



## CITY OF SANTA ROSA DOWNTOWN NEWS

### Inside This Issue:

Welcome to Prince Memorial Greenway	1
On the Beat	1
“Whole Some” Artwork	1
Spotlight on Santa Rosa Main Street	2
Pending Development Report	2
Downtown Business Tool Box	2
Retail Academy	2
Getting Diners in the Door	2
New Downtown Businesses	3
Graffiti Summit and Tradeshow	3
Downtown Parking Pilot Program	3
Downtown Events	4

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

Newsletter contact:  
Raissa de la Rosa at  
707-543-3059 or  
rdelarosa@srcity.org

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



### Welcome to Prince Memorial Greenway

#### New Prince Gateway Park Opens to Community

May 30th marked the opening of the new entryway park to Prince Memorial Greenway at the corner of Sonoma and Santa Rosa Avenues. The new Prince Gateway Park features a 13-foot mosaic sculpture of a rainbow trout created by local artists Mario Uribe and Daniel Oberti. The ArtStart sponsored sculpture is complemented by an interactive water fountain that uses filtered and recycled water. Funding from many sources, including the Prince Family Trust and Santa Rosa Redevelopment Agency, helped to transform this former gas station into a new Downtown community treasure. Mosaic designs on the curved west steps will be added later to complete the park’s design elements.

### On the Beat

#### Downtown Enforcement Team



For the past few years the Santa Rosa Police Department’s Downtown Enforcement Team (DET) has used specially equipped bicycles, complete with red light and siren, to increase security and provide additional resources in the Downtown. Based out of an office in Courthouse Square, the five member bicycle unit patrols for ten hours a day, Monday through Saturday, rain or shine.

This enhanced police presence has resulted in an increase in proactive law enforcement and community reporting. While the number of incidents captured as police reports has remained relatively stagnant, the number of arrests jumped 87% in 2007, reflecting a commitment to “zero tolerance” for all infractions in the Downtown. Additionally, undercover operations have been conducted in the Courthouse Square area to successfully reduce drug and alcohol related crime.

To report non-emergency suspicious activity, call 707-528-5222 or contact Sgt. Romero, Downtown Enforcement Team supervisor, at 707-543-4109.

### “Whole Some” Artwork

#### Art in Public Places



Santa Rosa sculptor Boback Emad’s exciting new public art piece has been installed at Mendocino and College Avenues. Entitled “Whole Some,” the sculpture creates a distinctive visual landmark for the entrance into the City’s center, and adds interest to the Downtown area. This Downtown Arts District project was funded in part by the City’s Redevelopment Agency and was selected by the Art in Public Places Committee.

## Spotlight: Santa Rosa Main Street

**Mission:** To establish Santa Rosa's Courthouse Square, Santa Rosa Plaza & Historic Railroad Square as the vital & prosperous downtown urban center of Sonoma County. Our vision is to help foster a downtown that is a dynamic, safe, clean & friendly place to live, work, play & shop.

**Committees:** Members of the community are invited to attend any of the following committee meetings at 637 1st Street, Downtown Santa Rosa:

**Design:** Second Wednesday of month at 8 a.m.

**Organization:** Fourth Wednesday of month at 1 p.m.

**Economic Restructuring:** Third Wednesday of month at 8 a.m.

**Promotions:** First Thursday of month at 12:15 p.m.

**Courthouse Square Merchants:** Fourth Thursday of month at 12 p.m.

**Parking Task Force:** Second Friday of month at 12 p.m.

**Fundraising:** SRMS is a volunteer organization that must raise its own funds to accomplish its objectives. It can't happen without you—become a Community Partner today!

Chris Messina, Executive Director  
707-570-0464 / [info@SantaRosaMainStreet.org](mailto:info@SantaRosaMainStreet.org)

## Pending Development Report

As of June 2008, Community Development listed 12 pending Downtown projects in varying phases of review, four of which are highlighted here:

**Art House:** four-story mixed-use; 21 residential units over commercial space, targeted for art galleries and art students. Status: received preliminary design review approval.

**Jack and Tony's Whiskey Bar:** 115 4th Street. Status: pending approval of use permit for alcohol, and approval of signage.

**700 3rd Street:** six-story project; offices over commercial space. Status: was scheduled for Concept Design Review in June.

**4th and Davis Streets:** four-story project; offices over commercial space. Status: in building permit review.

For the full list, visit [www.srcity.org](http://www.srcity.org) > Community Development > Reports & EIR's > Pending Development Report

## Downtown Business Tool Box

### A Successful Start Continues

With the first of the Retail Academy workshops receiving great praise from those who attended, businesses are looking forward to the next class focusing on Product Mix and Pricing to be held on July 16. This, along with the Downtown Green Business Fair, are the initial efforts of the City's Downtown Program to provide business assistance resources to local businesses.

