



Welcome to the following businesses who have joined our thriving Downtown!

**Chi Chi Angels**  
324 E. Main Street  
*Sexy, fabulous, fashion-forward clothing for young women; a wonderful addition to Main Street's boutique shopping scene.*

**El Rey Cantina**  
294 E. Main Street  
*Tequila and Elvis. A perfect pairing by some veteran Ventura restaurant entrepreneurs. Great banquettes with pillows that work!*

**For Your Home Furniture Warehouse**  
42 N. Chestnut Street  
*More furniture than you can imagine in a beautiful historic warehouse space.*

**iRbN**  
83 S. Palm Street  
*The iRbN store offers simple yet sexy tops for men and women; the brand's promoters are remodelling the restaurant portion of the property, too.*

**Jimmy's Slice**  
586 E. Main Street  
*Finally open! And finally we can see a movie on Main Street and get a slice of great pizza pie afterwards. Open until 3 a.m. on weekends! Love that!*



**Treasure Chest Thrift Store**  
230 E. Main Street  
*Open within a month of signing the lease, this vacant space is now back in productive use.*

**Coming soon:**  
**Charlene's**  
546 E. Main Street  
**Duality**  
576 E. Main Street  
**Landmark 78 Remodel**  
211 E. Santa Clara Street  
**Watermark**  
598 E. Main Street

## Bank of Books Holds Fundraiser for DVO

The Downtown Ventura Organization and Bank of Books at 748 E. Main St. have teamed up to promote a fundraiser during the entire month of June. Bank of Books is offering customers a 30 percent discount on all purchases made at the store during this month. There is no coupon necessary; simply come in and the discount will automatically be given at the register. At the end of June, Bank of Books will total the sales for the month and give 15 percent of total proceeds to the DVO in the form of a donation.

Bank of Books has been in business in Downtown Ventura for more than 40 years. The store has been voted the No. 1 independent book store in Ventura County for the past six years. Store owner Clarey Rudd is a founding member of the DVO. The store carries new, used and rare books. Rudd will also be launching a new Web site soon. For more information, call 643-3154.



101 S. California St.  
P.O. Box 1414  
Ventura, CA 93002  
[www.downtownventura.org](http://www.downtownventura.org)

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## Downtown Ventura Organization Newsletter

June 2008

## New High-Rise Office Space on its Way

Amid the bustle of construction workers, the new Class A office building at 60 S. California Street is starting to take shape as steel girders frame the sky.

When completed, the handsome new building will house more than 20,000 square feet of prime office and retail space. Small businesses will occupy the upper floors and retail space will be leased at the bottom, said local real estate developer Dan Frederickson. The top two floors will have ocean views. Frederickson will announce the ground-floor tenants shortly.

"It's basically to serve as an example for growing development Downtown," Frederickson said. "It's for businesses who want to be Downtown and feel the Downtown aesthetic."

The former president of Kinko's and his new project win high praise from Ventura's Mayor Christy Weir. "Dan has been a really positive influence Downtown. He is bringing Class A office space that will really contribute not only to the architectural



The building's distinctive tower was recently framed. When completed, the structure will house more than 20,000 square feet of office and retail.

beauty of the area but also to the economic vitality by building space for high-wage jobs."

Frederickson volunteered to construct a bridge from his building to the adjacent parking structure and will lease about 55 spaces from the city for his tenants. "This is the first example of parking revenue generated to the city from the parking structure Downtown," he said.

The real estate developer is a founding member of the Downtown Ventura Organization.

If all goes well, construction on the California Street building will be completed by November, Frederickson said. "My hope is that surrounding property owners will develop and improve their buildings to the standard that Ventura deserves."

And, he added, "I would like to recognize all of my neighbors on California Street for their patience and support during the process."

## Downtown Goes Hollywood

Big crowds are expected Downtown for the July 26 premiere of Kevin Costner's new Disney movie, "Swing Vote."

