



Central Business News

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SUDZ SPLASHES WITH SUCCESS!

By Sandra Dee Chaney

Hmm, how can one describe the 10th Annual Sudz in the City Microbrewery and Music Festival in one word? "Sudzational!" The Downtown Association and co-sponsor Mondosphere Broadcasting brought the festival together at the Fresno Grizzlies Stadium on Saturday, May 15th.

Over 5,000 beer enthusiasts enjoyed 50 microbreweries from throughout the West Coast to sample the finest tasting micro-brewed beer. Sequoia Brewing, BJ Brewing, Sierra Nevada, Brewbakers of Visalia, Carlsbad Pizza Port, Lagunitas Brewing, Ojai Valley Brewing, Gordon Biersch Brewing, and Shipyard Brewing were some of the microbreweries that make this event one of the best in the state.

Attendees enjoyed four stages of continu-



PHOTO BY JIM KOCH

ous music and great food from some of the Valley's finest restaurants!

The 10th Annual Sudz in the City ended with a spectacular fireworks show sponsored by Donaghy Sales, Inc./Budweiser. A big "thank you" to all participants, attendees, and especially to our designated drivers! Sudz up!!

STOREFRONT RENOVATION REBATES

By Kendall Simsarian

The Downtown Association (DTA) is pleased to inform Fulton Mall and other BIA merchants that the Storefront Renovation Program provides businesses with reimbursement for 50 percent of the cost of a renovation project, up to \$3,000.00.

In order to qualify for the reimbursement, applicants must submit an application to the Redevelopment Agency (RDA). Before construction can begin, a proposed design must be submitted to RDA and the DTA Design Committee for approval. Once plans are approved, the applicant must obtain three bids and appropriate permits. Careful documentation must be maintained through the course of project construction. When completed, the merchant must provide appropriate documentation to the RDA in order to obtain a project rebate.

The purpose of the program is to revitalize and beautify areas such as the Fulton Mall, increase property values and lease rates, increase visits to local businesses, and expand investment opportunities. These purposes benefit commercial property owners and tenants, and both are eligible to apply for the program. Projects such as awnings, doors, windows, painting, signs and exterior façade improvements all qualify for reimbursement.

Please note that applicants must contact the RDA at 2344 Tulare Street, Suite 200, Fresno, CA 93721; phone is 559-498-5197 to obtain complete information related to the application process. This is free money – take advantage of it and good luck!

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FATHER'S DAY RUN

By Gary Bluth

The 38th Annual Father's Day Run will be held on Sunday, June 20, 2004 in Downtown Fresno! This is a non-profit event to help support the Track and Cross Country Programs at Fresno City College. The entry fee for this event is \$12.50. Over 600 runners are expected to participate.

The race, which begins at 6 a.m., will start at the Courthouse and end at Historic Fulton Mall's Clock Tower.

Due to the increasing administrative costs to host this event, it was almost moved to Woodward Park this year. In order to keep this event Downtown, the Downtown Association has agreed to find 25 volunteers to help with traffic control on race day. Volunteers will be needed from 6:00 – 9:30 a.m.

In addition, if any merchant would like to donate a gift certificate to be used as a raffle prize for the event, it would be much appreciated.

EXECUTIVE DIRECTOR'S MESSAGE

BENEFITS OF DTA MEMBERSHIP

By Stanley Kooyumjian

Downtown Fresno is the business and cultural hub for the entire County, if not the entire great San Joaquin Valley. One does not need to look far to see evidence of rapid revitalization:

- From November 2003 to date, approximately 5,000 new employees have moved to the Downtown area!
- Plans are being developed for a major revitalization of Chinatown.
- The former J.C. Penney Building has been sold. Construction has begun to convert the building into 60 apartments, office space, and retail space.
- The site of the former Vagabond Motel has been purchased by the Assemi Family. After demolition, the site will have 40 new living lofts and apartments, as well as retail and office space.
- Soon-to-be-announced new construction and renovation projects will make available additional housing facilities. This is just the beginning of a rapid revitalization of Downtown Fresno!

