



CITY OF SANTA ROSA DOWNTOWN NEWSLETTER

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This newsletter is a publication of the Downtown Program of the City of Santa Rosa's Economic Development & Housing Department.

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Amgen Tour of California: THE FACTS



Stage I Finish - Santa Rosa - February 15, 2009

What: The 2009 Amgen Tour of California, the largest cycling event in America, is a Tour de France-style cycling road race that challenges the world's top professional cycling teams to compete along a demanding 800-mile course from Sacramento to Escondido from February 14 - 22, 2009. Santa Rosa will once again be the first stage finish of the Tour, as well as an opportunity to see star cyclist Lance Armstrong's first competitive team ride in America since coming out of retirement.

Santa Rosa will also once again host the only official women's component of the race: a .7 mile criterium from 1 to 2 p.m., running between B and E Streets, and 3rd and 4th Streets.

When: Sunday, February 15 - Santa Rosa will host the Stage I finish for the fourth year in a row!

- 12 noon - Festivities start in both Courthouse and Railroad Squares. Bike Valet will be at the Sonoma County Bicycle Coalition; Rickshaw Rudy's bike taxi will offer rides; free helmets and fittings will be available in the kids area in Courthouse Square.

- 1 p.m. - Pro-women's criterium in Courthouse Square area
- 2:30 p.m. - Kids' fun races (pre-register in the kids area in Courthouse Square)
- 4 to 5 p.m. ETA - Final Stage I circuit laps of the 107.6 mile men's race. The men are expected to enter the circuit at 4th Street at Brookwood between 4 and 5 p.m. The awards ceremony will occur about 15 minutes after the riders cross the final finish line.

Where: After the February 14 Prologue in Sacramento, the riders will start Stage I in Davis at noon on February 15. The course starts with 20 miles of flat roads before the riders meet their first climb up a short, but steep section leading to the Monticello Dam. Another long, flat section along Lake Berryessa will take the riders to their second climb up Howell Mountain Road, followed by a fast descent into Napa Valley. After one final climb and a steep descent from Calistoga Road, the cyclists will enter downtown Santa Rosa between 4 and 5 p.m. to finish the race with 3 ½ circuit laps ending on 3rd Street at Courthouse Square.

Road Closures and Route

Road closure times are estimates contingent on the pace of the riders:

- 2 p.m. Calistoga Road
Badger Road
Brush Creek Road
Highway 12 to Downtown

Courthouse Square closures will begin around 6 a.m. The full circuit, including Railroad Square, will close from approximately 3 p.m. to the end of the race (around 5 p.m.).



Volunteers Needed!

To ensure the success of the race the City needs 400 volunteers, mostly to act as course marshals. Neighborhood groups along the route are encouraged to participate. Contact Ed Buonaccorsi, Volunteer Coordinator, at (707) 543-3710 or ebuonaccorsi@srcity.org.

Additional Information

Visit srcity.org/TOC for Santa Rosa-specific information or TourofCalifornia.com for race information.



ARTS DISTRICT

...downtown Santa Rosa

Phantom Gallery Showcases Many Artistic Disciplines

Phantom Gallery: 519 Mendocino Avenue, Santa Rosa

The Phantom Gallery is a contemporary art gallery occupying an otherwise empty space. A project of the City's Recreation & Parks Department, the gallery provides alternative retail and exhibition opportunities for artists while enhancing the vitality of the downtown.

Attention Artists: Become a member of the Phantom Gallery!

Benefits include website representation, referral service, rental program, and retail space. For details, visit santarosaartsdistrict.com.

2009 Phantom Gallery Exhibition Schedule

- January 16 - February 20: Patrick Scott, Irene Ange & Bruce Shapiro
- February 27 - April 10: SSU BFA Group Show
- April 17 - May 29: Daniel Glendening
- June 5 - July 17: Anneliese Vobis
- July 24 - September 4: Art Heaven



