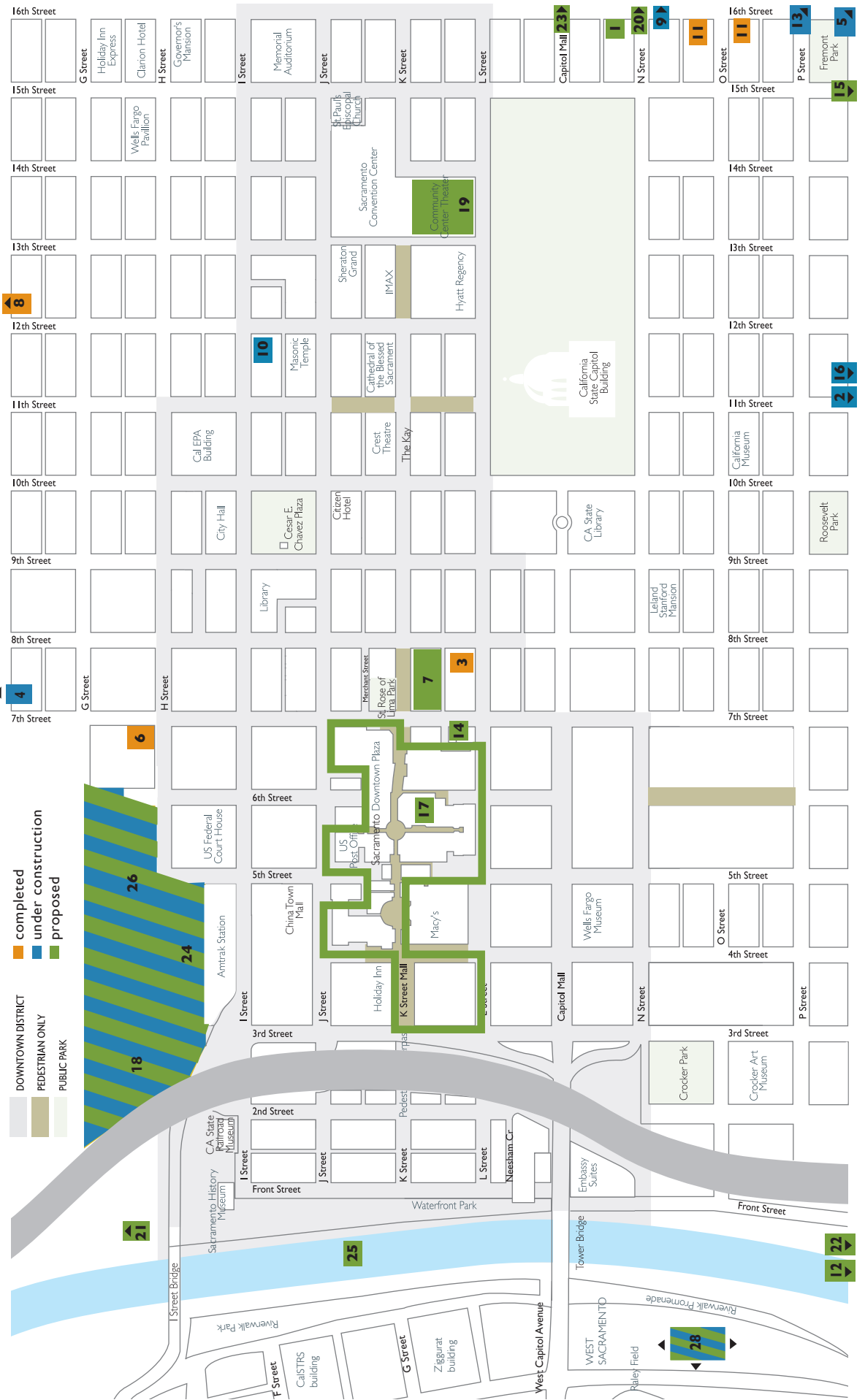
The candy boutique specializes in unique and handmade candies from around the

world and local artisans.

