

inside



If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away....

This quote from Henry David Thoreau depicts the spirit of entrepreneurs in Santa Ana. There are many different drummers in downtown with different visions and ideas. In Santa Ana we embrace our differences, we're daring, we take a chance, and many take the road less travelled. Downtown's story is changing. You will begin to hear this statement more often from Downtown Incorporated, as we intensify our retail recruitment and revitalization efforts. Through our conversations with new retailers, consultants (Francisco Valle, Eduardo Figueroa) and development teams (OPIS), we've realized the 4th Street corridor is changing.

There has been much media attention on large-scale downtown projects such as the Fiesta Marketplace 4 million dollar revitalization. Movement on this catalyst project is exciting for the long-term future of Downtown Santa Ana. However, in the shadows of this project, lie a handful of smaller-scale projects opening this year that have the power to immediately impact Downtown. By the end of 2010, we expect at least six new businesses to open, which will have the capacity to attract visitors from throughout the region and increase connectivity throughout our district.

November 6th, Downtown's arts and culture scene will be elevated to the next level with the **Day of the Dead celebration** on the west side of 4th street. Traditionally the celebration has been on the east side of 4th. This move creates an opportunity for participants to also enjoy the First Saturday Art Walk bringing them closer to the art community. As Downtown continues to gain momentum in the arts and entertainment sector, retailers are following to create a lively urban experience for residents, visitors, and employees. DTI will be working hard to promote new business openings this year and will be focused on attracting additional businesses to the district. As the year-end approaches we will begin to see the impact these individual projects have on transforming our district. **Our story is changing.** Our city is changing and it is time for us to celebrate our successes and move forward.



FREE LED Lights, lights and more lights!
 Downtown Inc. has commercial LED lights for our businesses in the downtown to borrow for the holidays. Come to our lending library and checkout strings of LED lights for your business. This is a FREE benefit to our Associate Members and Property Owners. All others will be charged \$10.00 per string to rent for the holidays. (Now is an excellent time to become a member for \$100 per year). How many do you want?
Let's decorate Downtown Santa Ana in a "Carnival of Lights".
 Place your order now! Call Liset at 714-547-6100 x 201

GRATIS—LED Luces, luces y mas luces!
 Downtown Inc. dispone de luces LED comerciales para prestar durante los días festivos para iluminar nuestros negocios en el centro de la ciudad. Venga a nuestra biblioteca de préstamo y alquile sargas de luces LED para su negocio. Éste es un servicio GRATUITO para Miembros Asociados y Propietarios. Se aplicara un cobro de alquiler de \$10 por sarta quienes no son miembros o propietarios. (Ahora es un excelente tiempo para hacerse miembro por \$100 al año).
 Cuantas Quiere?
 Vamos a decorar al centro de Santa Ana en un "Carnaval de Luces". Ponga su orden hoy!
 Llame a Liset (714) 547-6100

Downtown Inc. Board of Directors		<u>SAPD Representative</u> Kenneth Gominsky		Downtown Inc. Staff	
		<u>Santa Ana Fire Dept.</u> Steven Snyder		Executive Director:	Vicky Baxter
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	Michael Paxton				
	Alicia Valdez				
	Raul Yanez				

Leo Tiede Photo Collection
Courtesy of Bowers Museum

GUESS WHERE? CONTEST

First caller receives a
\$50 Northgate Market Gift Certificate! Call
714-547-6100
you may guess right...

Looking for unpublished pictures of Downtown Santa Ana
~ DO YOU HAVE THEM?

Send jpeg pictures to: info@downtown-inc.com



Ketner Café and Candy at 216 W. 4th St.
Congratulations to the October contest winner
Trisha Macre with Macres Florist

ULI Orange County/Inland Empire presents:
Diagnosing Place: The Hidden Epidemic
Wednesday, November 17, 2010
7:30 a.m.—10:00 a.m.

The Yost
307 N Spurgeon St, Santa Ana, CA
Parking Available at 300 E. 5th Street

Pricing:
General \$25
Student \$10
To Register call (800) 321-5011 or go to <http://orangecounty.uli.org>
The Placemaking Initiative Council of the Urban Land Institute Orange County/Inland Empire invites you to attend their program **Diagnosing Place: The Hidden Epidemic**. Topics being discussed include myths and facts about place, the issue of “placelessness” and how it affects health, quality of life, climate and environment. The morning will kick off with an interactive presentation on the changing face of Orange County, demographic shifts, fragmented government structure and existing density. The question “How do we want to grow?” will be raised and the program will conclude with a call to action.
Join with us as we reveal a research based sharing of information and open discussion. **Join with us** as we lead towards a positive and inspiring movement. **Join with us** as we enhance the Place that is Orange County.