**Retail Academy** The City of Santa Rosa's Downtown Program, Santa Rosa Main Street, Santa Rosa Chamber of Commerce, and Small Business Development Center present a series of classes in business development for Downtown merchants. \$15 per class. Register at [www.srcity.org/downtown](http://www.srcity.org/downtown).

**Product Mix & Pricing:**  
Wed, July 16, 8-11am

**Marketing & Advertising:**  
Wednesday, August 6, 8-11am

This workshop covers the products you offer, or your product mix, and how you set your pricing. Learn to analyze your product offerings for depth and breadth to make better, more effective product purchases. You'll also learn pricing theory and how to apply it to products.

Covering the basics of marketing and advertising, such as: Does traditional advertising really work and when does it make sense? What alternatives do you have for catching potential customers and bringing them into your store? And the most forgotten aspect of marketing: what happens once they're in the store? How do you keep them and get them to keep coming back, perhaps even tell friends?

**Do-It-Yourself Public Relations: Wed, Sept 17, 8-11am**

Are you getting the publicity you want? "PR" is how you affect the image that others form of you or your business. It's what you can do to get positive publicity, garner customer and general awareness, and ultimately convert that awareness into action. Whether you own or manage a small business or are self-employed, this workshop is key in creating your company's brand and image. Tips for working with PR professionals will also be provided.

### Getting Diners in the Door: Menus, Marketing, & More



The City of Santa Rosa's Downtown Program, Santa Rosa Main Street, and Santa Rosa Chamber of Commerce are again teaming up to offer a business development workshop for Downtown restaurants. This intensive workshop will cover topics from menu creation, press relations, upcoming trends, online advertising, and increasing your "yelpability." The workshop is Monday, July 21 from 1:30 to 4:30 p.m. at City Hall Annex, 90 Santa Rosa Avenue. Registration is required; cost is \$20 per person. Register at [www.srcity.org/downtown](http://www.srcity.org/downtown) or call 707-543-4338.

## Downtown Parking Pilot Program

### Pay and Display and Pay by Space

The City's Department of Transit and Parking has implemented a four-month pilot program in an effort to make downtown parking more convenient for visitors. Effective June 9, 2008, "Pay and Display" and "Pay by Space" stations went live, replacing individual parking meters in the areas marked on the map below.

These centrally located, solar powered pay stations accept credit and debit

cards or coin payment for parking. All parking spaces that are covered by this new system are subject to a two-hour maximum parking limit, which is an increase of one hour for spaces along 4th Street. As before, the 75¢ hourly rate still applies. Sundays and select holidays are exempt.

Look for the new signs and pay stations on the 500 block of 4th Street and Lot 10 at 5th and D Streets. If you have any questions or comments please call the Department of Transit and Parking at 707-543-3325.



## New Downtown Businesses

- |  |                      |
|--|----------------------|
| A Positive Light                                 | Health Care Service  |
| A R Werner and Co                                | Jeweler              |
| Anna Lisakson                                    | Consultant           |
| Aria Velo  | Bicycle Shop         |
| Bleachbright Santa Rosa                          | Retail - Misc.       |
| Chris Williams, Serendipity Salon                | Beauty Salon         |
| Cyndi Stanczyk Knapp                             | Beauty Salon         |
| Designer Perfume                                 | Retail - Misc.       |
| GG's   | Restaurant           |
| Hair by Wendy                                    | Beauty Salon         |
| Happy Feet Reflexology Spa                       | Massage              |
| Hydro Skin Care by Jenee Foust                   | Beauty Salon         |
| Inner Strength Personal Training<br>Rebecca Ross | Gyms & Health Spas   |
| Jessica Stanford                                 | Beauty Salon         |
| Journeys Kidz                                    | Shoe Store           |
| Just Roto  | Graphic Art/Design   |
| Kelly Hauffer Hairstyling                        | Beauty Salon         |
| Khoom Lanna                                      | Restaurant           |
| Lavender Touch Skincare Studio                   | Beauty Salon         |
| Lee Clark and Associates                         | Computer Services    |
| Leslie Richardson                                | Beauty Salon         |
| Marissa Kirk, Pat and Co                         | Beauty Salon         |
| Maya Beauty Academy                              | School - Private     |
| Michael K Tonjum PHD                             | Medical Professional |
| My Angels Health Center                          | Massage              |
| RB Fashions                                      | Clothing Sales       |
| Saigon Bistro                                    | Restaurant           |
| Santa Rosa Tattoo                                | Misc. Service        |
| Seed   | Restaurant           |
| Shoe Palace                                      | Shoe Store           |
| Spice Boutique LLC                               | Clothing Sales       |
| Staffchex Inc                                    | Employment Agency    |
| Strut  | Beauty Salon         |
| Sunset Euphoria                                  | Massage              |
| Vanessa Johansen                                 | Beauty Salon         |
| Western Pacific Solar                            | Contractor - Misc.   |
| Yoga Center of Sonoma County                     | Lessons              |

