

ANNUAL  
REPORT  
2014



# NEARLY \$1 BILL

OF PUBLIC AND PRIVATE INVESTMENTS MADE  
IN THE URBAN CORE OVER THE PAST DECADE





# LION

## DIRECTOR'S LETTER

### Momentum.

No other word can aptly capture and encompass what 2014 meant for Downtown Sacramento. With the help of our collaborative partners, DSP translated a lofty vision into concrete results. As the foundation for the Entertainment and Sports Complex (ESC) solidifies, it is indisputable that we hold unprecedented opportunity in our hands.

New DSP-commissioned research reveals that the ESC construction has made every age group more interested in downtown living. But this research also cautions that we can only maximize how many take action to relocate downtown by creating new and diverse housing options, improving lighting, safety, and public transit, and addressing our transient population in earnest.

These are complex challenges, but reflecting on DSP's 2014 achievements, we have every reason to be confident.

Two years ago, DSP crafted a five-year strategic blueprint, the Three-Point Plan, which set goals in three critical areas: key development projects, environmental improvements, and economic development.

In 2014, significant project victories included helping to activate the Downtown Plaza to a higher-valued use, launching the redevelopment of the 700 Block of The Kay, and converting the use of the Marshall Hotel. With respect to the physical environment, DSP's law enforcement collaborative and our community prosecutor helped reduce the crime rate (a 48% total reduction during our last decade of service) and DSP navigators placed 117 homeless individuals into transitional and permanent housing in the last year. Finally, our economic development accolades included recruiting eight new central city businesses through our Calling All Dreamers competition and hosting special events that drew nearly 320,000 visitors. We also recruited iconic Bay Area sporting goods retailer, the Sports Basement, to purchase a 70,000 square foot building for its first regional store, which will open before year-end.

We know our successes are yielding the desired result, as renewed interest in the urban core has prompted new owners to purchase nine major properties and several signature development projects continue to advance.

But, it is critical to note that our success is neither inevitable nor irreversible. We must be unrelenting in our advocacy of a policy climate that is hospitable to business recruitment and nurturing to its growth.

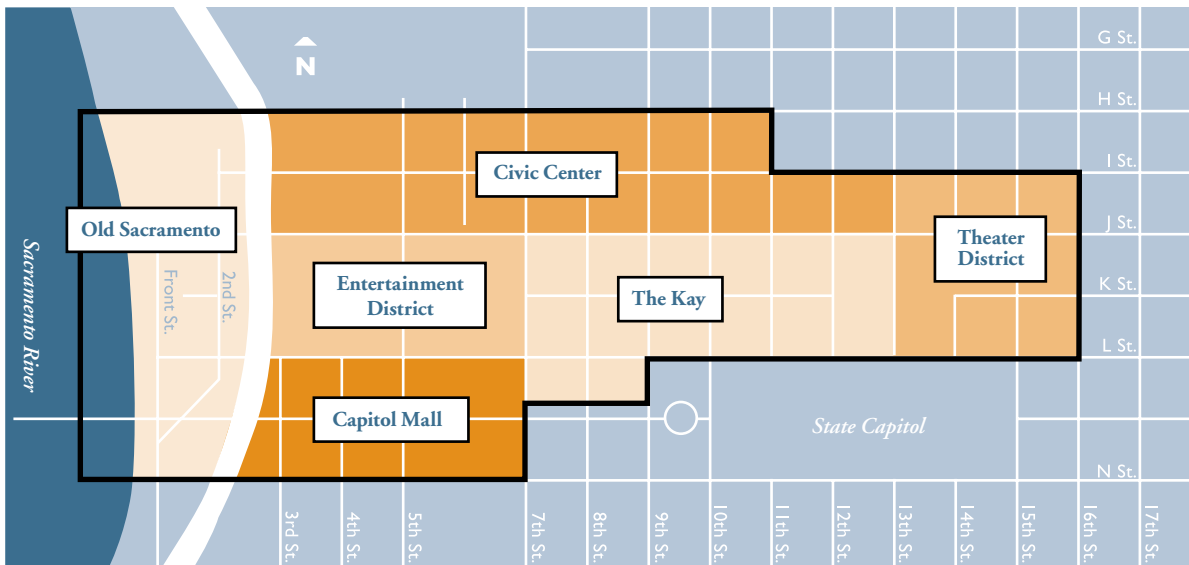
In sum, we should be proud of what we have accomplished in 2014, but we must keep thinking and acting strategically to move Sacramento forward. We are ready for the challenge.