The Downtown Association (DTA) of Fresno, Inc., (DTA) is a private non-profit alliance of merchants, professionals and interested individuals committed to supporting Downtown revitalization by attracting new commercial business to the area, creating jobs, encouraging housing projects, and continuing restoration and maintenance of the notable art collection located on the Fulton Mall..

DTA, formerly a division of the Fresno Chamber of Commerce, was established in 1955. DTA is 66% self funded, which means that DTA raises 66¢ of all dollars needed to pay for office expense, employee salaries, merchant meetings, Mall promotion, etc. The balance, approximately 34% is raised as follows: 5% Membership Dues, 9% California Main Street Program, and 20% Business Improvement Assessment District Funds.

Examples of DTA's involvement in the Downtown area include:

- Coordinating two informational fairs meetings for more than 4,000 new IRS employees who are now working in Downtown Fresno. Included in these events were the Fresno Police Department, Fresno Fire Department, City of Fresno Informational Office, Fresno Convention Bureau, Greater Area Fresno Chamber of Commerce, Chinatown Revitalization Group.
- Coordinating Irish Brew, Cinco de Mayo, and Sudz in the City events!
- Planning a grand commemoration of the 40th Anniversary of the Historic Fulton Mall, which will culminate with the 7th Annual Arts Gala on October 1, 2004 on the Historic Fulton Mall

All successful associations are a composite of concerned persons who are involved in improving a state of affairs. Whether you live in the City of Fresno or one of the neighboring communities, you can make an important contribution toward Downtown revitalization by contributing your ideas and energy through DTA membership and involvement in one of DTA's active committees:

- *Design Committee*
Minnie Santillan, Chairperson
- *Organization Committee*
Kendall Simsarian, Chairperson
- *Economic Development Committee*
Jonathan Richter, Chairperson
- *Promotion Committee*
Diane Carbray, Chairperson

As a member, you will also receive our monthly newsletter with up to date information on the activities of the DTA and Downtown.

To become a member or for further information, please call the DTA office: 559-490-9966.

CALENDAR OF EVENTS

MAY – JUNE 2004

**WHAT: 38th Annual
Father's Day Run**

WHERE: *Start: Van Ness Avenue near
the Courthouse
Finish: The Clock Tower on
Fresno's Historic Fulton Mall*

WHEN: *Sunday, June 20, 2004*

START: *6:00 A.M.*

ENTRY FEE: *\$12.50*

This traditional event has always attracted more than 600 entries.

NEEDED: SAFETY VOLUNTEERS AT INTERSECTIONS.

WHAT: 7TH ANNUAL ART GALA

WHERE: *Fulton Mall at the Clock
Tower*

WHEN: *Friday, October 1, 2004*

Fine dining under the stars on the beautiful Fulton Mall!

**WHAT: MEXICAN INDEPENDENCE
DAY**

WHERE: *Downtown Fresno's His-
toric Fulton Mall*

WHEN: *September 10-12, 2004*

Join us for entertainment, traditional and contemporary Mexican music, food vendors, booth vendors, prizes, fun and more!

Call DTA at (550) 490-9966 for more information on upcoming events

CITY COUNCIL SURVEILLANCE

By Kendall Simsarian



The City Council considered a Rezone application for property located on the northwest corner of N. Van Ness Avenue and the Freeway 180 on-ramp in Council District 3. There was concern that a used car lot would be built on the property, with a Tower District group opposed to such a use. Councilmember Sterling expressed an interest in keeping the current zoning; Councilmember Boyajian considered it possibly better suited for a shopping center. Ultimately, the Council voted to place the issue back in the hands of City staff for further analysis.

By a unanimous vote, the City authorized a lease extension with the Fresno Rescue Mission Inc., to bring inebriated individuals to the Rescue Mission Downtown rather than to the Fresno County Jail. A noted problem was persons who were arrested at Fresno State football games for being drunk in public.

The City Council designated the following Downtown buildings to the Local Register of Historic Resources: the Ernest J. Huntzicker Memorial Hall at 245 N. Calaveras; the John C. Fox home at 128 N. Calaveras, and the State Center Warehouse and Cold Storage Company, at 747 "R" Street.

