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SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

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DIRECTOR

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OFFICE OF THE  
CITY CLERK

October 24, 1994

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: APPROVAL FOR SUBMISSION OF AN ENTRY IN THE GREAT AMERICAN MAIN STREET AWARD COMPETITION

LOCATION AND COUNCIL DISTRICT: Downtown, District 1

STAFF RECOMMENDATION

Staff recommends adoption of the attached resolution which authorizes the Executive Director to submit an entry for Downtown Sacramento to the Great American Main Street Awards<sup>TM</sup>. The development of the application (Attachment I) has been facilitated by the Redevelopment Agency's Downtown Development Division, and the result of a coordinated effort with the Downtown Partnership, including:

- Old Sacramento Management office;
- Sacramento Downtown Association;
- Downtown Plaza;
- The Downtown District; and
- the City of Sacramento's Economic Development Department.

CONTACT PERSON: Gene Masuda, Assistant Director, Downtown Development, 264-1515

FOR COUNCIL MEETING OF: November 1, 1994

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

City Council  
October 24, 1994  
Page 2

## SUMMARY

This report provides an overview of the Great American Main Street Award National Competition and provides, as an attachment, a copy of the Downtown Sacramento entry, and Resolution of Support, expressing the local governing body's support for the community's downtown revitalization activities, and reflecting the Council's particular role in the revitalization process.

## TABLE OF CONTENTS

|                          | <u>Page No.</u> |
|--------------------------|-----------------|
| BACKGROUND               | 2               |
| FINANCIAL CONSIDERATIONS | 3               |
| POLICY CONSIDERATIONS    | 3               |
| ENVIRONMENTAL REVIEW     | 3               |
| M/WBE CONSIDERATIONS     | 3               |
| RESOLUTION               | 4               |
| ATTACHMENTS              | 5               |

## BACKGROUND

The Great American Main Street Award recognizes the nation's best community efforts at revitalizing traditional downtown, neighborhood and commercial districts' revitalization programs. The competition is sponsored by the National Trust for Historic Preservation and Edward D. Jones & Company. The entry application process is designed to reflect each community's vision for its future, its values, its hopes and its history.

Cities and towns across the country entering the competition will be competing for five cash awards of \$5,000 each, to be used as they wish to further their revitalization activities. In addition, each of the five winning communities will receive highway signs and a trophy. Selection criteria to be used in evaluating entries are detailed in Attachment II. Entries will be reviewed and assigned a preliminary score by the staff of the National Main Street Center. The 30 entries receiving the highest score will become semi-finalists, and in late March 1995, ten experts from national organizations active in community and economic development (Attachment III) will constitute a jury and select five cities for National Award recognition. To be considered for the 1995 Great American Main Street Award, entries must be postmarked no later than November 15, 1994. Winners will be notified confidentially of their awards by May 1, 1995. The official announcement and presentation will be made at the opening session of the National Town Meeting in Little Rock, Arkansas, on Monday, May 15, 1995.

# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

City Council  
October 24, 1994  
Page 3

## FINANCIAL CONSIDERATIONS

A \$50 entry fee for the Great American Main Street Award will be submitted with the Downtown Sacramento entry, and made payable to the National Trust for Historic Preservation.

## POLICY CONSIDERATIONS

The recommended action in this report is consistent with existing policy to support and promote the revitalization of Downtown Sacramento.

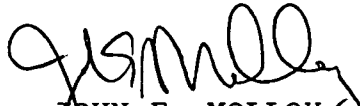
## ENVIRONMENTAL REVIEW

The proposed action does not constitute a project under CEQA per Guidelines Section 15378(b)(3), nor a federal undertaking under NEPA.


## M/WBE CONSIDERATIONS

The items discussed in this report have no M/WBE impact, therefore, M/WBE considerations do not apply.