Sincerely,









Michael T. Ault  
DSP Executive Director

## DSP Boundaries and Benefit Zones



## DSP Leads Downtown Resurgence

 <p>DSP launches clean and safe services</p>	 <p>DSP recruits Esquire IMAX Theater and opens 13th Street to traffic</p>	 <p>Sheraton Grand Hotel and Cesar Chavez Plaza renovation completed</p>	 <p>22 new restaurants open in business district</p>					
1996	1997	1998	1999	2000	2001	2002	2003	2004
<p>DSP established and marks first-ever PBID in the state of California</p>	<p>DSP focuses on theater development on the K Street Mall</p>	<p>DSP receives 91% owner approval for next 5-year term PBID renewal</p>	<p>Embassy Suites opens along with 14 new restaurants and 77 bars Wells Fargo Pavilion breaks ground</p> 	<p>DSP launches Navigator program Downtown retail sales tax income grows by 55% between 2001 - 2004</p> 				

## Table of Contents

Director's Letter	1
Clean + Safe	4
Marketing	6
Culture + Tourism	7
Office Market	8
Retail Market	9
Residential Market	10
Demographics	11
Financials	12
Public Policy	13
Map + Project Profiles	14
Directors + Staff	16

**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 improvement district (PBID) originally established in 1995.**

The management district is 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 premier arts, entertainment, business and cultural destination of the greater Sacramento region through effective public-private collaboration for the benefit of residents, visitors, and investors.

**2005**  
 DSP receives 90% owner approval for next 10 year renewal  
 DSP launches Dine Downtown restaurant week

**2006**  
 DSP initiates a dedicated Downtown Community Prosecutor, and serial inebriate program

**2007**  
 DSP adds market research services  
 The Cosmopolitan at 10th & K, Residence Inn, and Elks Tower renovation are completed

**2008**  
 DSP adds policy department  
 The Citizen Hotel, US Bank Tower, and Orleans are completed

**2009**  
 DSP launches social media presence  
 Bank of the West Tower and Firestone Building are completed  
 DSP completes retail study

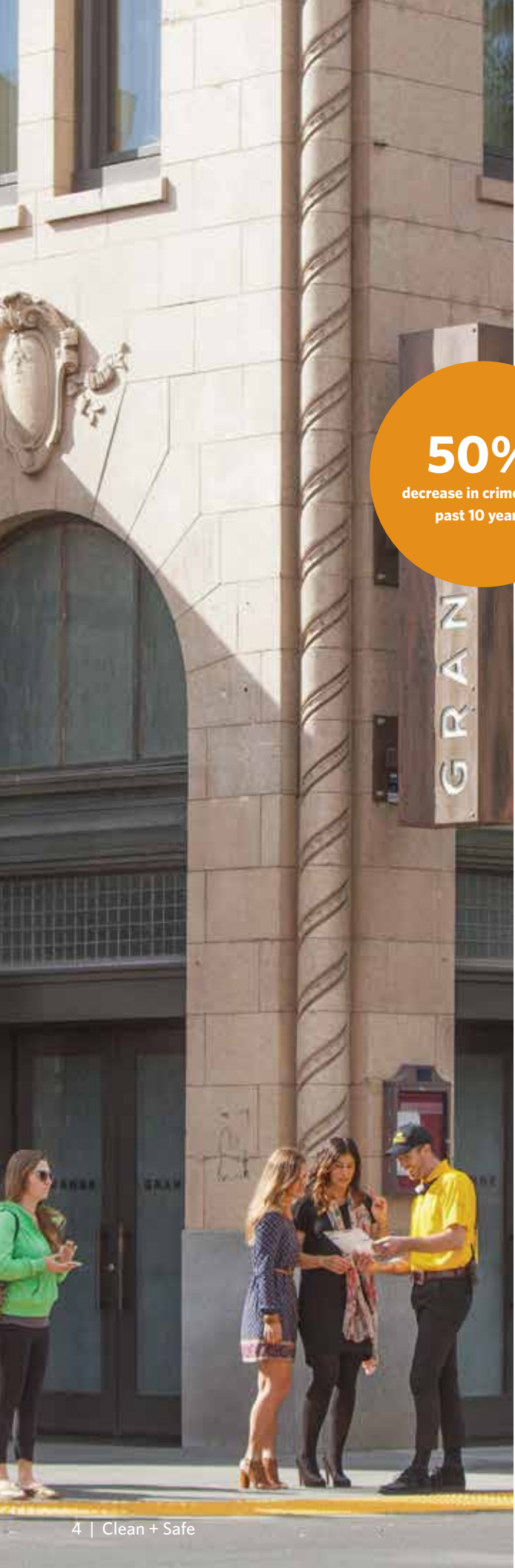
**2010**  
 DSP launches collaboratives to combat nuisance violations  
 Old Sacramento's Ebner Empire and Docks are completed  
 DSP launches retail recruitment program

**2011**  
 DSP recruitment draws 88% of new businesses  
 Crocker Art Museum expansion is completed

**2012**  
 District crime decreases by 25%  
 The Maydestone, Berry Hotel and 7th & H add 182 new or renovated housing units  
 JMA purchases Downtown Plaza

**2013**  
 DSP launches first Calling All Dreamers competition, and creates new businesses in the core

**2014**  
 New regional arena breaks ground  
 City approves development of Marshall Hotel, 1000 J street, and 700 block of K Street



**50%**  
decrease in crime in the  
past 10 years\*

# CLEAN + SAFE

**DSP's clean and safe programs support the development of downtown office, retail, and entertainment uses by maintaining the physical environment. By building strategic alliances with government agencies, law enforcement, community service organizations, and the business community, these programs provide services to all downtown users.**

### Downtown Guides

Connected through a radio network, the Downtown Guides provide customer service to downtown users. These information ambassadors welcome visitors and employees to downtown, provide directions and assistance, 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 2014, the team removed more than 3,000 pieces of graffiti and 163,000 gallons of trash, debris, and leaves. Through a contract with the City, DSP's Clean Streets team began providing street-level maintenance services in Old Sacramento.

