



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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Budget Cuts Affecting the Downtown

Services Reduced in City's Core Due to Recession

The City of Santa Rosa, like many other communities, continues to struggle with the global economic downturn. Declining revenues have resulted in the need to reduce several City services, and unfortunately even important areas like the Downtown will be impacted.

A service reduction that will have great impact to the Downtown is special maintenance services provided by the Public Works Department. Reductions include one position already eliminated out of six, and another three to be eliminated July 1. This will significantly reduce General Fund support of special maintenance services, which includes sidewalk cleaning, litter pickup, landscape maintenance and watering, twinkle light maintenance, and special event setup and cleanup on 4th St., Courthouse Square, and Mendocino Ave. Minimal special maintenance services will continue to be provided by a single

Public Works staff person funded by the Redevelopment Agency through the Downtown Program and one General Funded-staff person will continue to provide grounds maintenance throughout the Downtown.

The General Fund support of the City's Downtown Program, which provides economic development, promotion, and physical improvement programs for the Downtown, will also be eliminated. This Program has been largely funded by the Redevelopment Agency. Redevelopment support for the Downtown Program will continue for Fiscal year 2009-2010, although Santa Rosa's Redevelopment Agency, like most others throughout California, has been forced to turn back some Redevelopment funds to the State to address the State's own fiscal crisis. General Fund contracts with outside contractors are also being reduced Citywide. . .

(Budget continued on page 2)

First Fridays on 4th: New Name and New Format

Summer of Art, Music, Food, Drinks, People, and Fun Begins May 1

Formerly the First Friday Downtown Santa Rosa Art Walk, the new First Fridays on 4th is a collaborative effort among Downtown businesses, local arts institutions, artists, and musicians to create a festive Friday night block party with art, music, food, drinks, people, and fun! This year's series brings a new name and format to centralize the event in an effort to give residents a sense of place and identity. The new centralized location on 4th St. extends from E St. to Railroad Square, with additional locations on D, 3rd, and Wilson St. ArtSpace404, the

Phantom Gallery, the Sonoma County Museum, and several individual businesses will also be hosting events.

Artists, musicians, and booths will be located in Old Courthouse Square and Historic Railroad Square's Depot Park. On the first Friday of each month from May to September, enjoy a leisurely stroll through Downtown from 4-8pm and stick around for dinner or drinks with many Downtown restaurants to choose from. First Fridays on 4th dates are May 1, June 5, July 3, Aug. 7, and Sept. 4. Check out firstfridaysonfourth.com for more info.



Social Networking

Downtown Program Joins Movement

The City of Santa Rosa's Downtown Program, in effort to amplify its community voice, has taken advantage of the popularity of social networking websites and joined the movement! On our MySpace profile, Facebook fan page, and Twitter profile, you can get updates about fun events in Downtown Santa Rosa, see pictures of activities and art, and make friends from your own community.

- Follow us! twitter.com/DowntownSR
- Be a Facebook fan! tinyurl.com/ca6yjh
- Add us as a friend! myspace.com/DowntownSR

Summer Event Preview

Many Downtown Events Approaching

With the warm weather comes a flurry of events in the Downtown. Fans of music, food, art, and culture flock here for a lineup that includes First Fridays on 4th, Downtown Market, Luther Burbank Rose Parade & Festival, Scooter Rosa, Peggy Sue's Cruise, Luther Burbank Home & Gardens, and more! Check out the back of this newsletter for more event info and srcity.org/downtown for a complete listing.



ARTS DISTRICT

...downtown Santa Rosa

Partnerships and collaborations among various community and business sectors are the strength of the Arts District. We encourage businesses, neighborhood associations and residents who take pride in our Downtown and wish to foster our City's unique culture to get involved! Please visit santarosaartsdistrict.com to participate. Membership and sponsorship opportunities are also available for the Phantom Gallery. Please call 543-3732 for details.

Arts District Events

April 4-25 Yu Shin Tea Ceramics. Uribe Studios Backstreet Gallery, 461 Sebastopol Ave. 303-5925

April 17-May 22 Science Species Lab. Reception April 17, 5-7pm. ArtSpace404, 404C Mendocino Ave. artspace404.blogspot.com

April 17-June 13 Ansel Adams: Masterworks. Reception April 17, 5-7pm. Sonoma County Museum, 425 7th St. sonomacountymuseum.org

April 17-May 10 | Love You, You're Perfect, Now Change. 6th Street Playhouse, 52 W. 6th St. 6thstreetplayhouse.com

April 24-May 29 On Loss, Memory, and Re-growth by Daniel Glendening, Reception April 24, 6-8pm. Phantom Gallery, 519 Mendocino Ave.

May 1 First Fridays on 4th, Showcases the arts in Downtown Santa Rosa with a block party atmosphere featuring art, music, food, drinks, and people from 4-8pm. firstfridaysonfourth.com

May 8-17 The Last Treaty, Mission: Save the World, performed by the Imaginary Youth Ensemble. All shows at 7pm except Sundays at 2pm. theimaginists.org

June 5-July 17 Proliferation by Anneliese Vobis. Reception June 5, 6-8pm. Phantom Gallery, 519 Mendocino Ave.