Respectfully submitted by,

  
JOHN E. MOLLOY  
Executive Director

TRANSMITTED TO COUNCIL BY:

  
WILLIAM H. EDGAR  
City Manager

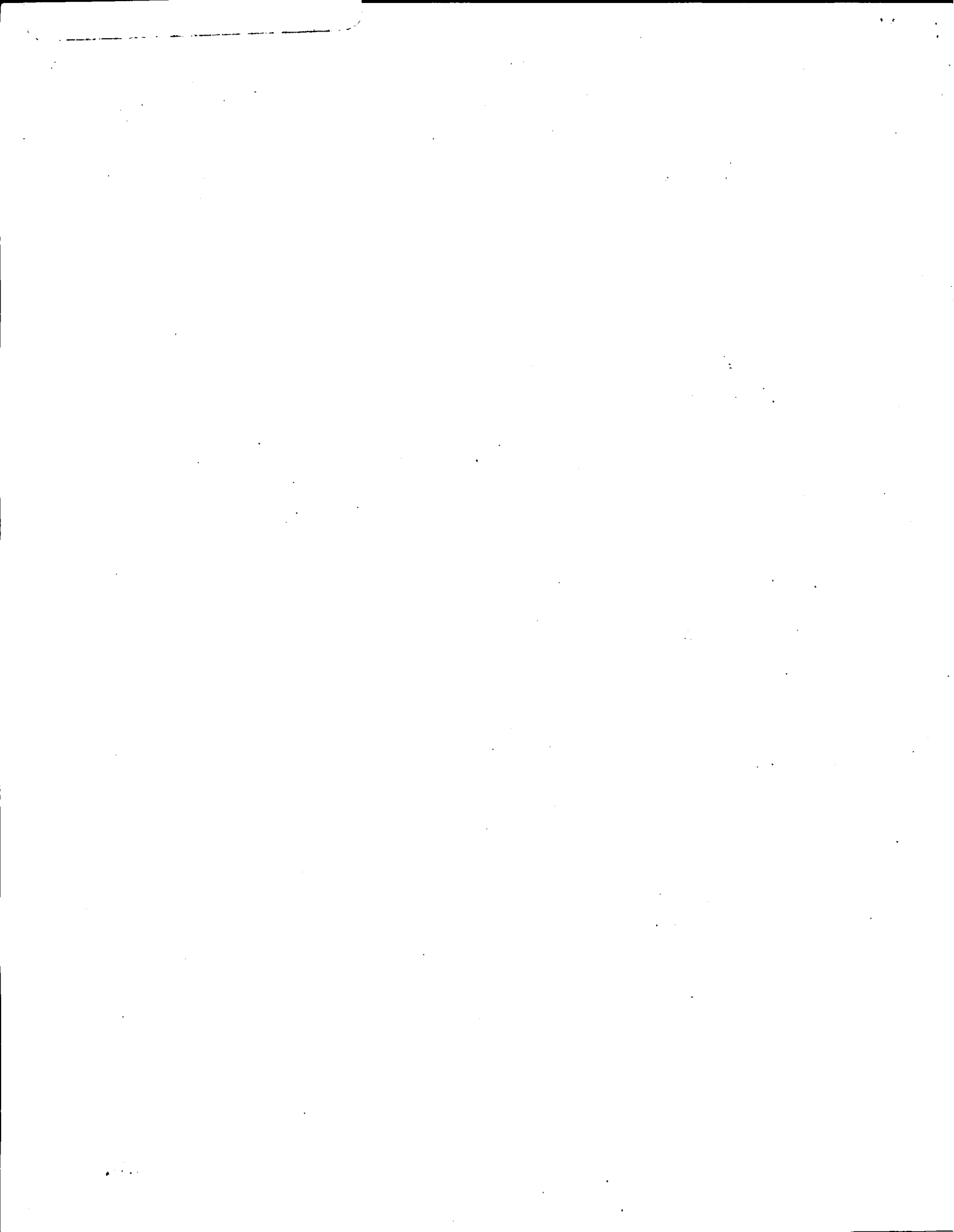
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"It's thrilling to see communities  
so dedicated to their  
downtowns — working together  
to preserve and develop  
their unique resources. We  
commend the energetic people  
who lead these communities  
into bright futures."

Judy S. Shannon, Chair

Indiana Main Street Council





## Entry Form

Name of contact person: Gene Masuda  
Title: Assistant Director, Downtown Development  
Business/organization name: Sacramento Housing and Redevelopment Agency  
Address: 1013 - 7th Street, Ste. 200  
City: Sacramento State: CA Zip: 95814  
Daytime telephone: 916-264-1500 Fax: (916)-443-7752

- Do not return entry materials to me.  
 Please return entry materials to me. I have enclosed a self-addressed envelope large enough to hold the entry materials, with adequate postage attached.

