



srcity.org/downtown

Inside This Issue:

Hospitality Zone Assessment to Boost Downtown Nightlife	1
Levi Leipheimer's King Ridge GranFondo	1
Bring Back the Tour of California	1
Your Business Begins, at the Curb	2
10 Ways to Green Your Business	2
New Downtown Businesses	2
Santa Rosa Avenue Corridor Plan	2
Things to Do Downtown	3
Arts District News	3
Get Downtown Updates Online	3
Shop, Eat, Stay, and Play Local	4
Shop Here, Park Free	4

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

Newsletter contact:
Raissa de la Rosa
(707) 543-3059
rdeklarosa@srcity.org

Downtown Santa Rosa to Get Boost in Nightlife

Hospitality Zone Assessment Program to Assist Community Strategize



Santa Rosa Main Street, in coordination with the Downtown Program, has engaged the Responsible Hospitality Institute (RHI) to assist with the formation of a Downtown Hospitality Zone. RHI will conduct a Hospitality Zone Assessment (HZA), which is an onsite consultation providing a comprehensive and integrated approach to evaluate and enhance management of our nighttime economy.

Unlike most processes that rely on an expert to render an outside opinion, the HZA is mining the expertise and resources within our own community to determine the course of action most beneficial to our Downtown. This is accomplished by engaging the broadest range of perspectives representing hospitality, safety, development, and community organizations. Select stakeholders will be led through a six-month process to identify short range and long term strategies that will increase vibrancy and reduce safety impacts in existing and proposed dining and entertainment districts.

The goal of the program is to identify and address issues and barriers that prevent improvement in the function and management of our hospitality zone, as well as to harness existing resources to affect positive change. In the end, this process will help shape the health and future of Downtown Santa Rosa's important night time economy.

The HZA Process includes:

1. **An Orientation:** Overview of the HZA process, stakeholders' roles, and next steps.
2. **A Late Night Tour** with a checklist to observe inside social venues and outside venues on the streets of the Hospitality Zone.
3. **Four Roundtable Focus Groups** to gather trends, issues, resources, and gaps, and share your observations from the Late Night Tour.
4. **A Report and Action Plan** is generated by RHI for you to review and provide feedback.
5. **A Leadership Summit** wherein a six-month Action Plan will be proposed and implemented by task forces.

Two Ways to Support the Tour of California

Ride with Levi in the King Ridge GranFondo

Now is your chance to join three-time Tour of California winner, Levi Leipheimer, and his pals for a bike ride in Levi's own King Ridge GranFondo on October 3rd. Pro, amateur, and recreational riders will come together to enjoy the romance and adventure of fall in Sonoma County. Three different routes—a fairly flat 36 miles through vineyards and towering redwood forests, 65 miles on a picturesque hilly course, and a 103 mile challenging mountainous

course with great coastal views—capture the extraordinary terrain of the region. This fully supported premium ride through some of the nation's finest cycling country starts and finishes in cycling-friendly Santa Rosa. In classic GranFondo tradition, these are timed, non-competitive rides. Proceeds will go to the

Keep the Tour Santa Rosa campaign and Forget Me Not Farms. Get more info and register at levisgranfondo.com



Join the Keep the Tour Campaign

Santa Rosa competes with more than 50 cities for the honor to be a host city to the Tour of California. The collaboration between the City, Santa Rosa Convention & Visitors Bureau, the cycling community, local business sponsors, and fans have made this event possible for the last four years. Join us in making the Keep the Tour Santa Rosa campaign a success by helping to raise the \$175,000 needed to be a host city next year. Donate online today—let's make it happen again in 2010! keepthetour.com



Your Business Begins at the Curb

The Importance of Community Stewardship

As the City of Santa Rosa struggles with severe budget reductions, community stewardship of our public spaces will become increasingly important. The maintenance services that the City has been providing to Downtown have been significantly reduced, including cleaning sidewalks and maintaining planters and tree wells along our Downtown streets. Since a clean, attractive environment is so important to business success, we encourage all businesses to pitch in to help keep Downtown looking great. The area in front of your building sends a strong message about your business—so please help us make it a good message! Picking up litter and cigarette butts, sweeping the sidewalk, and reporting graffiti to the hotline (707-543-3499, or if you see graffiti in process, 707-528-5222) are all ways you can help keep Downtown in top shape. If you are interested in doing more, such as adopting a planter or volunteering for special projects, please contact the Recreation & Parks Department at 707-543-3770 or visit the Volunteer section of santarosarec.com. Thank you for making your Downtown a great place to visit and do business!

Welcome to Downtown!