### Homeless Outreach Navigators

DSP Navigators connect homeless individuals with service programs and facilitate access to care. Focused on housing and long-term solutions, the Navigator team worked with over 500 individuals in the last 12 months. The team was successful in housing 117 individuals in permanent or transitional housing and reconnecting 258 individuals with other services outside the district. Navigators actively continue to work with 75 individuals.

### Community Prosecutor

The community prosecutor, a deputy district attorney, works on behalf of 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 2014, the program prosecuted an average of 50 cases per month, including violations of probation.

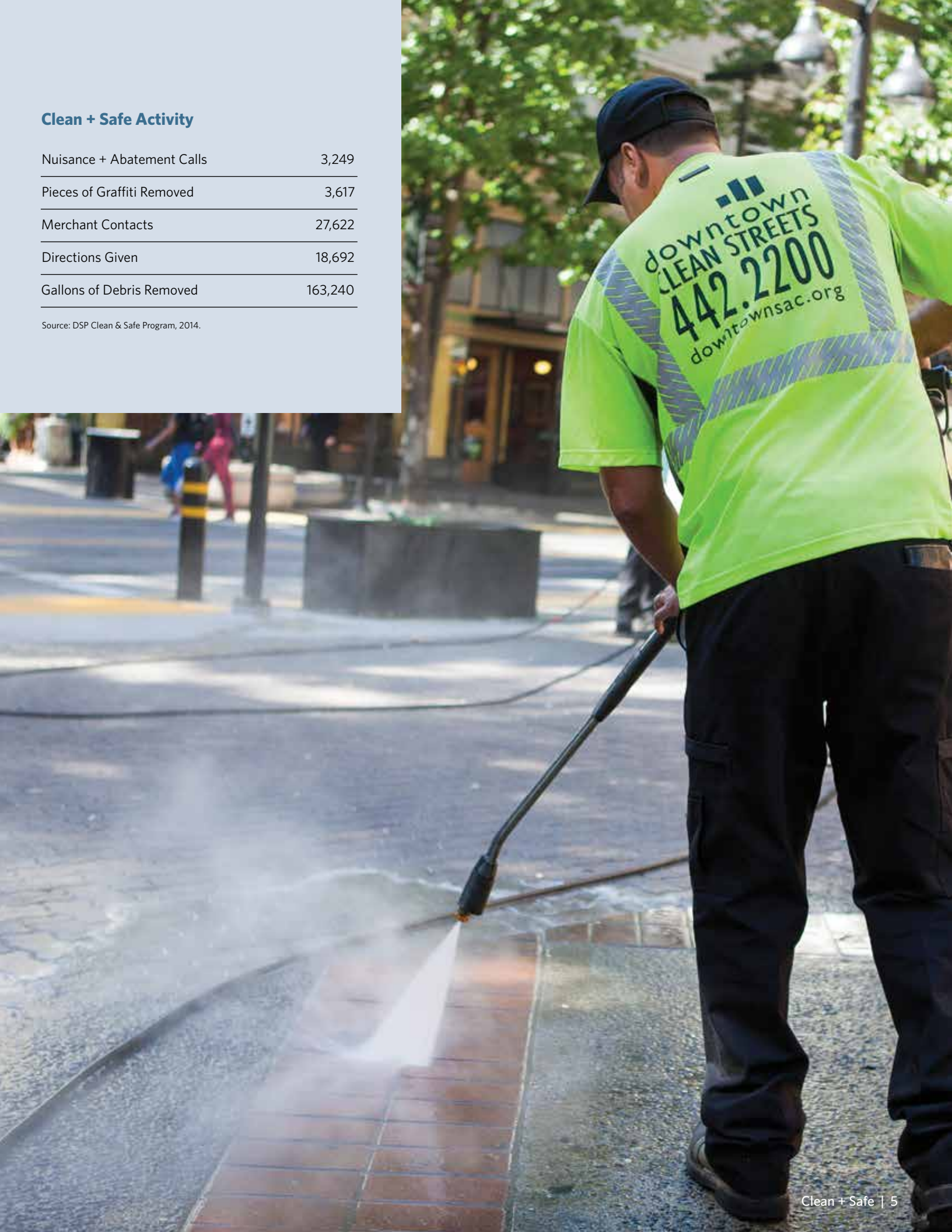
\*Source: Sacramento Police Department Part 1 crimes 2005-2014.



## Clean + Safe Activity

Nuisance + Abatement Calls	3,249
Pieces of Graffiti Removed	3,617
Merchant Contacts	27,622
Directions Given	18,692
Gallons of Debris Removed	163,240

Source: DSP Clean & Safe Program, 2014.



# MARKETING

DSP supports downtown's economic growth through 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 and Dine Downtown. These programs help small businesses extend their audience reach while maximizing a collective budget.

FIVE YEARS OF DINE DOWNTOWN GENERATED AN ECONOMIC IMPACT OF

\$3,500,000\*



**Owned Media Reach** | Our integrated communications approach leverages digital media owned by DSP keeping downtown top of mind.