## Nomination Checklist

- Six copies of the completed entry form  
 5-10 numbered slides of the downtown area  
 Resolution of support from local government  
 As many letters of support as you'd like to include  
 \$50 entry fee (Make checks payable to: *National Trust for Historic Preservation.*)

All entry forms and supporting materials must be *postmarked no later than November 15, 1994.*

Please send completed entry forms to:

Great American Main Street Awards™  
National Main Street Center  
National Trust for Historic Preservation  
1785 Massachusetts Avenue, N.W.  
Washington, DC 20036

## Release Authorization

The undersigned gives the National Trust for Historic Preservation and Edward D. Jones & Co. the absolute and unqualified right to use in whole or in part, in whatever manner the National Trust may desire, including (but not limited to) use for publicity, audiovisual presentation, and/or promotion, any materials entered in the National Trust's Great American Main Street Awards program.

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Signature: \_\_\_\_\_



## History of the Revitalization Program

Briefly outline the history of your community's downtown revitalization effort. *Use only the space provided below.*

In the 1950's and 60's the national trend was the flight from downtown to the suburbs. Sacramento was no different. Enticed by low rents from suburban developers, merchants quickly closed up shop and moved to regional-based malls; enticed by suburban sprawl and the attractiveness of modern neighborhoods, residents began to call a new place "home"; and enticed by quiet, vacant streets, downtown's transient population began to emerge. Consequently, the central city began to deteriorate.

The City Council responded by establishing the Sacramento Housing and Redevelopment Agency (SHRA) to plan and redevelop the Central Business District (CBD). SHRA was borne upon the merger of the Sacramento City Redevelopment Agency and the Housing Authorities of the City and County of Sacramento. The Agency was charged with revitalizing neighborhoods and providing economic development opportunities within targeted areas of the city and county of Sacramento, as well as encouraging and supporting public/private partnerships and citizen participation which address community needs and issues.

Focusing on Downtown, a major redevelopment area for the Agency, eventually led to the creation of the Downtown District and its programs within. The goals outlined in the "Downtown Cultural Arts and Entertainment Master Plan" (see explanation on next page) were to develop arts and entertainment venues, improve existing arts and entertainment facilities and create and maintain innovative programming throughout the District. Harvesting a mix of quality urban improvements, producing new and expanding on existing special events and programs, and concentrating on intensive retail recruitment prospects were three primary objectives for Downtown District staff.

Focusing on Downtown as the region's primary cultural, arts, retail and entertainment district has proven to increase the numbers of tourists, shoppers and businesses attracted to Downtown. But it has also shown that additional programs are necessary. Special events and marketing only complete a portion of the puzzle. In order to create a thriving cosmopolitan environment, to ensure economic prosperity, to achieve a vital urban center - one that is bustling with people and energy, there's a need for a more structured and comprehensive program. This reasoning has led to the formation of the **Downtown Sacramento Partnership**.

At the request of Sacramento's Mayor Joe Serna, a "Downtown Summit" convened in October 1993, bringing together a panel of Downtown management experts from the International Downtown Association and nearly 200 downtown stakeholders, in an effort to establish strong downtown leadership, eliminate fragmentation, reduce duplication of effort and create one unified voice for downtown Sacramento. As a result of the IDA panel's Recommendation Report, the Downtown Sacramento Partnership was formed and consolidation efforts commenced immediately. Prior to the consolidation plan, the downtown business district maintained nineteen separate entities providing maintenance, security and promotional services for properties located Downtown.

When examining Downtown Sacramento's history, we can make clear distinctions in the character of each decade since the 1950's. The fifties are marked as the decade of planning, the sixties as the decade of building, the seventies as the decade of both consolidation and expansion, the eighties as the decade of challenges and changes and the nineties as the decade of public-private "partnerships."

Like many other cities across the country, Sacramento has come to rely on partnerships to ensure the success of all the divergent interests for Downtown's improvement programs. Seeing a need for corporate as well as civic leadership, the Partnership quickly involved the private sector in Downtown's prominent evolution. By December 1993, the new leadership stepped in to guarantee sufficient authority, shape consensus and compel coordination among all Downtown interest groups. The Downtown Sacramento Partnership has consolidated the efforts, programs and budgets of numerous downtown organizations, and has eliminated existing and overlapping assessment and business improvement districts, in order to create a unified downtown management entity that concentrates solely on Downtown improvement.

