

## SPECIAL POINTS OF INTEREST:

- Amgen Tour of California Stage 1 and 2 Santa Rosa, CA February 18th and 19th, 2008.
- Free monthly CityBus CityPass for employees who work in and around Downtown.
- New Courthouse Square website promoting Downtown Business.
- Santa Rosa Downtown Events October-December.

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## The Tour Returns

For a third year, Santa Rosa has been awarded the honor of hosting the 2008 Amgen Tour of California Stage 1 Finish and Stage 2 Start on February 18 and 19. Since its inception in 2006, approximately 160 professional international cyclists have raced into Santa Rosa on Presidents Day for the first stage in a quest to win this prestigious 8-day competition. Hailed as



the most important cycling race in the U.S., the event has drawn more than 1.6 million spectators and generated \$100 million in economic growth statewide. Locally, crowds have been estimated at 35,000 with economic benefits resulting from sales and hotel taxes. Join the festivities on February 18-19, 2008 in your Downtown.

## Picnic on the Square

Courthouse Square has a new addition in the westside gazebo area: 10 new picnic tables and shade umbrellas for your enjoyment. The Santa Rosa Redevelopment Agency purchased the tables to encourage Downtown workers, visitors, and residents to use the square more regularly. So take a break, enjoy being outside, and listen to the sounds of Downtown as many of you did during the Thursday Noon concerts this summer.

A few Suggested Uses for Picnic Tables:

- Work meeting or escape from work meeting.
- Coffee break or break from coffee.
- Resting point or Starting point.



## Biz Blog

The Sonoma County Library has created a new business blog with a three-part goal:

- To help budding entrepreneurs start a business; and
- To help established businesses grow; and
- To help business people manage their operations by using the extensive resources of the library.

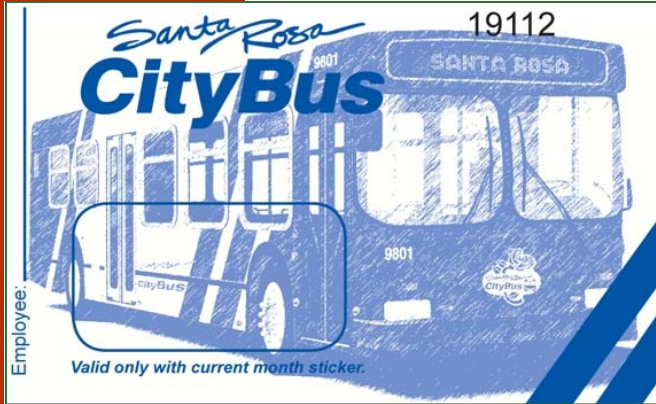
Whether or not you're a card carrying member of the library system, this service is free. For information on workshop notices, business events, and other resources go to:

<http://sonomalibrary.org/news/biz>

# Free Citybus Citypass

During the 101 Highway Widening Project, Santa Rosa CityBus is offering free monthly CityBus City Passes to employees who work in the following areas:

- Downtown Santa Rosa
- Santa Rosa Plaza
- Railroad Square
- Coddington
- SRJC



This program is funded with a grant from the Bay Area Quality Resource Management District's Transportation Fund for Clean Air. For more information and to download a sign-up form for a free CityBus CityPass visit [www.santarosa.org/tp](http://www.santarosa.org/tp) or call 543-3336.

## 101 Widening Update

Planned completion on Highway 101 between route 12 and Steele Lane in Santa Rosa is to be completed this winter. The following are a few improvements to look forward to:

- An expansion from 4 to 6 lanes.
- Improved on-ramp from west-bound 12 to northbound 101.
- Steele Lane expanded to three lanes in each direction under the 101.
- Santa Rosa Creek Bridge replaced.
- New undercrossing at 6th Street.