**Website:** Attracted more than 327,000 unique visitors, a 9% increase over 2013. Pageviews increased by 94% with more than 1.2 million.



**Facebook:** Fans increased by 25% to more than 7,600 in 2014.



**Twitter:** Followers increased by 123% this year to more than 24,000.



**YouTube:** 12,000 video views in 2014.



**Email Marketing:** Email subscribers increased by 29% to more than 10,000 contacts.



**Instagram:** Launched in late 2013, the DSP Instagram currently has more than 2,800 followers.

\*Based on estimated restaurant sales, Dine Downtown, 2010-2014.



# CULTURE + TOURISM

**Downtown Sacramento is the epicenter for the region's most exciting events, making the district an activity hub.**

The Downtown Sacramento Partnership activates more than 165 days a year with events and promotions. DSP's signature events, the holiday Downtown Ice Rink and the summer Concerts in the Park series, attract nearly 100,000 people to the core annually. In addition to event production, DSP works closely with other event producers and the City of Sacramento to ensure downtown events generate positive activity for the district.

## Tourism

Downtown continues to be the hub of Sacramento's \$2.8 billion tourism industry with more than 378 conventions and events and more than 880,000 attendees for the 2014 fiscal year.\* Downtown hotel occupancy was at 77 percent which is above the national average of 64.4 percent.\*\* Old Sacramento remains a tourist hotspot with an estimated 3.3 million annual visitors.

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

\*\*Source: City of Sacramento Department of Finance.



**20,000**

people attended the St. Patrick's Day Parade in Old Sacramento



**70,000**

people attended the Concerts in the Park at Cesar Chavez Plaza



**75,000**

people attended the Theatre of Lights in Old Sacramento

## Estimated Event Attendance

Concerts in the Park	70,000
Downtown Ice Rink	25,000
Farmers' Markets	224,000
New Year's Eve Sky Spectacular	40,000
Pacific Rim Festival	25,000
Sacramento Music Festival	30,000
St. Patrick's Day Parade	20,000
Theatre of Lights	75,000

Figures from winter events (Downtown Ice Rink, Theatre of Lights, and New Year's Eve Sky Spectacular), are based on 2014 YTD estimates.

# OFFICE MARKET

**Downtown Sacramento's office market continues to be a key component in the revitalization efforts. Movement and lease activity from both the public and private sector continue to be the driving force in the market.**

The office market has benefited from both out-of-town and local investors purchasing more than 750,900 sf of downtown office properties in 2014. Most notably, Kaiser Permanente's purchase of the six-story Sacramento Corporate Center at 501 J Street. Kaiser plans to turn the building into medical offices and an outpatient clinic.

## Downtown Office Market

Existing sf (All Class)	16,706,691
Total available sf	1,990,389
Vacancy rate	10.6%
Rent per sf	\$2.24
Existing Class A sf	8,568,232
Total available Class A sf	1,132,569
Class A vacancy	13.2%
Class A rent per sf	\$2.56
Existing Class B sf	4,408,525
Total Available Class sf	597,820
Class B vacancy	11.9%
Class B rent per sf	\$1.83

Source: CoStar Properties, 95814. Downtown market data.

A WORKFORCE POPULATION OF

71,335



# RETAIL MARKET

**DSP'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 downtown growth and retail development.**

In 2014, 30 new retail businesses opened, accounting for 88,000 sf of retail and restaurant space. Of those new businesses, 75 percent were either directly recruited or assisted by the DSP.

The sale of 730 I Street to Sports Basement, a DSP-recruited Bay Area retailer, will add 70,000 sf of new retail space upon completion in 2015. Sports Basement will be downtown's second largest retail business.

In 2013, the Downtown Sacramento Foundation launched *Calling All Dreamers*, a business competition to cultivate the next generation of entrepreneurs in downtown. As a result, in the past two years, seven out of ten finalists signed leases and opened their new businesses downtown.



**30**

new retail businesses  
opened in Downtown  
Sacramento in 2014

**75%**

of new businesses  
were either directly recruited  
or assisted by the DSP

**70,000**

sf of new retail space will be  
added with the opening of  
Sports Basement



# RESIDENTIAL MARKET

## Central City Residential Development Activity

Completed	UNITS
2500 R Midtown	34
Ridgeway	22
Warehouse Artist Lofts (WAL)	116
<b>TOTAL</b>	<b>172</b>

### Under Construction

16 Powerhouse	50
700 Block of K Street	137
1500 S Street Mixed-Use	76
Bridge District	4,000
Entertainment & Sport Complex Project	550
Eviva	118
Tapestri Square (phased dev.)	61
Township 9	2,700
Whole Foods Mixed-Use Project	140
<b>TOTAL</b>	<b>7,832</b>

### Proposed

The Creamery	117
Crystal Ice Building	150
Docks Project	1,850
i15 Complex	80
Metropolitan	190
Sacramento Commons	1,422
Senior Artist Community @ Mansion Flats	160
<b>TOTAL</b>	<b>3,969</b>

\*Source: DSP Database, Central City Development.