"This competition gave me a much needed boost and provided me with a foundation of knowledge and expertise in every area imaginable to start my business," said Paul, "I had been thinking about opening a candy business for a long time. It was the perfect opportunity for me – my business concept was half formed and I just needed some momentum to solidify it."



# Map + Project Profiles





## HOUSING

- 1. The Warren** [Proposed]  
**1571-1531 N Street.** The proposed project includes 94 market-rate and 24 below-market 1 and 2 bedroom rental apartment units, 5,195 sq. ft. of ground floor retail and 133 parking spaces.
  - 2. The Warehouse Artist Lofts (WAL)** [Under Construction]  
**11th & 12th streets & R Street.** Formerly known as the Capitol Lofts, the WAL project is an adaptive reuse of the 6-story historic CADA warehouse building into a 116 unit residential mixed-use apartment complex. The project will also have 13,000 sq. ft. of commercial space.
  - 3. Hotel Berry** [Completed]  
**8th & L streets.** Completed in Fall 2012, the renovation of the Hotel Berry includes 107 units for low-income residents. The project transformed the hotel into a high quality and safe facility complete with support services for residents.
  - 4. Township 9** [Under construction]  
The projects area's boundaries are **Richards Boulevard, 5th and 7th streets and the American River.** Approximately 3,000 condominiums, townhouses and apartments are planned for 65 acres in the River District.
  - 5. Tapestri Square** [Under Construction]  
**20th & T streets.** The project will consist of 61 detached townhomes built around a park-like common area.
  - 6. 7th & H Housing Complex** [Completed]  
**7th & H streets.** Completed in 2012 by Mercy Housing, the new construction consists of 150 affordable housing units with public/green space, residential social services including a 3,800 sq. ft. on-site health clinic and a professional management team.
  - 7. 700 Block of K Street** [Proposed]  
**700 Block of K Street.** D&S development and CFY Development proposed a \$36 million mixed-use project of 152 residential units, and 65,000 sq. ft. of retail space. The project will include new residential units, restaurants, bars, entertainment venues and rooftop terraces.
  - 8. La Valentina** [Completed]  
**12 & D streets.** Completed in 2012, the new construction consists of 81 units of affordable housing. The project includes 63 apartments and 18 townhouses
  - 9. 16 Powerhouse** [Under Construction]  
**16th & N streets.** 16 Powerhouse will be a certified LEED Platinum mixed-use development consisting of 50 market rate apartment units and 3 ground floor businesses.
  - 10. The Ridgeway** [Under Construction]  
**912 & 914 12th Street.** The renovation project will improve the current units by providing each unit with a bathroom and kitchen facility, which will reduce the overall unit count from 58 to 22.
  - 11. Legado de Reval** [Completed]  
**422 16th Street & 1510 16th Street.** Completed in 2013, the project includes 84 market rate 1 and 2 bedroom apartment units, and ground floor retail/commercial space.
  - 12. The Docks Project** [Proposed]  
**Front Street.** The project calls for a mixed-use development along Front Street on the land between the Sacramento River, Highway 50 and Interstate 5. The project is entitled to have 1,850 housing units.
  - 13. 2500 R Midtown** [Under Construction]  
**25th & R streets.** The 34 energy efficient, single family homes offer up to 3 bedrooms and 2.5 baths each with private balcony and single car garage.
- ## RETAIL | OFFICE
- 14. Marshall Hotel** [Proposed]  
**7th & L streets.** The proposed renovation would transform this historic concrete 5-story structure into a 150-room boutique hotel targeted at business and corporate travelers. Three floors would be added, and the building would be topped with a 1,850 sq. ft. rooftop bar. A restaurant would be located on the ground floor.
  - 15. 15th & R Street Reuse** [Proposed]  
**15th & R Street.** The renovation project will turn a former one story state office building into six spaces for commercial retail and restaurants.
- 16. The B&G Building** [Under Construction]  
