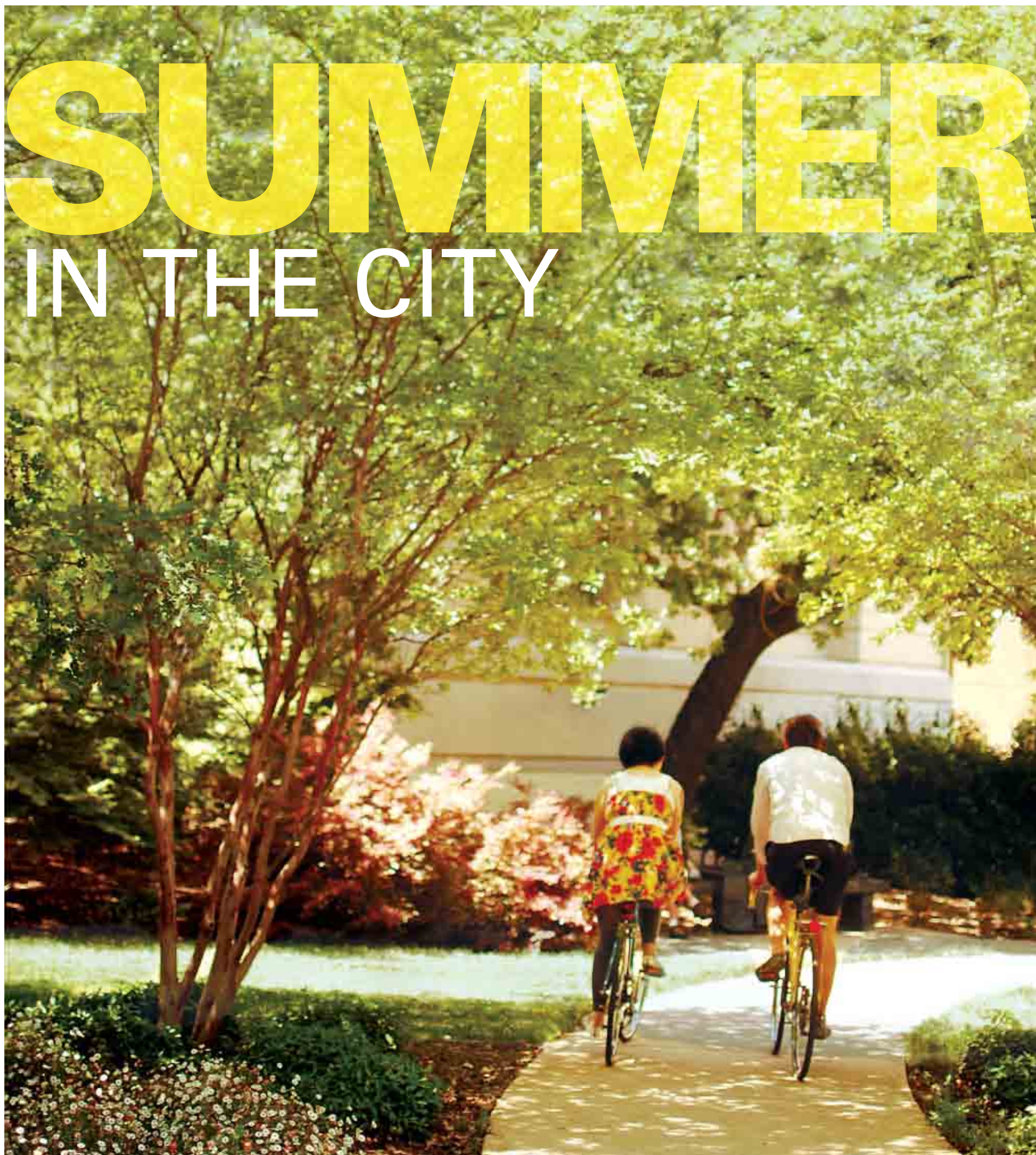


SUMMER

IN THE CITY



YOUR GUIDE TO EVERYTHING HOT *local finds | outdoor dining | happiest hours | concerts in the park*

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FRIDAY NIGHT CONCERTS IN THE PARK

CEDAR CHAVEZ PLAZA • 10TH & J STREETS
MAY 6 - AUGUST 12
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Local Finds

SHOPPING LOCAL IS GOOD FOR THE COMMUNITY,

good for the economy and well—frankly it just feels good to support the local guys. But once you commit to shopping local, the big question is: Who's got the goods? There are plenty of options on the grid and especially Downtown. Here are a few gems that you may not know about:

VINTAGE YSJ

The boutique on 12th and J streets is a vintage treasure chest. They have a killer collection for the ladies with a penchant for feminine '40s-'50s pieces, as well as boho chic and rocker glam looks. Their selection turns over quickly, so if it catches your eye, you better grab it fast.