**Downtown Sacramento has a residential population of nearly 18,000 within a 1-mile radius of 7th & K streets. Increasing the residential housing stock remains a high-priority for DSP.**

Downtown has 11,062 housing units with an 87 percent occupancy rate.\*

In a recent Office Market study commissioned by the DSP, 95 percent of respondents stated that living close to work was a major factor in the job selection process. In addition to workplace proximity, people are looking for amenities that are within walking distance of their residence. Multi family projects in downtown's development pipeline including the 700 Block of K Street, the Sacramento Commons Project and the recently completed WAL project will soon fill that demand.

\*Source: Buxton Analytics, Central City boundaries.

\*\*Source: CBRE, *Moving up the Risk Curve: Sacramento Outlook for Occupiers and Investors*, December 2014.

## A RESIDENTIAL POPULATION OF

# 17,736



# DEMOGRAPHICS

**Downtown Sacramento continues to be the largest employment center in the region with a workforce population of nearly 72,000.**

## Downtown Psychographics

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

## 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.



## Downtown Demographics

	1-MILE	3-MILE	5-MILE
Residential Population	17,736	130,691	312,912
Workforce Population	71,335	149,450	271,154
Annual Household Income	\$42,616	\$65,067	\$93,079
Total Housing Units	11,062	62,889	136,619
Average Age	35	35	34

Source: Buxton Customer Analytics, 1, 3, 5 mile radius from 7th & K streets. 2013 Estimates.



# FINANCIALS

## Financial Statement

### Assets

#### CURRENT ASSETS:

Cash and Equivalents	\$1,243,112
Related Party Receivables	\$3,354
Accounts Receivables	\$235,356
Prepaid Expenses	\$95,441
Deposits	\$52,000
Other Current Assets	\$125,036

**TOTAL CURRENT ASSETS** \$1,754,299

Property and Equipment, Net \$89,048

**TOTAL ASSETS** **\$1,843,347**

### Liabilities & Net Assets

#### CURRENT LIABILITIES:

Accounts Payable	\$158,626
Accrued Expenses	\$315,279
Other Liabilities	\$22,461
Deferred Revenue	\$35,634

**TOTAL CURRENT LIABILITIES** \$532,000

#### NET ASSETS

Unrestricted	\$565,423
Restricted	\$745,924

**TOTAL NET ASSETS** **\$1,311,347**

**TOTAL LIABILITIES & NET ASSETS** **\$1,843,347**

Audited financial statement, Brown Fink, Boyce & Astle, LLP, 2014.

DSP manages a budget of \$4.1 million. The organization receives its support primarily from a property assessment. The management district encompasses 494 parcels equaling nearly 7,300,000 sf of land and more than 24,000,000 sf of buildings.

The Property Based Improvement District (PBID) includes private property owners, the City of Sacramento, County of Sacramento, State of California and the Sacramento Housing and Redevelopment Agency.

**\$4.1**

million budget  
managed by DSP

**494**

parcels are included in  
the management district



# PUBLIC POLICY

**DSP represents the interests of downtown property and business owners by helping craft a policy climate supportive of economic development and an improved social environment in downtown.**

In 2014, DSP fulfilled this mission by being the voice of downtown at all levels of government, advocating on issues as broad and diverse as federal funding for transit and mental health treatment, state redevelopment assistance and tax credits for historic rehabilitation, reform of taxi cabs, and entertainment permitting with the city. In addition, DSP supported several local development projects, including the Entertainment & Sports Complex (ESC), 700 Block of K, and the Marshall Hotel conversion.

## **Downtown Streetcar**

DSP has been engaged in this issue from the outset because, for many cities across the U.S., streetcars have been strong economic drivers. A benefits study conducted by Strategic Economics for Sacramento estimates that not only will the system improve retail and hospitality sales, it will also increase the value of existing properties from \$120-\$197 million over twenty years, as well as spur redevelopment and new projects along the streetcar line.

## **Taxicab Ordinance**

DSP partnered with the Sacramento Convention and Visitors Bureau (SCVB) to push the City of Sacramento to enact sweeping new regulations of the taxi industry designed to ensure a consistent high-quality experience for downtown and all Sacramento area visitors. All cab drivers must now accept credit cards, operate with a central dispatch system, dress professionally, pass an exam on Sacramento geography, and drive cars that are eight years old or less. These much-needed upgrades will help Sacramento catch up with other cities who have adopted much more rigorous requirements for their taxi industries.

## **Entertainment Permitting**

At DSP's request, the Sacramento City Council revised its entertainment permitting (e-permitting) to improve downtown safety while streamlining the process. Under the new regulations, all facilities offering nightclub-style activities must be permitted, which put all businesses on equal footing while allowing greater review of downtown entertainment operations. At the same time, the changes rewarded good operators by authorizing the city manager to waive the two-year renewal fee (presently \$1,331) for operators without significant permitting or code violations.