The **Downtown Sacramento Partnership** is made up of members representing the private sector, the corporate business community, the neighborhoods and Downtown property owners, developers and merchants. Additionally, representatives from the Convention and Visitors Bureau, the City Manager's office, Regional Transit, the State of California, Downtown Plaza, Old Sacramento, and the Redevelopment Agency all work together on behalf of Downtown's prosperity. The Partnership supports the Downtown improvement programs already in effect and will continue to strive to provide the elements necessary to advance Downtown's future.



## Key Participants

Please list the major organizations and constituent groups that have been actively involved in the revitalization effort.

**Downtown Sacramento is comprised of several sectors, each of which recognizes specific boundaries, causing Downtown's management organizations to operate independently of the others. Over the last several decades, Downtown Sacramento's progress, has been influenced by a number of key organizations, each having a variety of revitalization efforts incorporated into their work plans.**

Established in 1973, the **Sacramento Housing and Redevelopment Agency (SHRA)** continually strives to build upon its tradition in housing, community and economic development activities, with the mission to implement projects which were generally supportive of the goals of redevelopment law, i.e., removal of blights, improvement of infrastructure, facilitation of construction and/or rehabilitation of low cost housing.

The **City of Sacramento** has been a consistent supporter of Downtown's revitalization efforts. Over the past twenty years, the city has funneled millions of dollars in cash and in-kind services to support downtown improvement projects. In most recent years, the Mayor and city council have streamlined bureaucracy and approved measures that encourage the prosperity of the central business district. The city's police department, parking division, parks and recreation department, neighborhood services department, public works division and maintenance crews have all been key players in reaching Downtown's revitalization goals.

The **Sacramento Downtown Association (SDA)** was organized in 1908 and established for the purpose of maintaining and enhancing the vitality of the business community downtown. In 1970 the business community requested and received approval from the city council to establish the first business improvement district (BID) in Sacramento in order to help stabilize the amount of funds available to promote business in downtown. The SDA has responsibility for oversight of the BID funds, which provides the means to promote the businesses and to enhance economic development in downtown.

The **Old Sacramento Management Board** coordinates maintenance, marketing and business development activities within the Historic District.

The **Downtown Plaza Associates** provides the management, marketing and maintenance of Downtown Plaza, Sacramento's major urban shopping complex, which re-opened in the fall of 1993 after extensive renovation and expansion, and now contains 682,000 square feet of retail space, and 318,000 of office space. Major stores include Macy's and Weinstock's, in addition to a 100+ mixed-use tenant population.

In 1991, SHRA financed the creation of **The Downtown District**, a geographical location in which concentrated revitalization efforts have been administered. A coalition of business, arts, local government, and community representatives developed the Downtown Cultural, Arts and Entertainment District Master Plan which recommends strategies to animate and revitalize the area known as the Downtown District.

The successes achieved by each of these entities has demonstrated that Downtown Sacramento has enormous potential. Currently Downtown Sacramento is undergoing an intensive transformation, a direct result of the Downtown Summit. The outcome of the two-day pinnacle determined that the primary impediment to realizing Downtown's potential was a lack of leadership and coordination among existing downtown organizations. Downtown's future is now in the hands of the Downtown Sacramento Partnership, and the Partnership's objectives are fully supported by SHRA and the City of Sacramento.

The **Downtown Sacramento Partnership** is the most recent organization to assist in Downtown's revitalization efforts. The Partnership is a private, nonprofit organization dedicated to planning, managing and developing Downtown as the clean, safe and vibrant urban center of the greater Sacramento region. The Partnership has absorbed the programs and scope of work previously conducted on behalf of downtown. They have become the primary service provider for downtown and is dedicated to planning, advocating and maintaining overall program management on behalf of Downtown's private and public sector partners, businesses, residents, shoppers, workers and investors.