For updated listings and contact information, visit [www.srcity.org](http://www.srcity.org) > Departments > Finance > Local Business Connections

## Graffiti Summit & Trade Show

### Police Team Up with Nograf to Combat Graffiti

The Santa Rosa Police Department and The Nograf Network are proud co-hosts of the first ever Northern California Graffiti Summit and Trade Show. Speakers from Australia, New York, Southern California, and beyond will be presenting on topics related to graffiti abatement and investigations.

Graffiti costs approximately \$12 billion every year in the Unites

States and is a worldwide issue that affects people's sense of safety, property values, gangs, and quality of life. An expected 300 attendees will be coming to Santa Rosa to network and exchange information on the most effective abatement strategies in use.

Property and business owners are encouraged to attend both the trade

show and conference components of the event. Vendors specializing in all things graffiti (protective coatings, graffiti removers, and covert camera systems) will display and demonstrate their products.

The Graffiti Summit takes place July 31 to August 1 at the Flamingo Hotel and Resort. Admittance is free.

Add the Santa Rosa Downtown Program on MySpace! [myspace.com/DowntownSR](http://myspace.com/DowntownSR)



City of Santa Rosa  
Economic Development & Housing  
P.O. Box 1806  
Santa Rosa, CA 95402-1806

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

## Downtown Events: July - September

### July 2 to August 27 (Wednesdays) — 5 to 8:30 p.m.

**Santa Rosa Downtown Market:** Fine foods, fresh produce, entertainment, arts & crafts along 4th Street from B Street to D Street. [SRDowntownMarket.com](http://SRDowntownMarket.com)

### July 3 to September 25 (Thursdays) — 12:15 to 1:30 p.m.

**Thursday Noon Concert Series:** Noontime concerts encourage lunchtime use of the picnic tables and umbrellas at Courthouse Square. [srcity.org/ThursdayNoon](http://srcity.org/ThursdayNoon)

### July 5 to August 30 (Saturdays) — 12 to 2 p.m.

**Summer Saturdays Concert Series:** Jazz, country, blues and more in Railroad Square. [srcity.org/SummerSaturdays](http://srcity.org/SummerSaturdays)

### July 11, August 1, September 5 — 5 to 8 p.m.

**First Friday Downtown Art Walk:** Showcase of local artists with temporary exhibits of work in 40 Downtown Arts District venues. [srcity.org/FirstFriday](http://srcity.org/FirstFriday)

### July 13 to August 17 (Sundays) — 5 to 7 p.m.

**Live at Juilliard:** Music, fun, and food at Juilliard Park. [srcity.org/LiveAtJuilliard](http://srcity.org/LiveAtJuilliard)

### July 12 & 13 — 9 a.m. to 4 p.m.

**Art in the Park:** Artists showcase and sell their artwork to the public in Railroad Square and Depot Park.

### August 9 & 10

**Railroad Square Heritage Days:** Art show, historic tours and displays, cooking demos, live entertainment, kids activities, and antique car exhibits in Railroad Square

### August 16 — 11 a.m. to 6 p.m.

**Dog Days of Summer:** Doggie games, contests, demos, vendor booths, and dog and people food in Courthouse Square

### August 23 — 12 to 4 p.m.

**Taste of Railroad Square:** A culinary stroll of 22 venues for wine, food, and entertainment

### August 27

**KJZY Concert:** Santa Rosa Main Street and KJZY are partnering for this concert. More info TBA on [srcity.org/downtown](http://srcity.org/downtown)

### September 7 — 7 p.m.

**Performance Sonoma Gala Opening:** Courthouse Square. [performancesonoma.com](http://performancesonoma.com)

### September 20 — 10 a.m. to 5 p.m.

**Sonoma County Book Festival:** Brings readers and writers together in a full day devoted to books and the people who love them. [socobookfest.org](http://socobookfest.org)

### September 27

**Light Up The Night:** More info TBA on [srcity.org/downtown](http://srcity.org/downtown)

### September 28

**The Great West End & Railroad Square Handcar Regatta & Expo:** All day in Depot Park

### September 28 — 6 to 10 p.m.

**Arts District Kinetic Sculpture Race & Festival:** Meet at the SMART station in Historic Railroad Square