For more information visit [www.santarosatraffic.com](http://www.santarosatraffic.com)

*"Most of Downtown is within a short walk of a safe and convenient parking garage"*



## Park Yourself Here



There are over 4,700 public parking spaces in Downtown:

- 2,800 in parking garages
- 1,300 on street parking
- 600 spaces in surface lots

Even though there's plenty of parking Downtown, you may hear your customers or employees say they think there's a parking problem. A good rule of thumb is that if people plan

to be shopping, dining, working, or conducting business in Downtown for more than one hour, they should probably park in a garage to avoid the inconvenience of having to feed a meter, being hindered by time limits, or risk getting a parking ticket. Most of Downtown is within a short walk of a safe and convenient parking garage. The garages are well-lit, easy to use, staffed by Park-

ing Operations Aides, and patrolled by security guards. If you work Downtown, permits are available in several garages and monthly rates begin at \$55. If you have questions or would like more information about parking please contact the Department of Transit and Parking at 543-3325 or visit [www.srcity.org](http://www.srcity.org) > Transit > Parking Department.

## Courthouse Square Website: Marketing Opportunities for Courthouse Square Retailers

Santa Rosa Main Street is working for your Downtown business. It's their mission to establish Santa Rosa's Courthouse Square, Santa Rosa Plaza and Historic Railroad Square as the vital and prosperous Downtown urban center of Sonoma County. Their vision is to help foster a Downtown that is a dynamic, safe, clean,

friendly place to live, work play and shop. To achieve this goal, Santa Rosa Main Street has adopted a nationally established Four-Point Approach:

- Organization
- Promotion
- Design
- Economic Restructuring

One promotional tool Main Street has created is a website where you can promote your Downtown business. If you are interested in posting your business visit [www.santarosacourthousesquare.com](http://www.santarosacourthousesquare.com) For more information regarding Main Street visit [www.santarosamainstreet.org](http://www.santarosamainstreet.org)



# Arts District-Downtown Santa Rosa



As the largest city between San Francisco and Portland, Santa Rosa is the urban center of the North Bay and beyond. Sonoma County has many artists and arts organizations, and Santa Rosa’s amenities, population base, and blossoming Downtown area make it a natural candidate to be the premier cultural hub for the region. Through a combination of both public and private resources, the Art District’s vision is to create an environment that is rich in arts and culture. The Arts District will create a beautiful and inspiring environment in the

Downtown area that enhances enjoyment of arts and culture and maximizes the public’s opportunities to experience art. Projects ranging from the Civic Art Walk and public art installations to supporting events like the Sonoma County Book Festival and Dia de los Muertos are all part of the Art District vision.

Santa Rosa’s Arts District boundaries are College Avenue to Bennett Valley Road, and Brookwood Avenue to the west side of Railroad Square. Seed money for this district was provided by the Redevelopment

# Redesigning Courthouse Square

The City of Santa Rosa held a design competition to showcase a future vision of Courthouse Square. In all, 22 design teams submitted their vision. From this field, 5 finalists were selected. On September 8th, these finalists presented their

images and ideas to the Jury—a panelist of community members. The objectives of this competition were guided by the Santa Rosa 2020 General Plan Vision Statement: “Courthouse Square is the “town center” of Santa Rosa and

is the focal point of Downtown. Its landscaped spaces and plaza areas provide for a range of activities, performances, and entertainment right in the heart of Downtown. It attracts business activity and patrons, retail facilities and shoppers, and performers and audiences. It is a distinctive place that residents can take pride in identifying as center of their hometown.” With this statement in mind, the Jury selected the SWA Group as the winner. Their design reinstates streets on the east and west sides of the square, creating parking and traffic flow around the central plaza. It includes a see through water wall and an arbor for overhead lights. It is anchored by activity pavilions on each corner. For more information visit [www.srcity.org](http://www.srcity.org)



SWA Group Vision of the reunification of Courthouse Square.