(INSIDER'S TIP: YOU CAN FOLLOW THEM ON TWITTER AND THEY'VE GOT AN ONLINE STORE, SO YOU CAN KEEP AN EYE OUT FOR ANY FAB FINDS.)

924 12th Street, vintageysj.com, @vintageysj

MEA VITA

You'll find Mea Vita tucked in mid-block of a bustling strip of K Street in Old Sac. Their collection—a budget shopper's dream—is sweet, modern and very wearable. The star of the store is the jewelry. You'll be dazzled by their gallery of delicate, handcrafted sterling silver pieces adorned with semi-precious stones—all designed by store owner Aida Makarevic.

(INSIDER'S TIP: IF YOU ASK NICELY, YOU MAY BE ABLE TO SCORE A CUSTOM DESIGNED PIECE OF JEWELRY.)

125 K Street, etsy.com/shop/aidam78



MEA VITA: A BUDGET SHOPPER'S DREAM



SAN FRANCISCO, TOKYO, BARCELONA... AND SACRAMENTO?

FTC

San Francisco, Toyko, Barcelona...and Sacramento? Yeah, that's right. You'll find one of the four stores of this major international brand on 10th and J streets. This year marks the skateboarding brand's 25th anniversary and the Sacramento store's 5th year. Inside you'll find an dizzying selection of skateboards, graphic tees, shoes and related gear. The welcoming shop is a favorite with seasoned skaters and novices, and a great spot for cool parents trying to nab skateboarding gear for their kids.

(INSIDER'S TIP: IF YOU NEED A DOSE OF INSPIRATION, SPEND SOME TIME CHATTING IT UP WITH CO-OWNER GABE COLLINS.)

1006 J Street, ftcsf.com

ARTIFACTS

Cutting-edge fashion on K Street? This K Street boutique is a design mecca that reaches far beyond apparel to include offbeat art and books. The look for men and women is a blend of eclectic urban style that ranges from effortless T-shirts to whimsical dresses. You'll find brands like Beautiful/Decay, Paul Frank, Stussy, G-star Raw, Converse and Artifacts' own line.

(INSIDER'S TIP: THEY'RE ALWAYS ON THE CUTTING EDGE, SO KEEP AN EYE ON THEIR BLOG FOR EVENTS AND ART SHOWS.)

905 K Street, artifactsonline.com

PHOTOS COURTESY OF DOWNTOWN SACRAMENTO PARTNERSHIP



PHOTOS BY BARRY WISDOM, KATI GARNER, JASON MONTIEL AND DOWNTOWN SACRAMENTO PARTNERSHIP

CHEERS TO 20 YEARS

FOR OVER 20 YEARS, the Friday Night Concerts in the Park Series has been synonymous with Sacramento summers. Over 400 bands have graced the Cesar Chavez Plaza stage including Cake, Deftones and Jackie Greene. Thousands of people flock to the event each year, making the series the city's best summer happy hour to see and be seen. Each show promises some pretty amazing people watching. What's the most random celebrity spotting to date? There were a couple of less than flattering appearances by Pauly Shore in the '90s.

Started in 1992 with only 300 people for the first show, the series has grown in popularity by leaps and bounds, now boasting over 4,000 concert-goers per week. In 1996, Sacramento's music guru Jerry Perry began booking for the series, selecting only local bands (or bands with strong Sacramento ties) that play their own original music. The rest is history.

Who knows what the next 20 years will have in store for the Friday Night Concerts in the Park? You can bet it will remain the best summer spot in Sactown for cold beer, live local music and great people watching.