**11th & R streets.** The State's former Building & Ground Building is being developed in conjunction with the WAL project. The historic 3 story commercial building will be rehabilitated to include a ground floor restaurant with the 2nd and 3rd floors consisting of commercial office space.
  - 17. Entertainment and Sports Complex** [Proposed]  
**547 L Street.** The Entertainment and Sports Complex (ESC) project includes the construction of an indoor, multi-use arena at the location of the existing Sacramento Downtown Plaza shopping center. The 1.5 million sq. ft. mixed-use development features a 250-room hotel, 550 housing units, 350,000 sq. ft. of retail and commercial space and 475,000 sq. ft. of office space.
  - 18. Museum of Railroad Technology** [Proposed]  
**5th & I streets.** The proposed museum will repurpose the historic railroad shop buildings to store locomotive and railroad car collections and museum exhibit galleries focused on railroad engineering and technology.
  - 19. Community Center Theater** [Proposed]  
**1301 L Street.** The proposed renovation of the City's 2,500-seat theater will include an expanded lobby, modernized infrastructure back of house and loading area expansions.
  - 20. E. Claire Railey Studio for the Performing Arts** [Proposed]  
**2420 N Street.** The adaptive reuse project will renovate the 93-year old Fremont School in midtown. It will house rehearsal and office space for The Sacramento Ballet, The Sacramento Opera, and Sacramento Philharmonic Orchestra as well as the Ballet's Center for Dance Education.
  - 21. Powerhouse Science Center** [Proposed]  
**Jibboom Street.** The museum will be a visitor attraction that will provide a major anchor to the riverfront and will complement the Jibboom Street Park.
  - 22. Sacramento Waterfront Museums** [Proposed]  
**2200 Front Street.** The 178,000 sq. ft. museum building would be used to house the California Auto Museum and a new natural history museum.
- 23. B Street Theatre** [Proposed]  
**27th & Capitol.** The proposed 40,000 sq. ft. complex will house two theatres with a total of 65 seats and over 3,000 sq. ft. of ground-floor retail.
- ## STREETSCAPE & CIRCULATION
- 24. Sacramento Intermodal Transportation Facility** [Under Construction | Phase 1 Complete]  
**4th & I streets.** The facility will connect light and heavy rail, bus, shuttle, taxis and future high-speed rail through construction of modern facilities and reuse of the historic depot.
  - 25. Riverfront Reconnection Project** [Proposed]  
The Riverfront Reconnection project will **reconnect Downtown with the Old Sacramento riverfront South of Capitol Mall and Tower Bridge.** Plans call for a new bridge to bring N Street over the freeway to Front Street and to reconfigure Front Street to intersect with Capitol Mall instead of passing underneath.
  - 26. Railyards** [Under Construction]  
**5th & J Streets.** The proposed mixed-use redevelopment of the 240-acre union pacific Railyards will include 12,000 housing units, nearly 1.4 million sq. ft. of retail space and various commercial uses. Infrastructure is under construction.
  - 27. Downtown Riverfront Streetcar** [Proposed]  
[Project not located on map]  
The Streetcar would serve as an urban circulator, connecting residents, employees, and visitors with key development planned in **West Sacramento and Downtown Sacramento.** The proposed project would initiate streetcar service, using modern streetcars, in the public right-of-way connecting the West Sacramento Civic Center and Raley Field with Downtown Sacramento.
  - 28. The Bridge District**  
**West Sacramento.** The project totals 188 acres from the Tower Bridge to the Interstate 80 overpass along the riverfront with Raley Field on the north. Four residential/commercial projects are underway in the district. Plans call for 4,000 residential units, 5 million sq. ft. of commercial space and 500,000 sq. ft. of retail.



## 2013 Officers

CHAIR: Jason Goff, Jones Lang LaSalle  
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