According to DVO board member Doug Wood, general manager of the Crowne Plaza, the event will take over most of the heart of town, with an area on California and Main blocked off for an 8:15 p.m. free concert by Costner's band, Modern West. Astroturf will be laid down all the way up to City Hall, Wood said.

The day begins at 2 p.m. with a premiere party at the new Watermark restaurant at Chestnut and Main. Founding DVO board member Mark Hartley, owner of the Watermark, is pro-

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Actor Kevin Costner's new film, "Swing Vote," will have its nationwide premiere at the Century 10 Downtown.

## DVO's Volunteers Make Our Organization Strong

By Rob Edwards,  
DVO Executive Director

As I look back on springtime in Downtown, we racked up a few fairly amazing accomplishments this year already. Many of you engaged and offered your spare time to make so many of them happen. Without you dedicating your time and energy, most of this list below wouldn't be possible. If you want to see more positive changes Downtown, then just engage! We conduct more than 12 different planning, strategy, and roll-up-your-sleeves-and-get-it-done pow wows each month to choose from!

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# Affinity Bank Steps Up as DVO Sponsor

Greetings! My name is Sandra Walker and I am the branch manager for the Downtown Ventura office of Affinity Bank. I am excited about our newest partnership with the DVO and wanted to introduce myself and the bank.



Sandra Walker  
Affinity Bank

Affinity Bank, whose headquarters are located in Downtown Ventura, has been serving the business and personal banking needs of Ventura residents since 1996. It has long been recognized as a community bank focused on providing superior service to its customers and financial support to

the many outstanding service organizations in the area.

Affinity Bank offers its business customers a wide range of cash management services including remote deposit that allows customers to deposit checks faster and easier without going to the bank, as well as competitively priced deposit and loan products.

I have been in the banking industry for more than 11 years now and take pride in providing the very highest level of customer service available in the industry. When was the last time your branch man-

ager came out to your place of business to pick up a deposit? When did your bank offer to promote your business in the branch, free of charge? If you aren't receiving this level of service, you should consider making a switch to Affinity Bank.

In future newsletters, I will host a column dedicated to providing information and resources useful to both businesses and property owners ranging from things like preventing identify theft or new ways to finance your business.

If you have any suggestions or would like to discuss how Affinity Bank can assist you in your financial goals, call me at (805) 804-8395 or email me at swalker@affinitybank.com.

◆ **Downtown Ventura Organization Board Meetings**  
Second and fourth Wednesdays of every month at 8:30 a.m.  
Affinity Bank, Chestnut & Santa Clara

◆ **4th of July Street Fair**  
10 a.m.-5 p.m.  
Downtown  
Info: 654-7830, 648-2075  
Admission: Free  
Over 300 arts & crafts vendors, food booths, entertainment, live music, children's activities.

◆ **Rubicon International Theatre Festival**  
July 16-27  
Various venues around Ventura  
Info: 667-2900  
www.rubicontheatre.org  
Plays from around the globe, apprentice program, parade and fair with workshops.



◆ **"Swing Vote" Premiere Event with Kevin Costner**  
July 26 Downtown  
Disney film "Swing Vote" to have its premiere in Ventura. Benefit party at 2 p.m. at Watermark restaurant with screening of film following. Free street party with Costner band Modern West at 8:15 p.m., Main & California.

◆ **3rd Annual Ventura Book Festival**  
Aug. 23-24 from 9 a.m.-6 p.m.  
Crowne Plaza Ventura Beach, 450 Harbor Blvd.  
Info: 643-3385  
Admission is free.  
Authors, publishers, book sellers, writers' organizations, nonprofit groups

◆ **Aloha Beach Festival**  
Aug. 23-24 from 9 a.m.-6 p.m.  
West of Ventura Pier  
Info: 984-6333  
Admission is free.  
Frisbee, longboard & softboard competitions, surf rodeo. Also hula, live music, food, and artisan booths.

◆ **Farmers' Market**  
Every Saturday 8:30 a.m.-12 noon  
Corner of Santa Clara & Palm Streets  
Info: 529-6266

## Elks Lodge Getting New Life as Arts Atheneum

The long-vacant Elks Lodge at 11 S. Ash St. will be getting a new lease on life as a cultural hub thanks to DVO volunteers.