Budget (continued from page 1)

Contract reductions that will impact the Downtown include the Convention & Visitors Bureau and Santa Rosa Main Street.

Although reductions are affecting every department and consequently the entire community, we would still like to continue providing great services that benefit the community. We encourage the public to become more involved with community events through volunteerism and leadership positions. In the 2009 community conversations, many members of the public said they would like opportunities to give back. We will be reaching out for your assistance to maintain services that provide quality events and programs for the Downtown and the rest of the City. Opportunities will be posted at srcity.org/downtown.

Downtown Updates to Your Inbox



The City of Santa Rosa recently launched a new e-mail alert service for the public. Receive immediate notification when updates about the Downtown are posted. Visit srcity.org/downtown to sign up.

Keep the Tour Santa Rosa!

Tour of California Recap and Return

As the weather heats up and the sun shines once again, it's hard to conjure up images of the horribly wet, cold, and windy day that was the Stage I Finish of the fourth annual Amgen Tour of California. Despite the misery of the weather, the Tour was yet again a success. While the elements kept many spectators away, there were still significant crowds around Courthouse Square and Railroad Square.

Initial Tour of California economic impact returns show that hotel room and meal revenues correlated directly to the Tour—rooms booked and meals purchased by Tour organizers day-of, and teams staying and training here pre-

tour—amounted to 856 room nights and nearly \$150,000 in hotel room and meal revenues. This figure does not include tourism dollars spent, nor other incidental expenditures associated with this event.

With initial returns like this, it is easy to see why we will be submitting a bid to host the 2010 Tour. But we can't do that without your help. As with previous years, no bid will be submitted unless the bulk of the funds necessary to produce the event are raised before the proposals are due in May. If you are interested in supporting the Tour, contact the Santa Rosa Convention and Visitors Bureau at 577-8674 or Mo@visitsantarosa.com.



It's about to get easier to ride your bike to Downtown! This summer, the City will install the Humboldt St. Bike Boulevard, an enhanced bicycle travel corridor along Humboldt from Lewis Rd. to 5th St. in Downtown. Cars will still be allowed on Humboldt, but a number of improvements along the street will make bicycle travel easier and safer, and reduce auto-bike conflicts. For more info about this pilot project, visit tinyurl.com/de424g.

Want Free Parking? Ride Your Bike!

Bike Parking Installed Downtown

With the implementation of parking pay stations and the removal of single space meters in Downtown, the City's Department of Transit and Parking converted some of the former meter poles to bicycle parking. The Department purchased 16 "Bike Circles" that have been installed on meter poles along 4th and 5th St., between B and E St. Bike Circles will provide convenient bicycle parking for riders who desire a visible location to secure their bicycle while they shop or enjoy the restaurants and pubs in Downtown. Try them out on Bike to Work Day on May 14th!



Downtown Gets a Facelift

Traffic, Bicycle, and Pedestrian Enhancements Project

Work on implementation of the Downtown Traffic, Bicycle, and Pedestrian Enhancements Project will begin in June. The project has been designed to easily accommodate closures on Mendocino Ave. between 3rd and 4th St. for events, while maintaining through traffic on Mendocino Ave. until the Old Courthouse Square Reunification project initiates permanent closure. Work will include restriping of 3rd St., Santa Rosa Ave., B St., 1st St., and Healdsburg Ave. with Class II bike lanes to accommodate landscape median islands along 3rd St. and a change to circulation patterns to accommodate the future reunification of Courthouse Square and current large events. In addition, two new traffic signals will be installed, one at the intersection of B St. and the Transit Mall and the other at the 10th St. and Mendocino Ave. intersection. The plan will result in removal of on-street parking along B St. between 7th St. and Healdsburg Ave., Healdsburg Ave. between B and 10th St., and Santa Rosa Ave. between 3rd and 1st St.

This work was included as Phase I of the May 25, 2004, "Courthouse Square Area, Land Use Concept, Traffic & Transit Circulation Feasibility Study." Following Council adoption of this study, City staff began looking for funding to implement this infrastructure improvement. In 2005, the City was awarded a Transportation for Livable Communities grant in the amount of \$1,000,000 to implement the Downtown Traffic, Bicycle, and Pedestrian Enhancements Project, supplemented in 2007 with the reprogramming of \$434,000 of Congestion Mitigation and Air Quality funds granted to the City. Over the last two years, staff has conducted a number of stakeholder meetings and site tours discussing the project components and soliciting input.

Please direct questions or comments regarding this project to Jason Nutt, Deputy Director of Public Works, at 543-3815 or jnutt@srcity.org.