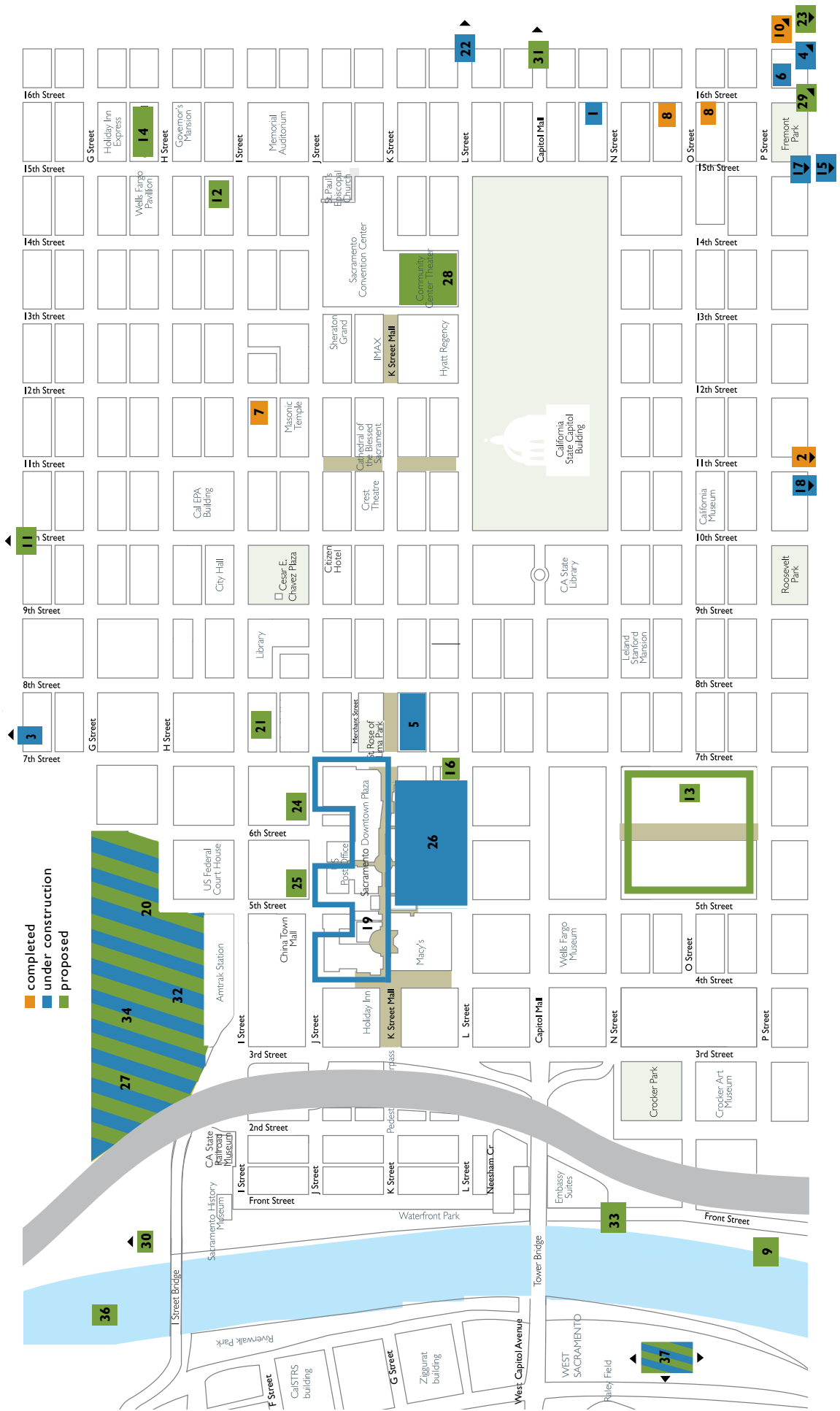
## **DSP's 2014 Advocacy Activity**

700 Block of K Street  
Affordable Housing Ordinance Update  
Charter Reform  
Community Center/Theater District  
County Courthouse Project  
Downtown Streetcar Project  
E-Permit Renewal  
Entertainment & Sports Complex (ESC)  
ESC Sign District  
Food Truck Ordinance  
General Plan Update  
Historic Structure Rehabilitation Tax Credit  
Jail Discharge  
Local Film & TV Production Tax Credit  
Impact Fee Credits  
Marshall Hotel Development  
Minimum Wage  
Mixed Income Ordinance  
Panhandling Ordinance  
Patio Smoking Ban  
Plastic Bag Ban  
Plastic Glove Law Repeal  
Powerhouse Science Center  
Regional Transit Improvements  
Residential Working Group  
Sac County Sales Tax Increase  
Sacramento Commons Project  
Mental Health Wellness Act of 2013  
State Leasing  
Taxicab Ordinance  
ULI Technical Advisory Panel  
Utilities Rate Advisory Commission  
Urban Agriculture