## New Business

- Care Howard, MCT  
*Counseling*
- College Therapy Center  
*Massage*
- Diva Esthetics  
*Skin Care Treatment*
- Go Game  
*Retail*
- Hans Herb  
*Law Office*
- Heart 2 Palms  
*Massage*
- IAI Sales, LLC  
*Retail/Salon*
- Kristine Bartlett, Psy  
*Doctor*
- Lisa Lund, CRC MFT  
*Counseling*
- Marilyn Clevenger  
*Antiques*
- Mary Capitani  
*Antiques*
- Mary’s Pizza Shack  
*Restaurant*
- McCormick & Company  
*Mortgage*
- Melissa Staehle, PhD  
*Counseling*
- Nancy McGee  
*Law Office*
- Railroad Square Village  
*Property Rental*
- Shopping Stand, Inc.  
*Online Retail*
- Soap Box  
*Retail/Clothing*
- Solectron USA  
*Employment Agency*
- SR Salon Associates  
*Retail*
- The Moore Bldg.  
*Property Rental*
- Vivere, Inc.  
*Restaurant*

For updated listings and contact information visit [www.srcity.org/eservices.org](http://www.srcity.org/eservices.org)  
>City Business Directory >  
City Business Resources.



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# Downtown News

This newsletter is a publication of the Department of Economic Development and Housing. Please call Raissa de la Rosa at 543-3059 or email [rdejarosa@srcity.org](mailto:rdejarosa@srcity.org) with suggestions and comments.

## Downtown Events

### October-December

#### **OCTOBER 8—NOVEMBER 30**

Banner Exhibition: Reception Oct. 12 5PM-7PM  
As an inspiring part of the Santa Rosa Youth Assets Committee, participants have created images representing the Search Institute 40 Developmental Assets.

#### **OCTOBER 5—OCTOBER 27**

The Grapes of Wrath 8PM or 2PM  
“Crossing Borders” presents “The Grapes of Wrath” at 6th Street Playhouse-GK Hardt Theater, 52 West. 6th Street.

#### **OCTOBER 27**

Railroad **SCARE** at Railroad Square 10AM-4PM  
Costume parade, trick or treating, scarecrow displays & Scaredy-Dog Parade.

#### **OCTOBER 31-NOVEMBER 2**

Dia de los Muertos Celebration at Courthouse Square 6PM-10PM  
A cultural event to honor, remember, & celebrate loved ones who have passed on.

#### **NOVEMBER 3**

Downtown Fall Celebration and Holiday Kick Off 8AM-4PM  
Sidewalk sale of Downtown merchants and Chalk drawings at pedestrian scramble location 4th and D St.

#### **NOVEMBER 4**

Redwood Fun Run at Julliard Park 8AM-1PM  
Fund raising event for tuition assistance for students at Redwood Adventist Academy.

#### **NOVEMBER 11**

Prince Memorial Greenway Run at Julliard Park 7AM-1PM  
A family fun run to raise funds for local non-profit groups & to bring awareness to the Prince Memorial Greenway.

#### **NOVEMBER 3**

Lights of Life Courthouse Square Tree Lighting Celebration. 3PM-7PM

#### **NOVEMBER 24 - CHRISTMAS**

Horse and Carriage Rides RRSQ 11AM-4PM  
Free Rides every weekend until Christmas.

#### **DECEMBER 1**

RRSQ Merchant Open House (during store hrs) Decorated shops will offer refreshments & holiday cheer. Strolling musicians, carolers & live music.

#### **DECEMBER 1 & 2**

Luther Burbank Home and Gardens Open House 10AM-4PM  
[www.lutherburbank.org](http://www.lutherburbank.org)

#### **DECEMBER 8**

Light up a Life at Depot Park 6PM - 7PM  
Memorial Hospice invites the community for an evening of music & tree lighting celebration.

For more information on Downtown Events Visit:  
[www.srcity.org/downtown](http://www.srcity.org/downtown)