Forum to Offer Business Advice

Starting, Sustaining, or Growing Business in a Down Economy

The City of Santa Rosa and Santa Rosa Chamber of Commerce, joined by new organizing partner North Bay Angels, are hosting the sixth North Bay Growth & Innovation Forum on May 13. The event will offer practical advice on starting, sustaining, or growing business in today's economy and give start-up and second-stage companies an opportunity to pitch to a panel of local business executives and angel investors for feedback. The Forum is seeking local companies that emphasize qualities of uniqueness, innovation, and growth



potential and welcomes contributions from entrepreneurs in any industry or market segment. Since Downtown Santa Rosa is the core of the local economy, Downtown businesses are encouraged to participate. Applicants should be in one of five target clusters: clean technology, biomedical/biotechnology, advanced technology, health/wellness, or food/wine product development. For more info, to register, or to apply to present an entrepreneur pitch or poster, visit srcity.org/forum.

Free Graffiti Abatement

Santa Rosa Main Street provides free graffiti abatement for private commercial properties in Courthouse Square and Railroad Square. To report graffiti on a building in Downtown, e-mail Removelt@santarosamainstreet.org or call 570-0202 and the graffiti will be abated within 24 hours (weather permitting) at no cost. For more info, contact Chris Messina at 570-0464 or ChrisM@santarosamainstreet.org.

New Downtown Businesses

A Path to Perfect Health	Massage
Annie Fashion Diary	Retail
Brow Art	Beauty
Fifth Street Financial Inc	Mortgage
For Buyers Only Realty	Real Estate
Get Along Organics	Retail
Golden Angel Jewelers	Jeweler
Häagen-Dazs	Ice Cream Parlor
Image Studio	Photography
Janet L Langton	Attorney
Jenna Callinan	Beauty
Jessi Spierings CMT	Massage
Joon E Productions	Antiques
Julie Sharp	Beauty
Kaizen Sports LLC	Retail
Karla Osmun Hair Design	Beauty
Lan Ngo	Massage
Land of the Sun	Clothing
Law Office of Allan J Cory	Attorney
Law Office of Evan E Zelig	Attorney
LT Enterprise	Retail
Magpie Clothing Accessories	Clothing
Marchelle Dominquez LCW	Counseling
MB Builders	Contractor
Merchant Jewelers	Jeweler
Miscellaneous Etcetera Co	Antiques
New Day Spa	Massage
Nieto Advance Salon	Beauty
Reliable Insurance	Insurance
Sky Castle Business Design	Consultant
Stephen J Barlow	Massage
Stewart Title of California	Title Company
T Mobile	Retail
Trudy Vandell PsyD	Counseling

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

Small Business Success Week

How to Survive the Recession

The week of May 20 will be proclaimed "Small Business Success Week 2009" in the City of Santa Rosa. Small Business Success Week features presentations and roundtable discussions tailored to small business owners, including Marketing Tips for a Down Economy and Reducing Expenses in a Recession. The seminar will be held at Redwood Credit Union, 3033 Cleveland Avenue. Cost is \$30 per person and registration is available at www.santarosa.edu/sbdc/workshops. This event is being produced through a cooperative effort of the City of Santa Rosa, Santa Rosa Chamber of Commerce, Small Business Development Center, and SCORE. For more info, contact Nancy Manchester, City of Santa Rosa, at 543-4339.



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Downtown Events

April to June 2009

April 1 to June 30 Give Us Your Best Shot: The City's first amateur photo contest. Categories include "Best of Downtown." Entry form and rules available at srcity.org/photocontest.

April 1 to October 31 Luther Burbank Home & Gardens: Visit the gardens, museum, and gift shop (free admission) Tuesday-Sunday, 10am-4pm or take a tour of the home for \$7/person (children under 12 are free). Located at corner of Sonoma and Santa Rosa Ave. Gardens are open year-round: lutherburbank.org.

May 1 to Sept. 4th First Fridays on Fourth: Showcases the arts in Downtown Santa Rosa with a block party atmosphere that also features music, food, drinks, people, and fun from 4-8pm. Check out the new event website, firstfridaysonfourth.com.

May 2 Spring Clean: Make a difference by volunteering to participate in community improvement projects from 8am-12pm. Meet at the Finley Community Center, 2060 West College Ave. Following the work, enjoy live entertainment, info booths, food, games, and a health and safety fair from 12-3pm. Find more info and applications at srcity.org/springclean.

May 14 Bike to Work Day: Residents from all corners of the Bay Area will put aside their car keys, grab their helmets, and hop on their bicycles to commute to work. Find more info at bikesonoma.org.

May 16 Luther Burbank Rose Parade: 115th annual event, one of Sonoma County's most honored traditions. Applications to participate and updates are at roseparadefestival.com.

May 13 to August 12 Downtown Market: Sonoma County's largest and most popular farmers market and street fair that offers fine foods, fresh produce, entertainment, and arts and crafts. Fills Downtown area along 4th St. from B to D St. Read more at SRDowntownMarket.com.

June 5 & 6 Scooter Rosa: Fourth annual Scooterfest in Downtown Santa Rosa! Ride will begin and end in Courthouse Square. After the ride, celebrate with music, food, a movie, and more! Proceeds benefit Big Brothers/Big Sisters. Updates will be available at scooterrosa.com.

June 11 to 14 Peggy Sue's All-American Cruise: Sonoma County's largest car show. See the schedule, locations, and more at peggysuescruise.com.

More information and updates on events can be found at srcity.org/downtown.