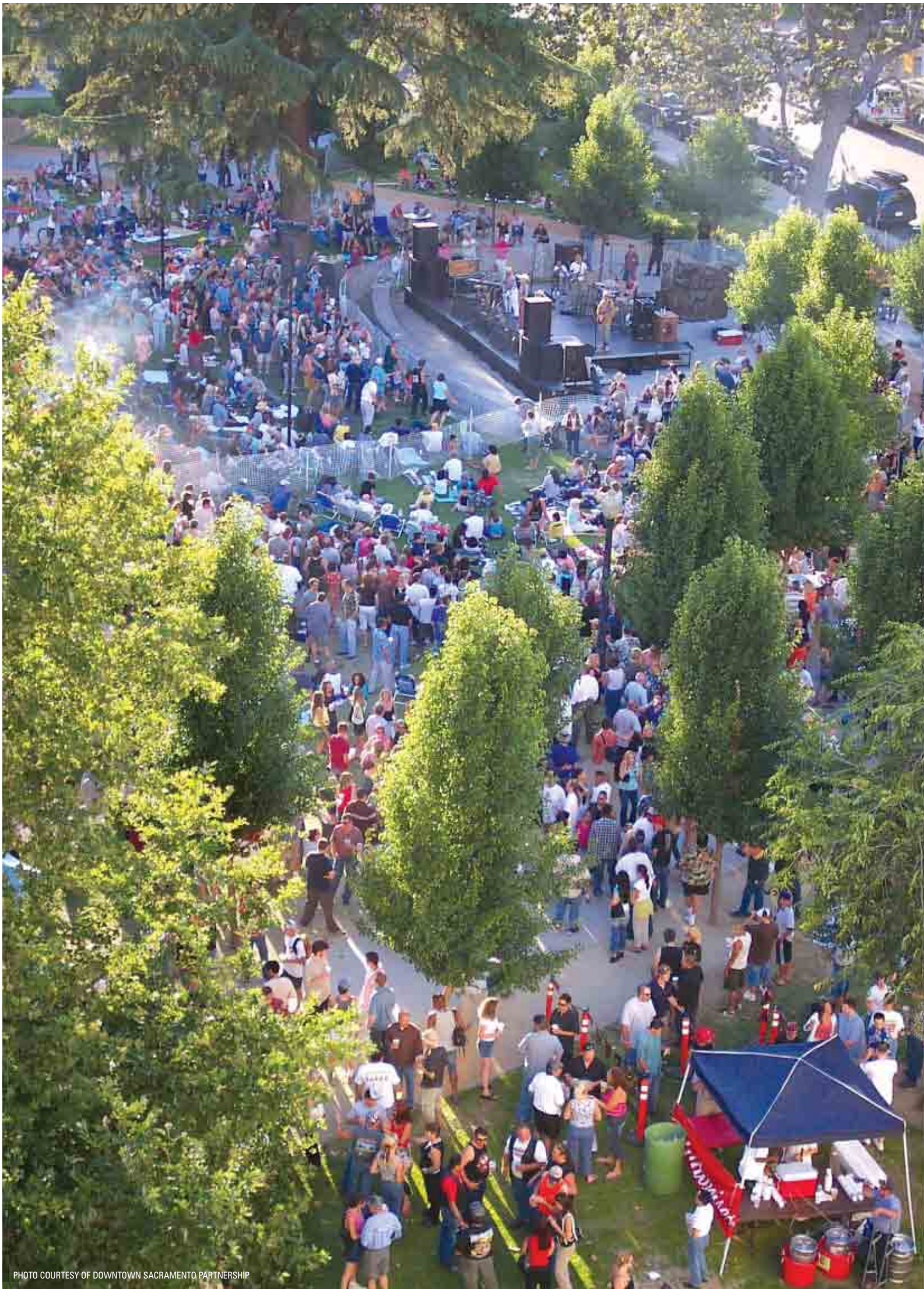


PHOTO COURTESY OF DOWNTOWN SACRAMENTO PARTNERSHIP

BUDWEISER PRESENTS:
**FRIDAY NIGHT
 CONCERTS
 THE PARK**

CESAR CHAVEZ PLAZA • 10TH & J STREETS
MAY 6 - AUGUST 12
 EVERY FRIDAY NIGHT FROM 5 PM TO 9 PM

- May 6** – The Tattooed Love Dogs
 Aaron King & The Imperials • Wahnderlust
- May 13** – The Golden Cadillacs
 Keri Carr • Miss Lonely Hearts
- May 20** – Agent Ribbons
 The Kelps • Golden Ghosts
- May 27** – Rick Estrin & The Nightcats
 The Freebadge Serenaders • The Kings of Sacramento
- June 3** – Mick Martin & The Blues Rockers
 Tess & The Hip Trash • The Kyle Rowland Band
- June 10** – Walking Spanish
 Nikki Bluhm • Island of the Black and White • Honyock
- June 17** – Debora Iyall
 Exquisite Corps • The Generals • Breaking Glass
- June 24** – Mumbo Gumbo
 Los Blazing Hangovers
- July 1** – Kepi Ghoulie Electric
 Pets • Dog Party • The Favors
- July 8** – The Nibblers
 Gerald Pease Combo • The Bell Boys
 w/James Cavern & Jesi Naomi
- July 15** – The Nickel Slots
 Whiskey & Stitches • Bright Faces
- July 22** – Prieta
 Roman Funerals • The Denver Piledrivers
 Jet Black Popes
- July 29** – Lite Brite • Mondo Deco
 Simpl3jack • Jem & Scout
- August 5** – Musical Charis
 Be Brave Bold Robot • Adrian Bourgeois
- August 12** – The Brodys
 Automatic Rival • A Single Second



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What to Do



PHOTO COURTESY OF DOWNTOWN SACRAMENTO PARTNERSHIP

WEEKLY CERTIFIED FARMERS MARKETS

TUESDAYS: Roosevelt Park (10th & P), Fremont Park (15th & P)
WEDNESDAYS: Cesar Chavez Plaza (10th & J)
THURSDAYS: Capitol Mall (6th and Capitol Mall), East End (15th & L)*
FRIDAYS: St. Rose of Lima Park (7th & K)*
SUNDAYS: Sacramento Central (8th & W) cafarmersmarket.com
* These new farmers market locations begin June 2011

Weekly events

THURSDAYS

Crocker Art Museum Thursdays 'til 9
crockerartmuseum.org

Rock on Live Band Karaoke - 9 pm
marilynsonk.com

FRIDAYS

Friday Night Concerts in the Park 5-9 pm
sacfridayconcerts.com

SUNDAYS

Crocker Art Museum Classical Concerts
4th Sunday of the month, crockerartmuseum.org