New Downtown Businesses

Braids by Gloria	Beauty
Center for Inner Health & Stillness	Med Accessory Service
Danielle Andrews	Beauty
E Boutique	Clothing
El Coqui Puerto Rica Cuisine	Restaurant
Enchanted Garden, The	Artistic Merchandise
Exit Realty Advocates	Real Estate
Hair by Tilly	Beauty
Hair by Jessica	Beauty
Intersection Real Estate Services	Real Estate
Jeremiah's Photo Corner	Photo Equipment
KLH Consulting Inc	Consultant
Luna Hardwood	Flooring
Mani Jewelry	Jeweler
Massage Kintana	Massage
Morgan Stanley Smith Barney	Insurance
Nonni's Ristorante Italiano	Restaurant
Saxena Clinic, The	Health Care
Strategic Psychotherapy of Santa Rosa	Physician/Med Pro
Subway	Restaurant
Tasha Bollinger, Prof Law Corp	Attorney
West Coast Vintage Aircraft Restoration	Misc Service

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

10 Ways to Green Your Business

Environmental Tips for Downtown Businesses

1. **Recycle, Recycle, Recycle.** NorthBay Corporation provides businesses with free consultation on increasing your recycling and reducing your trash. Go to unicycler.com for more info. Contact the City's Downtown Program at downtown@srcity.org or (707) 543-3323 about picking up a free desk side recycling container!
2. **Buy Recycled and Recyclable Products.** Reduces use of natural resources while supporting the market for recycled materials. Visit tr.im/buyrecycled to learn more.
3. **Save Energy.** Change incandescent light bulbs to compact fluorescents, which use 2/3 less energy than the standard incandescent bulb. Turn off lights and appliances when not in use.
4. **Conserve Water.** Install low flow faucets and toilets. Remind your employees not to leave the water running. Check for leaky faucets, toilets, and pipes. Visit srcity.org/wc for a list of water conservation resources the City provides to businesses, or call (707) 543-3985.
5. **Buy Local.** Choosing local businesses and locally-made products reduces energy spent on transport and increases the community impact of your dollar.
6. **Ask Employees to Drive Less.** Encourage your employees to commute by bike, bus, foot, or carpool.
7. **Ask Customers to Drive Less.** Give a small discount to customers using alternative transportation, or join the Bike and Bus business promotion program. Visit bikeandbus.com.
8. **Take it from the Tap.** Reducing your use of bottled water will save you money and reduce unnecessary waste.
9. **Give Your Customers Reusable Bags.** Give away some of the new compact reusable bags (you can have your company logo imprinted on them, too), and offer a small discount to people who bring them back in for subsequent purchases.
10. **Get Certified.** Become a Sonoma Green Business. Check out sonoma-county.org/sonomagreen for details.

Santa Rosa Avenue Corridor Plan

City Receives Caltrans Grant

The City of Santa Rosa is pleased to announce that we have been awarded a Community Based Transportation Planning Grant from the California Department of Transportation (Caltrans). The Santa Rosa Avenue Corridor Plan will be a focused transportation and land-use study for the corridor between Highway 12 and Sonoma Ave., adjacent to Downtown Santa Rosa. The project limits are contained within the Downtown Station Area Specific Plan, therefore, that plan and connections to the future SMART train will play a strong role in shaping this effort. The plan will address transportation and land-use issues within and along the corridor that impact safety, traffic operations, multi-modal travel, pedestrian, and bicycle improvements and transit access. Through a very broad and inclusive public process, the plan will develop an overall community vision for land-use and transportation improvements. It will include policies, design concepts, and development standards. The detailed RFP and a proposal by Design, Community & Environment are available at tr.im/SRAveCorridor.

Things to Do Downtown

Downtown & Arts District Events

Thru Fri, July 31 Give Us Your Best Shot: The City's first amateur photo contest includes "Best of Downtown" category. Submit your entry now! srcity.org/photocontest

Sat & Sun, July 18, 19, 25, Aug 10, 15, 16, 29, Sep 19 Art in Depot Park: Hosted by Artist Round Table

Sun, July 19, 26, Aug 2, 9, 16 Live at Juilliard: Extend the weekend, come and enjoy a picnic dinner on a summer Sunday evening filled with music, fun, and food. Performances are free. srcity.org/LAJ

Wed, July 22, 29, Aug 5, 12 Downtown Market: Sonoma County's largest and most popular farmers market and street fair offers fine foods, fresh produce, entertainment, arts, and crafts along 4th St. from Mendocino Ave. to E St. 5-8:30pm. SRDowntownMarket.com

Sun, July 26 Midnight Garden Tea: Afternoon tea in the beautiful gardens at the Luther Burbank home at 1pm. Buttery scones, succulent savories, delicious desserts, with a selection of teas. Complimentary house tour at 3pm. Call (707) 524-5445 for reservations. \$35/person.

