



A Publication of the Greater Broadway Partnership

Summer 2009

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Special points of interest:

- The GBP is surveying business owners to determine how to prioritize the many projects planned for our District. If you are a Broadway business owner or manager, be on the lookout for a survey in your mailbox!
- Broadway has several exciting upcoming events, including the In The Flow Festival, at the end of June, and Around the World on Broadway, in October.
- The Partnership's email address has changed. The new address is: info@greaterbroadwaypartnership.com

In The Flow

The Partnership continues to encourage and support activities that promote district businesses. This past month, the partnership sponsored the Summer 2009 In the Flow Festival, which brought jazz, rock, blues, improvisational music, and poetry and spoken word to Broadway.

The 2nd Annual Festival was produced by local guitarist and entrepreneur Ross Hammond, along with bassist Byron Blackburn. It showcased over 20 artists and musicians at four venues near the intersection of 16th and Broadway. The Festival attracted many people to the Broadway corridor and was a great way to generate interest in our district.



Rose Garden Wins International Award

The Historic Rose Garden in the Sacramento Old City Cemetery, on Broadway, was awarded a prestigious honor in May by the Great Rosarians of the World (GROW).

The volunteer-maintained rose garden features over 500 varieties of roses, many of which are not found elsewhere in the world. Botanist Fred Boutin started the garden only 20 years ago, but many of the roses now in the garden were propagated from plants dating back as far as the Gold Rush.



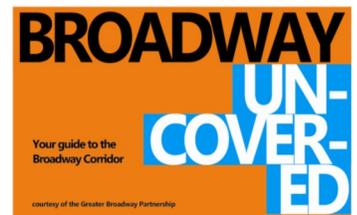
The City Cemetery features 28-acres of grounds, historic graves of many important historic figures, a variety of flower and plant

The City Cemetery is open from 7:00am to 7:00 pm daily, in summer. For more information, or to schedule an after-hours appointment, call 916.448.0811

Broadway Creates New Marketing Tools

Business Directory

The Partnership has created a business directory listing contact information for all businesses within the district. The directory is for distribution at special events and circulation to neighborhood associations, to improve awareness of the many goods and services Broadway has to offer. Please contact us at (916) 737-1427 if your business information was not included or if you wish to remove your information in subsequent printings.



The Partnership has created a business directory showcasing Broadway businesses.

Partnership Website

The Greater Broadway Partnership website has been launched! Please visit our site at www.greaterbroadwaypartnership.com and have a look around.

Business Survey

All Broadway business owners should expect to receive a survey in the mail by the end of July. This survey will give the Board a better understanding of business owners' priorities for projects within the district. Please be on the lookout for your copy, and return the completed survey by August 31st.

Summer Banners to Enhance Broadway

The Board of Directors of the Greater Broadway Partnership recently voted to install festive banners throughout the district for the summer months.

The banners are up, and visible along the entire length of Broadway within the district. Take a look!



Summer Clean Up

Warmer weather brings more customers to the area. Unfortunately it also brings weeds, litter, and increased graffiti.

All business and property owners are responsible for their property to the curb and need to do their part to enhance the attractiveness of the district. While the Partnership continues to provide five day-a-week trash pickup, we all need to take responsibility for individual property maintenance.

Designers Discuss Broadway at UDA Event

Broadway was highlighted last month in a dialogue between designers and the community, at an Urban Design Alliance event.

The Greater Broadway Partnership sponsored the event, in an effort to raise awareness about the organization and about the Broadway business district.

Attendees heard a discussion about the history and future of development on Broadway, in addition to very positive feedback from both the local and non-local



The event panelists discussed the history and future of development on Broadway.

community about our district.

To read more about this event, visit www.udasacramento.org.

EPA Grant Awarded

The Environmental Protection Agency (EPA) awarded the City of Sacramento \$600,000 last month to assess and clean up hazardous Brownfield sites. Brownfields are industrial and commercial properties where redevelopment is hampered by possible environmental contamination.

Over the next few months, the Partnership will invite speakers from the City to explain this program in greater detail. Be on the lookout for more updates on this issue in the fall.

Around the World on Broadway

The Partnership and Capital Public Radio are sponsoring a gourmet food crawl through a multitude of Broadway restaurants and coffee houses on October 3, 2009, from 12 to 5pm. Proceeds will benefit the local YMCA at the corner of W and 19th Street. Download more information on our website: www.greaterbroadwaypartnership.com.

The Greater Broadway Partnership Board of Directors would like to welcome its newest Board member, Scott Maxwell.

Scott is a Principal at Unger Construction Company, the oldest continuously operating General Contractor in the Sacramento area. He received his Bachelor of Science in Construction Engineering Management from California State University, Sacramento and is a lifelong resident of the city.

Developed by a coalition of property and business owners from the Broadway Area, the Greater Broadway Property and Business Improvement District (PBID) is a benefit assessment district created to improve the commercial environment along Greater Broadway. Property owners voted in July 2007 to assess themselves to fund necessary activities to accomplish this goal. The public is encouraged to attend and participate in all meetings. Board meetings are held on the second Thursday of the month at 5:00 pm. Agendas, including the location of each month's meeting, are posted at the gate of the Old City Cemetery and are also available by email request: info@greaterbroadwaypartnership.com



Greater Broadway Partnership

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