Events in the Arts District

- January 16 - February 8: **The Scene** presented at the 6th Street Playhouse, 52 West 6th Street. 6thstreetplayhouse.com.
- January 16 - 24: **The Threepenny Opera** presented by the Imaginists Teen Ensemble, 46 Sebastopol Avenue. Performances at 7 p.m. on Friday and Saturday, and 2 p.m. on Sunday. tickets@theimaginists.org.
- January 20, 27, February 10, 14, March 10: **Wine Spectrum** hosts events with a different \$10 wine each night. 123 Fourth Street in Historic Railroad Square. (707) 636-1064 or winespectrum.com.
- February 7; 5 - 8 p.m.: **Lucky 9** opening reception. Includes works from artists K-99! The ARTery Gallery, 461 Sebastopol Avenue, (707) 546-2345.
- February 7 - 18: **The Tour de Railroad Square** is a vintage spin on the bikes of the past. Window displays and a warm welcome for the Tour of California. Stroll through Railroad Square Historic District and enjoy window displays of vintage bikes, art bikes, and more! railroadsquare.net
- Coming in February: **Sci-Fi Theatre** boasts a monthly serial adventure that features live music and effects of the 1950's.
- February 27, 28, March 1, 6, 7, 8, 13, 14; 8 p.m.: **Ubu Rex** by Alfred Jarry. Ubu, like a mirror of truth, stands in exact opposition to the politics of today: everybody says exactly what they mean and shows exactly what is on the end of their fork. The language is rough and exhilarating. After the laughter, the audience nods and sighs. Read the papers: we are living Ubu! theimaginists.org.
- April 3 - 5: Jim Jarrett will perform in Leonard Nimoy's **Vincent** at the 6th Street Playhouse for one weekend only, including a Saturday Night Gala with Art Auction and a special performance for students. 6thstreetplayhouse.com.
- More information about Art District events is available at santarosaartsdistrict.com.



Santa Rosa Main Street Hospitality Zone Assessment

Santa Rosa Main Street is working with the Responsible Hospitality Institute to conduct a Hospitality Zone Assessment—a comprehensive and integrated approach to assessing current and emerging issues in management of a city's nighttime economy. It engages the broadest range of perspectives with the goal of consolidating resources that currently exist, and identifies gaps required to better plan, manage and police entertainment districts. For more information, you can read about the process in future newsletters or visit SantaRosaMainStreet.org.

Tickets for Half Price!

CVB Offering Discounts on Theater Tickets

The Santa Rosa Convention and Visitors Bureau, which operates the California Welcome Center in the Historic Depot Building in Railroad Square, will now offer half price tickets for the North Bay Theater Group. Participating theaters include 6th Street Playhouse, Cinnabar, Santa Rosa Junior College, and more! Enjoy a performance for half the price! Information about the CVB can be found at visitsantarosa.com.

CXSR: Cyclocross Santa Rosa

Companion Event to the Tour of California

Come out to race or just watch the fun unfold in the muddy cross-breed bicycle racing that is Cyclocross Santa Rosa! The January 10 races at Dan Galvin Park start at 9 a.m. and last through the afternoon. Kids race free! Check out bikemonkey.net for more information and the location of the final race of the season on February 14.

New Benches Downtown



New ArtStart Benches on 4th Street Provided by the Downtown Program

No Drugs Down the Drain

Safe Med Disposal: Safer for You, Your Family & Environment

Santa Rosa residents are being asked to dump the habit of pouring unused medications and personal care products (e.g. lotions) down the drain. Whether prescription or not, disposing of these products down the drain or toilet is bad for the environment. Products disposed of in this manner eventually make their way to the wastewater treatment plant, which cannot remove pharmaceuticals. Despite past recommendations, the City of Santa Rosa's Safe Medicine Disposal Pilot Program calls for a new habit: "No Drugs Down the Drain."

The City of Santa Rosa operates the Subregional Wastewater Treatment Plan for Santa Rosa, Rohnert Park,



SAFEMEDICINE
DISPOSAL PROGRAM

Cotati, and Sebastopol, who have partnered with 16 pharmacies to encourage disposal of out-of-date medications in an effort to reduce the amount disposed to landfills and into the water supply. Participating pharmacies will accept meds free of charge and place them in secure bins for proper disposal. Pharmacies near downtown Santa Rosa include The Medicine Shoppe and Tuttles Doyle Park on Sonoma Avenue, Longs Drugs on 4th Street, and Creekside Pharmacy on Montgomery Drive. For more information, including a list of participating pharmacies, visit srcity.org/safemed or call the Utilities Department's Environmental Compliance section at (707) 543-3369.

More Pay & Display Meters

Technology Increasing—Even in Parking

The City will be replacing 300 single space meters with 37 solar-powered pay stations beginning in January 2009. The pay stations will be configured as "pay and display" meters and will accept credit and debit cards along with coins. Six of these pay stations are currently installed in the 500 block of 4th Street; the other 31 meters will be installed along 4th and 5th streets between B and E streets and in two parking lots in the 500 and 700 blocks of 5th Street. Meters displaced by these pay stations will be used to replace obsolete mechanical and electronic meters in Railroad Square.