Fri, July 31 Opening Reception: 1st Annual Members Exhibit, 5-7pm. Phantom Gallery, 535 7th St.

Aug 6-30 Twelfth Night & Coriolanus: presented in repertory by The Narrow Way Stage Company at Glaser Center, 547 Mendocino Ave. narrowwaystage.org

Fri, Aug 7 & Sep 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. firstfridaysonfourth.com

Sat, Aug 7 Railroad Square Days & Sidewalk Sale: Shops spill onto the sidewalks for this annual sale. Enjoy art and music in Depot Park as you shop for bargains. Stop for lunch and wine tasting, and stay for dinner. railroadsquare.net

Aug 14-Sep 13 Oliver: Award-winning musical adaption of Charles Dicken's Oliver Twist. 8pm on Thu, Fri & Sat; 2 pm on Sat & Sun. Order tickets at 6thstreetplayhouse.com, (707) 523-4185, or at the door. 6th Street Playhouse, 52 W. 6th St.

Sat, Aug 22 Taste of Railroad Square: A culinary journey through Historic Railroad Square District's finest foods, brews, wines, shopping, and music 12-4pm. tasteofrailroadsquare.org

Sun, Aug 30 Santa Rosa Marathon: Run starts at 7am in Juilliard Park. Marathon and half marathon runs along Santa Rosa Creek. thesantarosamarathon.com

Sat, Sep 19 Sonoma County Book Festival: The Literary Arts Guild will present the 10th Annual Book Festival in Courthouse Square. socobookfest.org

Fri, Sep 26 Light the Night Walk-a-Thon: This fundraising walk and festival celebrates and commemorates those touched by cancer. Registration, speakers, and music will be in a Courthouse Square. Proceeds benefit Leukemia & Lymphoma Society programs. lightthenight.org

Sat, Sep 27 The Great West End and Railroad Square Hand-Car Regatta & Exposition: A splendid celebration of art, science, and ingenuity for the delight and edification of all who attend. Kinetic sculpture, music, art, and fantasy! handcar-regatta.com

More event information and updates are at srcity.org/downtown and santarosaartsdistrict.com.

ARTS DISTRICT

...downtown Santa Rosa

- The Phantom Gallery, which moved to a new location at 535 7th St. (next door to the old site), continues to offer contemporary art in a temporary space. To join the gallery as a member or sponsor an exhibit, call (707) 543-4512 or visit santarosaartsdistrict.com.
- A new opportunity for Public Art is available at the intersection of Santa Rosa Ave. and South A St. The Art in Public Places Committee is seeking an artist to design and implement a permanent public art project near the new Nissan dealership.
- Partnerships and collaborations among various community and business sectors are the strength of the Arts District. Residents, businesses, and neighborhood associations who take pride in our Downtown and wish to foster our City's unique culture are encouraged to get involved. Visit santarosaartsdistrict.com to participate.

Connect With Us

Get Downtown Updates Online

Receive e-mail alerts when updates about the Downtown are posted. Sign up at srcity.org/downtown. Also, become a Facebook fan and follow us on Twitter:

- Facebook.com/DowntownSR
- Twitter.com/DowntownSR





Shop, Eat, Stay, and Play Local

A Simple Reminder About Why We Should Buy Local

We've all read the news. The City is struggling with its budget. Services, including street lights, police, and fire have been cut. It's hard to find solutions when financial resources are dwindling, but we can all do our part by shopping, playing, eating, and staying in Santa Rosa.

The reasons for shopping in town are simple: save gas, save time, support your community... the list goes on and on. With the wealth of quality shopping options we have throughout Santa Rosa, locals gave enthusiastic responses when asked why they like to shop in Santa Rosa. You can see the video at srcity.org/buylocal, or on the City's Business Facebook page at facebook.com/SRBiz. Remember: shopping, playing, eating, and staying in Santa Rosa is good for the environment, and it's good for Santa Rosa.



Shop Here, Park Free

Free Garage Parking Vouchers from Downtown Merchants



Love being Downtown, but tired of worrying about metered parking? In an effort to encourage people who will be in the area for an hour or more to park in one of our five public garages, many Downtown merchants have partnered with the City of Santa Rosa and Santa Rosa Main Street on the

Park & Shop Voucher Program. Park in any one of the following parking garages, and shop or eat at any of the participating locations, and you'll receive a voucher for one hour of free parking:

- 3rd St. at D St.
- D St. at 2nd St.
- 5th St. at Beaver St.
- 1st St. at Santa Rosa Ave.
- 7th St. at Mendocino Ave.

Look for the blue square "Shop Here, Park Free" signs in the window of participating merchants Downtown, or visit SantaRosaCourthouseSquare.com for a complete list.