## Major Achievements

Please list and briefly describe no more than five major achievements, stressing the comprehensive nature of your community's downtown revitalization effort. *Use only the space provided below.*

Over the past 30 years, an enormous financial, professional and emotional investment has been placed on improving the public infrastructure, rehabilitating and preserving historic buildings, rejuvenating the social environment and aiding the commercial revitalization of the city's CBD. In addition to a history of "bricks & mortar" development activities, there has been a commitment in pursuing an overall quality of life in Downtown Sacramento. **Downtown's comprehensive revitalization efforts have been focused in four main areas:**

**Historic preservation** - The Area designated as Old Sacramento was the birthplace of the City of Sacramento and the heart of commerce into the 1920's. This 28-acre area is one of the largest historic districts west of the Mississippi River. Today the area contains: 145 restored buildings; more than 125 retail shops; 20 restaurants; several museums including the California State Railroad Museum, one of the world's largest; and half-mile of Riverfront development depicting an 1865 riverside scene. Approximately 25 historic structures have been preserved and restored to their original condition. In addition to Old Sacramento, downtown Sacramento also has an impressive inventory of historic structures. To date, approximately 14 historic buildings in downtown Sacramento have been preserved and renovated as part of the City's commitment to preservation of its rich historic resources. An update to the City's inventory of historic structures is also underway and completion is expected by early 1995. SHRA prepared and implemented the restoration plan, and to date the private sector has invested approximately \$60 million, SHRA more than \$25 million and the State of California, \$20 million.

**Economic/Retail growth** - The Downtown Plaza Shopping Center has just undergone a \$157 million renovation that has propelled Downtown into becoming recognized as the region's prime retail destination. The Plaza is 1.2 million square feet of retail and office space with more than 135 specialty stores, a 7-screen cinema and America Live!, a 68,000 square foot, 7-venue entertainment complex. Since its grand re-opening in October of 1993, the Plaza has met the challenges and expectations that accompanied its introduction as a premier entertainment and shopping destination. Today, the Plaza is nearly 97% occupied and has become the major retail attraction throughout the greater Sacramento area.

Additional retail retention and recruitment programs administered by the Partnership have concentrated on improving K Street's retail environment. Retail programs such as the City Marketplace outdoor vendor cart program, targeted retail prospecting materials and implementation of merchant educational services, are intended to increase the quantity and quality of businesses in the District, while at the same time, nurture the economic viability and distinction of Downtown's retail appeal.

**Office development** - Sacramento's emerging skyline is the result of several major projects completed in the late 1980's and early 1990's. During this time, Downtown experienced growth in the private and public sectors including retail, office and residential development. Within the last (five) years, Downtown's skyline has shot up with the additions of the Wells Fargo Tower, the U.S. Bank building and Central Library expansion, One Capitol Mall, Riverview Plaza and the California Dental Association's building at 1201 K Street. Downtown has grown by approximately 3.5 million square feet of office space.

**Image enhancement** - Downtown's image enhancement programs have involved marketing, special events and physical streetscape improvements. Special events such as the Thursday Night Market (completing its second consecutive year in October 1994), have incorporated a broad-based community involvement. Members from the police department, several city divisions, Regional Transit, the Certified Farmers' Market, local restaurateurs and retailers, community artisans and performers, as well as local and regional media have all played an intricate role in the success of the program. At the same time, the event has drawn an average of 20,000 visitors weekly from May through October, enhancing Downtown's urban character and contributing to the District's economic health.

As a result of a comprehensive public outreach and image campaign, the Downtown District has become recognized as the region's major retail, civic, cultural, arts and entertainment destination. Through overall downtown marketing - distribution of brochures, newsletters, event calendars and related community outreach materials, the installation of destination banners and public murals, the implementation of streetscape improvement projects and production of a unique blend of special events that operate virtually year-round, Downtown Sacramento has realized a significant increase in local and tourist visitors, especially on the weekends and evenings. Since its inception in April of 1991, Downtown District programs have been recognized, both at the local and national levels, on eleven separate occasions.



## Economic Impact

Please describe the economic impact of the revitalization effort on your community. *Use only the space provided below.*

The underlying objective behind implementing revitalization programs is not necessarily to alter an area's personality, but in fact to stimulate economic prosperity. Special events and public activities have certainly aided this effort by drawing thousands to the downtown. But the production of special events actually has two positive outcomes. First, harvesting a unique blend of quality special events consistently draws the interest of the entire community. In turn, local and regional residents begin to perceive downtown as a community social gathering place. Second, with tens of thousands flocking to downtown annually, suddenly you've piqued the interest of investors and new businesses.

Taking into account the renovation of Downtown Plaza, the central business district can document nearly 250 new businesses over the past two years. In only one year since the grand re-opening of Downtown's only shopping center, the Plaza has recorded \$2 million in sales tax revenues. Additionally, many businesses operating along the K Street pedestrian/retail corridor have reported sales totals, equal to an additional business day, as a direct result of the Thursday Night Market.