The City's four-month test of the meters earlier this year indicated a growing acceptance of the new technology, largely because of the convenience it offers to those who find themselves short of change. At the end of November, the debit/credit card usage along 4th Street comprised 31% of transactions. With the meter rate set to increase from 75 cents to one dollar in January, this additional payment option will be beneficial in helping the public to pay

for parking and avoid parking tickets. In addition, receipts that display the expiration time will allow Parking Enforcement to give a five-minute grace period to shoppers who are running a little late returning to their vehicles.

In conjunction with the pay station installation, the City will be standardizing the time limit in these blocks and lots to two hours. Currently the limits range from one to two hours. Customers needing more than two hours can park in one of the City's five public parking garages where the hourly rate will remain at 75 cents per hour.



New Recycling Containers Downtown

Brought to you by the Downtown Program to encourage proper disposal methods and help the environment



Don't Become a Statistic

Bar Visits from the Fire Department



If you have been enjoying an evening out at one of our Downtown establishments, you may have seen a uniformed fire inspector and wondered what the Fire Department was doing there. As part of the Fire Department's commitment to fire and life safety, they team up with an officer from the Police Department and visit designated establishments throughout the City.

During these visits, the fire inspectors check occupant loads to make sure establishments are not allowing more patrons than permitted by code. They also check exits and exit pathways to make sure they are clear of obstructions; review flammable decorations ensuring they are appropriate for the occupancy and meet industry design standards; check exit doors to make sure that, in the event of a fire, earthquake, or other emergency, the door and door hardware are working properly, allowing people to get out to a safe area; and they check to make sure exit signs are illuminated and fire extinguishers are maintained, accessible, and visible.

In recent history, fires at nightclubs and other businesses have killed or injured up to hundreds of people. The next time you are enjoying a night on the town, take the time to check for a second or even third exit path out of the building. Human nature is to go out of the door you came in, but that may not be an option. Knowing another escape route may save your life.

New Downtown Businesses

- | | |
|-----------------------------|----------------------|
| Cast Away | Tailor/Alter/Sewing |
| Club Under | Rec./Entertainment |
| El Palomar Mexican Food | Restaurant |
| Elite Club Wireless | Retail |
| Gonzalez Auto Sales | Auto Dealer |
| Guttman & Blaevoet | Consulting Engineers |
| Home Savings of America | Mortgage Company |
| Katherine Kirk MFT | Counseling |
| Lynn Bergman MFT | Counseling |
| Mayesh Counseling Services | Counseling |
| Mylena Tapia | Massage |
| P and H Creative Group Inc. | Graphic Art & Design |
| Roman Northbay Accessories | Retail |
| Webfortis LLC | Consultant |

For updated listings and contact information, visit srcity.org/businessdirectory.



90 Santa Rosa Avenue
Santa Rosa, CA 95404

srcity.org/downtown
myspace.com/downtownsr

How Shopping in Santa Rosa Helps Your Community

With the news about the economic situation hitting us daily, it is easy to feel overwhelmed. As a consumer you can have a lot of economic impact in your own community by patronizing local businesses. When you spend your money within Santa Rosa, revenue goes back to the City of Santa Rosa in the form of sales tax. This provides about \$30 million a year to the City, which equates to 24% of the general fund. Because of declining purchases, sales tax revenues are expected to drop 6% during the first six months of 2009.

What does the general fund provide in terms of City services? It helps keep police and fire personnel on the job and helps maintain roads and parks, just to name a few. The City is looking at cuts to remain solvent. By spending your money with local businesses—be it retail shops, car dealerships, or restaurants—by hiring local professionals if you need some work done, or by encouraging relatives visiting during the holidays to stay in local hotels, you are helping to pump dollars back into the local economy via sales tax.

Spending your hard-earned dollars locally also helps keep local businesses viable. When local businesses thrive, they hire and retain more workers. Local businesses are responsible for creating about 150,000 jobs.

And finally, by buying locally you are helping to keep the City green because you drive less and buy a greater percentage of locally produced products, which benefits the planet.

It is amazing how the simple act of buying what you need in your own community can help fund City services, create jobs, keep your favorite businesses open, and even reduce greenhouse gases. As it turns out, this very simple act can be very powerful.

Top 10 Reasons to Shop Santa Rosa

- There is so much to choose from here.
- You can help Santa Rosa keep its special charm.
- Saving gas makes total sense.
- It is easier than ever to get to your favorite stores.
- Shopping dollars help hire police and firefighters and build roads.
- You help support local worthy causes.
- Jobs stay here.
- Knowing what is here makes you a better shopper.
- It is great to shop where people know your name.
- Tourists like to visit places with great service and a good “vibe.”