Recognizing the need for both performing arts space in addition to office space for non-profits, DVO Vice-Chairman David Armstrong coaxed the building's owners into letting him use the space in exchange for cleaning it up. The property is owned by Jeff Becker and Vim Jonker, who plan to build condos nearby.

The historic three-story building has a 300-seat theater. Events scheduled for the facility this summer include children's theater classes and various activities associated with the Rubicon International Theatre Festival.

A clean-up day for the building is planned for Saturday, June 14 at 9 a.m. Volunteers are asked to bring work gloves, mops, paint, cleaning materials, water and snacks. The Savory Café & Bakery will provide free coffee and pastries. For more details and a full list of needed items, visit [www.downtownventura.org](http://www.downtownventura.org)



## Costner Concert

(Continued from page 1)

ducing most of the day's public and private activities. A red carpet event and a screening of the film will be held at the Century 10 Theaters immediately afterward.

Tickets for the Watermark party and movie premiere are \$500 each. The party is intended as a benefit for various charities including Ventura Unified School District art programs and Interface Children Family Services.

The Costner event is being put on with the help of the actor's childhood friend Tim Hctor, a local realtor. He proposed doing an event in Ventura to Costner, who grew up here and admits his heart never left.

"It's Ventura. It's my community. ... I thought let's have a street party and make it all-American fun," Costner said. He waited until he had a movie which would fit the plan and "Swing Vote," a family film, qualified. "It was my request to do it on Main Street," Costner said.

Downtown Ventura Organization Executive Director Rob Edwards estimated as many as 10,000 people could attend the free concert. Parking is still being worked out, he said. Edwards is working with city staff to ensure that Downtown business owners will have sufficient access to parking nearest their businesses that day.

## A Multitude of Projects Keeping Our Volunteers Busy

(Continued from page 1)

DVO's Promotions Committee began a branding and repositioning advertising campaign, which focuses on you, the unique, independent merchants. In February we pulled together the five goldsmiths and gemsetters who make what they sell right in their stores. In March we recruited 10 of Downtown's most noteworthy bartenders and in May, six of our glamorous salon owners sat for the most beautiful of portraits. We'll continue this campaign throughout the summer as long as there is interest from you. Who wants to be next? Antiques? Boutiques? Home furnishings?

The Economic Restructuring Committee is implementing the Downtown retail and office strategy approved by the City Council last year. The focus areas include supporting existing businesses, attracting the right mix of new businesses and building on the cultural district to attract people downtown.

Your Design Committee held a spring clean-up and flower planting that saw twice as many volunteers as the autumn

one — 75! We replanted all 25 sidewalk planters with a consistent and drought-tolerant palette of sweet lavender, rosemary and bacopa. We've also ordered eight new six-foot black benches for placement on the sidewalks. And we walked the entire neighborhood to determine where we might best hang new outdoor bulletin boards to give you an outlet for all those event posters you are constantly being asked to tape to your windows. Year-round twinkle lights in our honey locust trees are on their way and we've been lobbying the Redevelopment Agency to fund a plan to up-light all the palm trees on California and Main before the winter holidays!

The Downtown Operations Team (DOT) hosted four town hall meetings at which Ventura's transportation engi-



DVO executive director Rob Edwards orchestrated Downtown's latest spring clean-up.

neering staff reviewed their master parking management plan which includes new and very high-tech parking meters for Main Street. What surprised me most about the feedback after each presentation was the lack of opposition to requiring our customers to pay to park in the most desirable spaces — those on Main Street. Most merchants who attended these town hall meetings arrived skeptical and left impressed by the parking meters of 2008. They are actually not

your granddad's meters, but kiosks — two per block face, that are WiFi enabled and solar-powered. City staff could quickly reduce the price of parking if we found that the price on any given day was too high and negatively affecting business. There is more info to come on this issue so keep your eyes open for e-newsletters from me in the future on this progress.