Thursday Night Market rules and regulations, as well as most Downtown District events, have been established with economic development issues in mind. The rules state that only businesses operating within the boundaries of the District are authorized to participate in, and capitalize on, events and activities. Although this may seem somewhat trivial, the fact that special benefits are available to businesses in the District, and that as many as 30,000 additional people are guaranteed to come to the District weekly, has prompted some business owners to reconsider Downtown as their location of operation.

## Why Should Your Community's Revitalization Program Win a Great American Main Street Award?

Briefly summarize for us why you believe your community's revitalization program should win a Great American Main Street Award. *Use only the space provided below.*

Sacramento, California like many cities across the nation are discovering the importance of the inner-city and its effects on the larger city that surrounds it. A vibrant central city is essential for long-term growth and prosperity in every community, and Sacramento's leaders have agreed that the City's vitality is dependent on a thriving and attractive central city core. Civic and business leaders alike recognize the significance of public programming, economic development, maintenance and streetscape planning, elements that Downtown has focused on for several decades.

In the nineties, Downtown Sacramento is at a key crossroads in its evolution. The SHRA has been instrumental in the advancement of Sacramento's economic, civic, residential, and commercial development over the past thirty years. The combined efforts of Sacramento's Mayor and City Council, SHRA-Downtown Development Division, the Downtown Sacramento Partnership, commercial developers, property owners, and private business leaders has led to the implementation and completion of numerous successful projects within the Downtown District.

Downtown's revitalization efforts have been most notably recognized in 1992, 1993 and 1994 by the International Downtown Association (IDA) for special events, marketing and physical improvement projects conducted in the Downtown District. For the past five consecutive years, the International Council of Shopping Centers (ICSC) has awarded the prestigious MAXI Award to Downtown Plaza for activities and marketing campaigns. Most recently, the City-County Communication and Marketing Association (3CMA) recognized Downtown Sacramento for programs conducted jointly between SHRA and the Downtown Sacramento Partnership. All of this suggests Sacramento has become a true destination city. The four-county area's population is increasing by over 12% per year, and Sacramento's growth rate is 34% higher than the rest of the state. Sacramento's attractions draw visitors via highway, rail and mass transit systems.

In conformation with the goals for downtown revitalization, Sacramento has been active in combining the right program elements to create an interesting and vibrant downtown for local residents and employees, regional residents, tourists, and shoppers to enjoy. With the continued efforts of the Partnership, special interest groups and private and public representatives, Sacramento is on its way to becoming a world-class city.



## Slide Descriptions

Community: Downtown Sacramento

Clearly print your community's name on each slide. Number and provide a brief description of each slide in the space provided below.

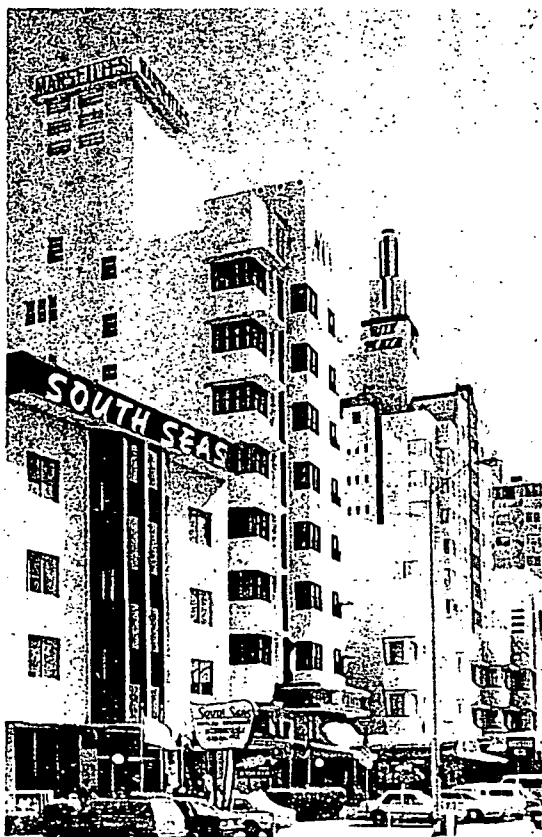
1. K Street/Regional Transit Metro
2. Ice Skating Rink (evenings)
3. Victorian Mansion
4. California State Capitol/Flowers
5. Thursday Night Market
6. Historical Market Mural
7. Delta King
8. Christmas at St. Rose of Lima Square
9. Old Sacramento Street Scene
10. Downtown Plaza (Sacramento Symphony)
11. Sacramento Metropolitan Library
12. Children's Festival

## About the Sponsors

The Great American Main Street Awards™ cosponsors are the National Trust for Historic Preservation's National Main Street Center® and Edward D. Jones & Co.

