



CITY OF SANTA ROSA DOWNTOWN NEWS

DOWNTOWN  
NEW BUSSINESSES

- **Affair**  
*Retail*
- **Castellanos**  
*Retail*
- **Jennifer Willis**  
*Education*
- **Joselyne's Diner**  
*Restaurant*
- **Katie's Healthy Creations**  
*Retail*
- **Liberty Tax Service**  
*Financial*
- **Peace Health Beauty Inc.**  
*Counseling*
- **Structured Imaging**
- **Sunset Euphoria Therapy Center**  
*Massage*
- **Wall 2 Wall Trailers**  
*Retail*

For updated listings and contact information visit:

[www.srcity.org/eservices.org](http://www.srcity.org/eservices.org)  
>City Business Directory >  
City Business Resources.



DOWNTOWN  
EVENTS &  
INFORMATION

- [www.srcity.org/downtown](http://www.srcity.org/downtown)

# Downtown One of Top 5 in California

We're proud to announce that the California Planning and Development Report (CP&DR) recently named Downtown Santa Rosa one of the top five downtowns among California's midsized cities. This is a great honor, since CP&DR has been one of



Flying Goat Coffee Shop,  
Railroad Square

the leading journals on California planning and development issues for over 20 years. According to CP&DR, a good downtown is one with a strong sense of place, a feeling of vibrancy, and a variety of amenities that make it work well for residents, business people, and tourists. Of the nearly one hundred mid-sized cities (75,000 to 300,000 people) in California, CP&DR determined that the best downtowns are to be found in Pasadena, Santa

Barbara, Chico, Berkeley, and Santa Rosa, putting us in very distinguished company. Here's what they had to say: "Downtown Santa Rosa is big and strong with many different features: shopping, offices, some fabulous public spaces, a smattering of housing, a touch of the arts, and an overall flavor that says 'Sonoma County' . . . This is a downtown that's only going to get better." We couldn't agree more!

# Tour of California 2008

Downtown Santa Rosa will host the Amgen Tour of California (ATOC) for the third year in a row on February 18-19, 2008. We are especially proud to also host the first-ever Women's Tour of California Criterium, to be held in conjunction with the men's Stage 1 race. An international field of 125 women will compete for a \$10,000 prize list in an exciting one-hour race beginning at noon on February 18, prior to the

men's arrival. The Criterium start and finish will be at Courthouse Square. While hosting the ATOC is a great honor, the cost of hosting is very high and funding to keep Santa Rosa on the ATOC's map is limited. The Chamber of Commerce is therefore seeking your support for its "Sprint to the Finish Booster Club." Your membership in this Club provides you with unprecedented access to world class athletes, special



opportunities, and gifts. Only 300 memberships are available, for a tax deductible fee of \$300. By supporting the "Sprint to the Finish Booster Club" you will be helping to ensure the present and future ATOC Santa Rosa stages are successful. Information: [info@woweventsolutions.com](mailto:info@woweventsolutions.com)

## New Assistance for Tenant And Façade Improvements



**Santa Rosa Center Project Area (in green)**

The City of Santa Rosa is excited to announce two new loan programs designed to support existing businesses and attract new businesses to Downtown. One program will provide loans of up to \$50,000 for tenant improvements for certain types of businesses, and the other will provide loans of up to \$75,000 for façade improvements to make existing buildings more func-

tional and attractive. Both programs are pilots, and are currently available for properties located inside the Santa Rosa Center Redevelopment Project Area (see map). If your property or business is located in the Project Area boundaries, or you are thinking of moving your business to that area, please visit [www.srcity.org/downtown](http://www.srcity.org/downtown) for more information about the programs, or contact Autumn Buss at [abuss@srcity.org](mailto:abuss@srcity.org) or 543-4338.

## Small Business Support

The Redwood Empire Small Business Development Center (SBDC) offers workshops, training, consulting, and one-on-one professional business counseling for start-up and existing businesses. Topics include business plans, product mix and pricing, loans and capital acquisition, mar-

keting and advertising, restaurant operations, human resources, accounting and taxes, and the NxLevel Entrepreneur Course. Most SBDC services are low-or no-cost. And they are located in Downtown! For more information visit [www.santarosa.edu/sbdc](http://www.santarosa.edu/sbdc) or call the SBDC at 524-1770.

## Energy Savings Assistance

Energy efficiency is not only good for the planet—it's good for your bottom line. It reduces energy bills and maintenance, increases operational productivity, and improves the comfort and security level of your business. If you need some energy cost relief, contact the Small Business Energy Alliance (SBEA). The SBEA can provide a free energy audit for your business, including recommendations for energy saving improvements for your lighting, air conditioning,

refrigeration systems, and thermostats. After receiving your audit, if you would like to make some of the recommended improvements, SBEA will find you a qualified contractor, help you access subsidies and bulk discounts for the new energy products you're having installed, and follow up when the project is done to make sure everything is working correctly. Visit [www.sbeaonline.com](http://www.sbeaonline.com) or call 542-3171 for more information.

## Downtown Arts District

A dynamic new sculpture by Santa Rosa artist Boback Emad will soon grace the northern gateway to Downtown at Mendocino and College Avenues, in front of Superior Floor Coverings. The sculpture, entitled *Whole Some*, was selected through a juried competition and is funded by the Santa Rosa Redevelopment Agency through the Downtown Arts District. In other arts news, the City's Civic Artwalk is now in its second rotation, with four new sculptures joining a number of public artworks already displayed throughout Downtown. Two new works include *Missaweek* by artist William Wareham and *Renaissance* by Robert Ellison, both in Courthouse Square. The Civic Artwalk is designed to identify Santa Rosa as an arts destination, provide local sculptors places to exhibit their work, and bring inspiration and beauty to Downtown. For more information call 543-3732 or email [vkumpfer@srcity.org](mailto:vkumpfer@srcity.org).



Left: *Renaissance* by Robert Ellison  
Right: *Missaweek* by William Wareham.  
Located in Courthouse Square.

## Smoke-Free Dining

The Santa Rosa City Code prohibits smoking in or within 20 feet of any outdoor dining areas. Restaurants that would like to let their patrons know that they provide a smoke-free dining environment can request a free sign to display in their window from the American Lung Association at 527-5864. Smoking is also prohibited in or within 20 feet of Courthouse Square, the Transit Mall, Comstock Mall, Jeju Way, and parks and recreational facilities.

[WWW.SRCITY.ORG/DOWNTOWN](http://WWW.SRCITY.ORG/DOWNTOWN)

Your Downtown source  
for news, events and updates.