MAY
27-30

MAY

- 16: Amgen Tour of California: Stage 2 Finish
State Capitol, amgentourofcalifornia.com
- 21: Race for the Ring
Raley Field, thinkrogers.com
- 22: Pacific Rim Festival
Old Sac and Westfield Downtown Plaza, pacificrimstreetfest.com
- 27-30: Sac Jazz Fest
Old Sac and Downtown, sacjazz.com
- 23-5: Wine & Dine Week
sacramentowineanddine.com
- 29: Walk 'n Rock featuring KISS
Raley Field, walknrock.org

JUNE

- 4: Grape Escape
Cesar Chavez Plaza, raleysgrapescape.com
- 4: Sacramento Pride 2011
Capitol Mall, sacramentopride.org
- 11-12: Round Rock 3 on 3 Basketball Tournament
roundrock3on3.com
- 17-26: Sacramento French Film Festival
Crest Theatre, thecrest.com
- 23: I Love House: Paul Oakenfold
District 30, district30sacramento.com



JUNE
11-12

JULY

- 15: Sacramento Mermaid Parade
Joe's Crab Shack to Dive Bar, sacramento365.com

AUGUST

- 6: 3rd Annual Car Cruise
calautomuseum.org
- 18-21: Sacramento Film & Music
Crest Theatre, sacfilm.com

SEPTEMBER

- 2-5: Gold Rush Days
sacramentogoldrushdays.com



JUNE
4

Artist Sally West says:

"As you journey on this Earth, leave a legacy simply with your footprint. Mine represents images of the Earth and ancient symbols representing the Earth as our mother. Our mother who has harbored thousands of us."



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Outdoor Dining

PHOTO COURTESY OF TEN22

Summer is here! What better way to enjoy the summer sun than dining al fresco? Whether you prefer sunning in a secluded hideaway terrace, sitting street side watching cars go by, or relaxing on a deck shaded by umbrellas, Downtown Sacramento has the best summer outdoor dining hot spots. Jump on your beach cruiser and venture to a few of our favorite outdoor dining spots for brunch, lunch, dinner or happy hour:

TEN22

Nestled in the heart of Old Sacramento, Ten22's patio offers an open and airy relaxed ambiance. Under the stars and market lighting, enjoy live music every Friday and Saturday. With high-end entrées and wallet-friendly burgers, Ten22 is the perfect date night for any budget.