The Council approved a plan for public art in buildings. A citizenship oath from ancient Athens, including the line: "civic duty and the importance of transmitting the city not less but greater, better, and more beautiful than it was transmitted to them," was read. But Councilmember Dages had some questions regarding the definition of art, the difficulty of supporting public art if public art could not be defined, and the cost of the project. The Council finally voted to approve implementation of the public art policy in the most efficient and cost-effective manner, with Dages being the solitary opposition vote.

FULTON KEBOB MEDITERRANEAN CUISINE

By Kendall Simsarian

In the restaurant business, mixing the old with the new is the rule, not the exception. The new Fulton Kebob demonstrates that rule. What used to be City Kebob, in its location on the Fulton Mall for only about a year, moved out of our beloved Downtown northward, where they may find a few more customers, but certainly will pay far more rent. In its wake, we find Fulton Kebob, serving similar food, but with new owners.

Elias and Maha Muhawi opened Fulton Kebob on March 1 of this year. The location is still providing Mediterranean-style lunches to Downtown office workers.

Although Muhawi was educated as a civil engineer, he went into the restaurant business and owned the Fig Garden Village restaurant Cabbages and Kings from 1990 to 1996. Neither Elias nor Maha had ever owned a Downtown business, but they seized the opportunity

because, as Elias said, "things Downtown are improving." They are going to try opening on Saturdays.

The most popular dishes at Fulton Kebob are the Chicken Teriyaki Bowl, Teriyaki Salad and Chicken Kebob. Of course, you can also get Shish, Beef or Lula Kebobs as well. You can order Kebob by the pound, and get their seasoned meat cooked and ready to go. All the meat dishes come with a delicious garlic sauce.

They are open in the morning, so feel free to have breakfast or your first cup of coffee there on occasion. They are on the Fulton Mall right across from the Health Department. They take orders by phone, and can get busy at lunchtime, so consider phoning your order in and taking it to go to avoid a wait. Fulton Kebob is located at 1230 Fulton Mall and the number is 499-0919.

SPICE UP YOUR LUNCH HOUR AT LILY'S

By Minnie Santillan

Lily's Café "Truly Authentic Mexican Cuisine & Excellent Seafood" is located in the heart of Downtown at 1154 Broadway Plaza next to The Crest Theatre.

Lily's, which has been operating for two and half years now, is owned by Olga and Tony Ramirez of Fresno. The atmosphere is modern, warm and unpretentious. The menu features authentic Mexican dishes ranging from mole - its intense flavors come from intricate combinations of spices, chiles and bitter chocolate - to a variety of soups and salads.

The lunchtime entrée that is particularly popular is the "Lunch Special" for \$4.99. Guests can have a two-item combo which includes Enchiladas, Tacos, Burritos, Tamale's, Tostada's, Chiles Rellenos and

of course a side of rice and beans (drink is not included).

Come enjoy lunch in the small dining room or in the outside seating area. Getting orders-to-go is also an option.

An affordable meal is truly hard to find, but at Lily's Café you can get both affordable and healthy. This is food in its finest tradition—independent, family-owned, and sticking to what it does best. Reservations are accepted. Open all week from 7:30 a.m. to 5:30 p.m.





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FULTON MALL 2004 SIDEWALK SALE DAYS

JULY

- Friday, 2
- Saturday, 3
- Sunday, 4
- Saturday, 17
- Sunday, 18
- Saturday, 31

AUGUST

- Sunday, 1
- Friday, 20
- Saturday, 21
- Sunday, 22

SEPTEMBER

- Saturday, 4
- Sunday, 5
- Monday, 6

OCTOBER

- Friday, 1
- Saturday, 2
- Sunday, 3
- Friday, 15
- Saturday, 16
- Sunday, 17
- Friday, 29
- Saturday, 30
- Sunday, 31

NOVEMBER

- Friday, 12
- Saturday, 13
- Sunday, 14
- Friday, 26
- Saturday, 27
- Sunday, 28

DECEMBER

- Saturday, 4
- Sunday, 5
- Friday, 17
- Saturday, 18
- Sunday, 19
- Friday, 31