

Midtown Sacramento Hospitality Zone Assessment Task Force Groups 2010

Summary

From May to November of 2010, The Midtown Business Association (MBA) led five Hospitality Zone Assessment (HZA) Task Forces in developing a 6 month plan for action items across 5 categories (see below) to improve life and business in Midtown. The 6-month plan was developed and executed in partnership with local business community and residential community volunteers.

What are the HZA Task Forces?

In 2009, the MBA engaged the Responsible Hospitality Institute (RHI) to perform an assessment on the local Midtown Sacramento nightlife pertaining to the categories of Dining and Entertainment, Public Safety, Venue Service & Safety, Multi-use Sidewalks, Late-Night Transportation, and Quality of Life. The resulting assessment produced five categories of action items in the district: 1) Attracting business and patron variety, 2) Reduce impacts on neighboring residents and businesses, 3) Improve perceptions of safety, 4) Build capacity for hospitality excellence, 5) Orient processes, systems, and ordinances to the nighttime economy.

The five HZA task force groups met separately to determine their action items. These items were to be delivered over the 6-month span of meetings and work. Within the first month, the 5 meeting groups determined that certain groups had similar action items. Thus, the groups 1 & 4 consolidated into one, and 2 & 3 consolidated into one. The three standing groups are 1&4, 2&3, and 5 (see descriptions above).

The HZA Task Forces are pleased to announce to completion of their 6-month plan and the delivery of the following action items to the Midtown community:

Group 1&4:

- Best Business Practices Manual: in-process, final expected fall 2011.
- Pubs, Clubs, and Bars best practices training: launched
- SacAlert text program connecting nightclub door staff: launched
- Good Neighbor Agreement between businesses and neighborhood committees: drafting, final expected January 2011.

Group 2&3:

- Late-night concierge and guide service pilot program: First training October 6th, launched Oct. 9th
- Parking directional signage: in-process, sign placement around Sutter Community Garage expected December 2010. Additional placement locations currently under investigation
- Public Parking surface lot and structure map now available at www.bestparking.com and www.exploremidtown.org

Group 5:

- Acousical engineering firm engagement for new sound ordinance recommendations and/or training for Sacramento Code Enforcement related to the sound ordinance: in-process
- Sound studies of local nightlife establishments: commencing summer of 2011
- Planning department guidelines for late-night businesses: in-process, implementation expected winter of 2011

Each of the task force groups will continue to meet semi-annually to track the progress and propose new recommendations.

The Midtown Business Association would like to thank all of the local businesses and community members who participated in the HZA Task Force groups for the last 6 months. Your many hours of volunteer time were vital to the success of these deliverables!