1022 Second Street

Lunch & dinner everyday

HOUSE KITCHEN & BAR

House Kitchen & Bar is a picturesque patio on Capitol Mall complemented by comfort food that more than lives up to its name. Shade yourself under oversized orange umbrellas with beautiful views of the Capitol, Downtown high-rises and the Tower Bridge.

555 Capitol Mall #55

Lunch & dinner weekdays

CAPITOL GARAGE

Sleepy weekend mornings can easily turn into lively evenings while relaxing on the patio at Capitol Garage. When the garage doors are up, the entire restaurant takes on the breezy air of outdoor dining. Recently voted one of OpenTable's top 50 brunch locations nation-wide, their hearty and delicious signature dishes more than round out the dining experience. Just around the corner from Capitol Park, this is a fantastic patio location to watch the world go by.

1500 K Street

Brunch, lunch, dinner & cocktails

RIO CITY CAFÉ

Rio City Café's outdoor patio showcases the River City at its finest. Enjoy your lazy Sunday mornings with bottomless mimosas, delectable brunch plates and views of the river on this stylishly rustic patio.

1110 Front Street

Brunch, lunch, & dinner

WANT TO EAT AL FRESCO ALL SUMMER LONG? HIT THESE OTHER GREAT OUTDOOR DINING SPOTS:

- | | |
|------------------------|---------------------------|
| Ambrosia Café | Il Fornaio |
| Cafeteria 15L | Pizza Rock |
| Ella Dining Room & Bar | The Pilothouse at |
| Firehouse | The Delta King |
| | • The Tower Bridge Bistro |



PHOTO COURTESY OF TOWER BRIDGE BISTRO

THE HAPPIEST HOURS DOWNTOWN

Few times of day bring more bliss than that moment when you shut the office door behind you and make your way to the sweet freedom of the early evening. What better way to enjoy those extra hours of sunlight than taking in the view from a bar stool with a few friends and a bargain cocktail. Tired of your same ol' happy hour? Here are a few of our favorite downtown standouts for after work stress relief:

ELLA DINING ROOM AND BAR

It's easy to shake off your drab day in the fab surroundings of Ella. Suddenly life is a little less *Dilbert* and *The Office*, and a little more *Mad Men* and *Sex & the City*. Come as you are and enjoy half-price, hand-crafted cocktails (like elderflower!) and \$5 glasses of wine inside in the lounge or out on their plush patio. New happy hour menu coming in June.

We Suggest: The Original White Linen or Blueberry Mojito, both \$6.

Monday thru Friday from 3-6 pm

3 FIRES LOUNGE

Among 3 Fires' advantages—a happy hour that lasts until 7 pm for those that can't unplug from their desktops sooner—they also boast fantastic deals including \$5 personal pizzas, house wine for \$3.50, and \$4 well drinks in a casual, classy atmosphere.

We Suggest: Stop by Thursdays when they feature \$.96 sliders with 96.9 The Eagle. Monday thru Friday from 3-7 pm, and Thursday thru Saturday from 10-11 pm



PHOTO COURTESY OF 3 FIRES LOUNGE

DIVE BAR

Dive Bar invites you for a little after-work networking. To help the socializing go down smoothly, they pair it with \$5 premium cocktails and \$4 beers. Bonus: Those beers are 20 ounces. If you have a hankering for a brew, you'd be hard pressed to find more bang for your buck. Besides, few views are more soothing than that of an aquarium with your own lovely mermaid waving hello.

We Suggest: 20 oz. Great White on draft for \$4, with complimentary delectables.

Monday thru Friday from 3-7 pm



PHOTO BY JENNIFER SNYDER

GRANGE AT THE CITIZEN HOTEL

Watch the hustle and bustle of Downtown from the grand windows of Grange. Their happy hour is the perfect combo of sophisticated drinks and inexpensive, yet upscale, bites. Grab a signature cocktail for \$5 or Sacramento's own Ruhstaller Draft IPA for only \$3. Paired with a \$2 street taco or \$3 housemade potato chips with bleu cheese; your thirst, your appetite and your wallet will be satisfied.

We Suggest: The Preserved, a cachaca cocktail, for \$5.

Monday thru Friday from 3-6 pm

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