The National Trust for Historic Preservation is a private, nonprofit organization chartered by Congress to encourage broad-based participation in preserving America's historic and cultural environments. The National Main Street Center, a program of the National Trust, provides training and technical assistance in downtown and neighborhood commercial district revitalization to communities throughout the nation.

Edward D. Jones & Co., headquartered in St. Louis, is one of the nation's leading financial services firms. One of only five firms in the industry that serves one million investors or more, it is the only firm that serves individual investors exclusively. Many of Jones' 3,000 offices are located in historic downtown areas, and the company is actively committed to the revitalization of America's Main Streets.



"Edward D. Jones & Co. and the National Main Street Center share a common commitment to traditional downtown and neighborhood commercial districts. If we have learned anything in our 123 years of doing business, it is that a strong local community provides a base for a successful business."

— John W. Bachmann,  
Managing Partner, Edward D.  
Jones & Co.

 **Edward D. Jones & Co.**  
Member New York Stock Exchange, Inc. and Securities Investor Protection Corporation



National Trust  
for Historic Preservation

GREAT AMERICAN MAIN STREET AWARD  
Selection Criteria

The following criteria will be used by the jurors in evaluating each entry:

- Do both the public and private sectors support the revitalization effort? Are both sectors actively involved in the revitalization effort?
- Is there broad-based community support for and involvement in the revitalization effort?
- Does the revitalization program demonstrate tangible achievements over an extended period of time?
- Is the Main Street revitalization effort comprehensive with balanced activities in physical improvements, business development, marketing, and organizational development?
- Does the revitalization program stress the preservation and rehabilitation of historic and traditional commercial buildings?
- Has the revitalization effort economically improved the commercial district?
- Has the community created and implemented innovative approaches to revitalizing its commercial district?

GREAT AMERICAN MAIN STREET AWARD  
Judges

**P. Jefferson Armistead**  
Senior Vice President, Local Initiatives Support Corporation

**Alan Brangman**  
Director, Design Arts, National Endowment for the Arts

**Luis F. Bueso**  
Director, Planning Division, Economic Development Administration,  
U.S. Department of Commerce

**Tamar R. Datan**  
Program Officer, Interdisciplinary Fund, the Pew Charitable  
Trusts

**Jack Ferris**  
President, National Federation of Independent Business

**Roberta Brandes Gratz**  
Author of *The Living City*

**Susan L. Howard**  
Trustee, National Trust for Historic Preservation; Vice  
President, Bank of America

**Robert Peck**  
Vice President, American Institute of Architects

**Raul Yzaguiere**  
Director, National Council of La Raza

NOV 1 1994

OFFICE OF THE  
CITY CLERK

# RESOLUTION NO. 94-631

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_  
**SUPPORTING THE SUBMISSION OF AN ENTRY IN THE  
GREAT AMERICAN MAIN STREET AWARD COMPETITION**

WHEREAS, in the past 30 years, Downtown Sacramento has been revitalized by the redevelopment efforts of the City and the Sacramento Housing and Redevelopment Agency, which have invested over \$300 million to create and rehabilitate projects from Downtown Plaza to Old Sacramento and from Capitol Mall to K Street; and

WHEREAS, the Downtown Sacramento Partnership was born in 1994; a private, non-profit membership organization dedicated to planning, managing and further developing Downtown Sacramento as the clean, safe and vibrant urban center of the greater Sacramento area; and

WHEREAS, the Downtown Sacramento revitalization program has demonstrated tangible achievements over an extended period of time, has broad-based community support for and involvement in the revitalization effort, with balanced activities in physical improvements, business development, marketing and organizational development, while stressing preservation of historic and traditional commercial buildings.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

Section 1. The economic health and cultural vibrancy of Sacramento has been greatly enhanced by the community's downtown revitalization activities.

Section 3. Entry of Downtown Sacramento in the Great American Main Street Award competition is authorized and supported.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

f:\mdi\staffres\mainst.awd

FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

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