# MAP + PROJECT PROFILES



## Housing

- 1. Eviva** [Under Construction] **1571-1531 N Street.** The proposed project includes 118 market-rate and 24 below-market 1 and 2 bedroom rental apartment units, 5,195 sf of ground floor retail, and 123 parking spaces.
- 2. The Warehouse Artist Lofts (WAL)** [Completed] **11th & 12th streets & R Street.** 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 also includes 13,000 sf of commercial space.
- 3. Township 9** [Under construction] The project area 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.
- 4. Tapestri Square** [Under Construction] **20th & T streets.** The phased construction project consists of 61 detached townhomes built around a park-like common area.
- 5. 700 Block of K Street** [Under Construction] **700 Block of K Street.** D&S development and CFY Development proposed a \$48 million mixed-use project with 137 residential units, and 65,000 sf of retail space. The project will include new residential units, restaurants, bars, entertainment venues and rooftop terraces.
- 6. 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.
- 7. The Ridgeway** [Completed] **912 & 914 12th Street.** The renovation project improved livability of the units by providing each unit with a bathroom and kitchen facility.
- 8. 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.
- 9. 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.
- 10. 2500 R Midtown** [Completed] **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.
- 11. The Creamery** [Proposed] **1013 D Street.** The structures on the former site of Crystal Cream and Butter Co. have been

demolished and will become a mixed-use project that includes 117 single-family homes in the area between D, E, 10th and 11th streets.

- 12. i15 Complex** [Proposed] **15th & I Streets.** The 80-unit building will include rooftop terrace with views of the downtown skyline and two floors of penthouse-style, multi-level units.
- 13. Sacramento Commons** [Proposed] **5th Street to 7th Street,** between N Street and P Street. The projects would include two high-rise residential building, two mid-rise residential buildings, and a mixed-use building.
- 14. Senior Artist Community @ Mansions Flats** [Proposed] **700 16th Street.** This mixed-use project would raze the current hotel at 700 16th St and replace it with a four-story, 156,481 sf senior artist community. There would be 160 housing units plus ground-level commercial spaces on the corners of the building.
- 15. 1500 S Street Mixed Use** [Under Construction] **1500-1522 S Street.** The project will house 76 residential units sitting above 13,000 sf of commercial space. There will be a mix of one, two and three bedroom units.

## Retail | Office

- 16. Marshall Hotel** [Proposed] **7th & L streets.** The proposed renovation would transform this historic concrete five-story structure into a 130-room Hyatt Place hotel with 10 residential units. A new 10-story structure would be added to the adjacent spot where Jade Apartments currently sits and includes ground floor retail.
- 17. 15th & R Street Reuse** [Under Construction] **15th & R Street.** The renovation project will turn a former one-story state office building into six spaces for commercial retail and restaurants.
- 18. 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 of commercial office and creative space.
- 19. Entertainment & Sports Center Development** [Under Construction] **4th Street to 7th Street, between J & L.** The 1.5 million sf mixed-use development features a 250-room hotel, 550 housing units, 350,000 sf of retail and commercial space and 475,000 sf of office space.
- 20. Sacramento County Courthouse** [Proposed] **6th & H streets.** Plans call for a 12-story building of 405,000 sf, with 250 parking spaces and a basement.

## 21. Sports Basement

[Proposed] **730 I Street.** Bay Area retailer, Sports Basement will open the 70,000 sf retail store in Fall 2015.

## 22. The Whole Foods Development

**20th & L Streets.** The mixed-use structure will house a Whole Foods and 140 housing units. The new development will be approximately 40,000 sf and will have a level of underground parking.

## 23. The ICE Blocks

[Proposed] The two-block project would convert the abandoned ice factory into an inner-city village consisting of 77,000 sf of retail on the ground floor and office space on the upper floors. Approximately 150 apartments or condominiums would also be available.

## 24. Vanir Tower

[Proposed] **601 J Street.** The project will include a 26-story tower that will house office and ground floor retail. It is envisioned to accommodate approximately 372,000 sf of office and retail space.

## 25. Kaiser Permanente

[Proposed] Kaiser Permanente plans to turn the 200,000 sf Sacramento Corporate Center into medical offices and an outpatient clinic.

## Arts & Culture

### 26. Entertainment and Sports Center

[Under Construction] **547 L Street.** The Entertainment and Sports Center (ESC) project includes the construction of an indoor, multi-use arena at the location of the existing Downtown Plaza shopping center.

### 27. 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.

### 28. 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.

### 29. E. Claire Raley 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.

### 30. Powerhouse Science Center

[Proposed] **Jibboom Street.** The museum will be a visitor attraction that will provide a major anchor to the riverfront.

## 31. B Street Theatre

[Proposed] **27th & Capitol.** The proposed 40,000 sf complex will house two theatres with a total of 615 seats and over 3,000 sf of ground-floor retail.

## Streetscape & Circulation

### 32. 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.

### 33. 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.

### 34. Railyards

[Under Construction] **5th & I Streets.** The proposed mixed-use redevelopment of the 240-acre union Pacific Railyards will include 12,000 housing units, nearly 1.4 million sf of retail space, a proposed MLS stadium, and various commercial uses.

### 35. 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.

### 36. I Street Bridge Replacement

[Proposed] The existing 100 year old bridge does not meet today's accessibility standards. The new bridge will cross the Sacramento River between the Sacramento Railyards and the West Sacramento Washington planned developments and provide a new bicycle, pedestrian, and automobile crossing.

### 37. The Bridge District

[Under Construction] **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 mixed-use projects are underway in the district. Plans call for 4,000 residential units, 5 million sf of commercial space and 500,000 sf of retail.



# DIRECTORS + STAFF

## 2014 Officers

CHAIR: Janie Desmond-Ison, Steamers  
VICE CHAIR: Kipp Blewett, Rubicon Partners  
SECRETARY: Ali Youssefi, CFY Development  
TREASURER: David Taylor, David Taylor Interests  
PAST CHAIR: Jason Goff, Jones Lang LaSalle  
OFFICER: Richard Lewis, CA Musical Theatre  
OFFICER: John Shirey, City of Sacramento

## Board of Directors

Andrew Altman, CIM Group  
David Brennan, CB Richard Ellis  
Bob Cook, Cook Endeavors  
Butch Corum, Corum Real Estate  
Nico Coulouras, Hines  
Chris Delfino, Delfino Madden O'Malley Coyle & Koewler LLP  
LaShelle Dozier, SHRA  
Paul Faries, JMA Ventures, LLC  
Kevin Fat, Fat City Bar & Café  
Sid Garcia-Heberger, CSLM Inc.  
Steve Hammond, Sacramento CVB  
Steve Hansen, City of Sacramento  
Lloyd Harvego, Harvego Enterprises  
Michael Heller, Heller Pacific, Inc.  
John Hodgson, The Hodgson Company  
Mayor Kevin Johnson, City of Sacramento  
Dana Jones, California State Parks  
Jessica Kriegel, Oracle Corporation  
Katherine Lester, Sacramento Police Department  
Mark Lonergan, Regional Transit  
Jim Martone, State of California  
Frankie McDermott, SMUD  
Moe Mohanna, Western Management  
Roger Niello, Sacramento Metro Chamber  
Wendy Saunders, CADA  
Phil Serna, County of Sacramento  
Heather Stallion, Macy's  
Angelo G. Tsakopoulos, Tsakopoulos Investments  
Scott VandenBerg, Hyatt Regency

## Staff

EXECUTIVE DIRECTOR, Michael Ault  
DEPUTY DIRECTOR, Danielle Biller  
DIRECTOR OF MARKETING, Lisa Martinez  
DIRECTOR OF COMMUNITY SERVICES, Dion Dwyer  
SR. MGR. OF POLICY & ADVOCACY, Chris Worden  
SR. MGR. OF BIZ DEV., Valerie Mamone-Werder  
MARKETING & COMMS MGR., Jayme Ghisletta  
MARKETING COORDINATOR, Shea GuntherMaher  
MARKETING ASSISTANT, Kathryn Burgess  
SR. MGR. OFFICE ADMIN, Rosie Gilb  
ADMINISTRATIVE ASSISTANT, Dana Borre  
EVENTS COORDINATOR, Sureena Johl  
COMMUNITY SERVICES MANAGER, Phillip Sherman  
COMMUNITY SERVICE SUPERVISOR, Robb Brown  
COMMUNITY SERVICE SUPERVISOR, Shawn Peter  
COMMUNITY SERVICE GUIDE, Alan Coulter  
COMMUNITY SERVICE GUIDE, Tavon Debbs  
COMMUNITY SERVICE GUIDE, Patrick Harris  
COMMUNITY SERVICE GUIDE, Zane Lopez  
COMMUNITY SERVICE GUIDE, Corey Mahony  
COMMUNITY SERVICE GUIDE, Michael Munson  
COMMUNITY SERVICES GUIDE, Jon Strohl  
COMMUNITY SERVICE GUIDE, Michael Valdez  
COMMUNITY SERVICE GUIDE, Sean Walsh  
NAVIGATOR, Shirl Johnson  
NAVIGATOR, Clifton Judy  
NAVIGATOR, Teresa Olivas  
COMMUNITY SERVICE SUPERVISOR, Michael Kathan  
MAINTENANCE TEAM, Zachary Capel  
MAINTENANCE TEAM, Ryan Frost  
MAINTENANCE TEAM, Joseph Garcia  
MAINTENANCE TEAM, William Hernandez  
MAINTENANCE TEAM, Tim Neal  
MAINTENANCE TEAM, Raymond Ramos  
MAINTENANCE TEAM, George Saucedo  
MAINTENANCE TEAM, Christopher Serra  
MAINTENANCE TEAM, Joshua Tran  
MAINTENANCE TEAM, John Trovatten

OLD SACRAMENTO BUSINESS ASSOCIATION  
EXECUTIVE DIRECTOR, Chris McSwain

ACCOUNTING SERVICES, Laura B. Catchot, CPA, MBA

REPORT DESIGN, Marketing by Design

PRINT MANAGEMENT, T. Dogg Studios

PRINT DATE: December 2014. Information in this report was based on the best available data at the time of printing.

PHOTO CREDITS: Nicholas Wray Photography, Sarah Maren Photographers







downtown  
SACRAMENTO PARTNERSHIP

980 9th Street, Suite 400  
Sacramento, California 95814

tel 916.442.8575

fax 916.442.2053

[www.downtownsac.org](http://www.downtownsac.org)



[downtownsac.org](http://downtownsac.org)



[facebook.com/downtownsac.org](https://facebook.com/downtownsac.org)



[twitter.com/downtownsac](https://twitter.com/downtownsac)



[youtube.com/downtownsac95814](https://youtube.com/downtownsac95814)



[instagram.com/downtownsac](https://instagram.com/downtownsac)