This is our opportunity to begin a process that will focus on the Place.... a cultural expression...what will be the future Orange County. **Join....It's up to us.**

EVENT SPONSORS:
Cooper Carry, Inc.; FORMA Design, Inc.; RELATED California Sponsorship Opportunities are available for this program. For more information, please call Kendra Chandler at (949) 585-2995.



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Economic Development Division
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Entrepreneur Spotlight Ellen Seefeldt of AvantGarden

For more information on Ellen or AvantGarden please visit:
www.ellenseefeldtphotography.com, www.artavantgarden.com,
www.fi-photography.com

Visit AvantGarden in the Santora Building: 207 North Broadway,
 Suite B-7, Santa Ana, CA 92701

We asked Ellen Seefeldt, photographer and co-director of AvantGarden, to tell us about her transition from Spanish teacher to photographer and why she chose Santa Ana as the place to establish herself as an artist. Here's what she had to say:

After teaching Spanish for 25 years I took a black and white photography class at Saddleback and, excuse the pun, it clicked! I took more classes, attended workshops, talked to other photographers, made photographs every day (still do); my instructors, and a number of photo teachers around Orange County, were helpful in getting me involved not only in pursuing my own photography, but in setting up a program at the high school where I was teaching. I became involved with the Artists Village after joining Orange County Fine Arts. A friend told me they were looking for someone to be a co-director at AvantGarden, and since I was interested in learning about the exhibition side of art I applied. I love being part of the Santora and the Artists Village. The artists and gallery owners I've met are incredibly creative, talented, and supportive of each other. I learn from them all the time. I think what makes the Artists Village unique is that it has its own culture which you can see reflected in its art, yet there is such a diverse offering of original art overall that someone looking for that one special piece will find it here. The Art Walks are fun and exciting; in addition to the art, there are great restaurants, music, and energy that you can't find anywhere else. One day I would like to see Santa Ana known as a destination place for art lovers. Although the Santora Arts Building has been supporting artists for years, it is not as well known as our neighbors in the Artists Village. We'd like to see marketing target art enthusiasts outside of Orange County, and promote us as not only as a place to create art, but also for our distinct art collections.

– Ellen Seefeldt



CALENDAR

Art Walk first Saturday of every Month Location: Artist Village Promenade 2nd St. & Broadway	November 6 6 pm - 10 pm
Dia de los Muertos Celebration Location: 4th and Birch	November 6 1 pm
Safety and Security / Physical Enhancement Committee Meeting - Second Tuesday of every Month Location: 305 E. 4th St., Ste. 200	November 9 8 am
Restaurant Association Second Wednesday of every month Location: Lola Gaspar 211 W. 2nd St.	November 10 10 am
Marketing & Promotional Committee Meeting Rescheduled in Observance of Veterans Day Location: 305 E. 4th St., Ste. 200	November 10 8 am
Board of Directors Meeting: Third Thursday of every Month Location: 305 E. 4th St., Ste. 201	November 18 8 am
Artist Showcase Mixer Location: 305 E. 4th St., Ste.200	November 19 6p.m.
Downtown Inc. Office Closed In Observance of Holidays	November 11 November 25-26

NOVEMBER EVENTS

for details on all events go to www.downtown-santaana.com

[Lunch Time Trolley](#)

Thursday/Friday 11:00 a.m. to 2:00 p.m.
 Come have lunch Downtown!

[Dia de los Muertos](#)

Saturday, November 6, 2010
 Afterwards stop by Grand Central Art Center for a free docent tour



WEBSITE



BENEFITS IN ASSOCIATE MEMBERSHIP

Networking	Local government Advocacy
Credibility	Learning Opportunities
Benefits and Discounts	Publicity (co-op advertising and website links)
Committee participation	Downtown Inc., Media (newsletter/e-mail)
Volunteer Programs	Community Involvement

Cut on the dotted line and submit with your check

Complete membership application below and mail back along with check. **Please make check payable to: Downtown Incorporated, 305 E. 4th St., Suite 200, Santa Ana, CA 92701 (T) 714-547-6100, (f) 714-547-6102**

\$100 Community Management District Business & Restaurant

COMPANY NAME: _____

YOUR NAME & TITLE: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

OFF. TELEPHONE: _____ **FAX:** _____

CELL TELEPHONE: _____ **E-MAIL:** _____

WEBSITE: _____

MARK AN X: **NEW MEMBER:** _____ **RENEWAL:** _____

YES, I'M INTERESTED IN VOLUNTEERING (DAYS & TIMES) _____

OFFICE USE: PAID: _____ CHECK: _____ CASH: _____ APPLICATION DATE REC. _____
WEBSITE PW: _____
ADVERTISE: _____ AD SIZE: _____ CO-OP _____ PAID AMT: _____ DATE REC. _____
CMD: _____ NOTES: _____



PRACTICAL BUSINESS COURSES IN SPANISH
Cursos Completos y Prácticos
de Negocios en Español.

MÁS EDUCACION EN NEGOCIOS, MÁS GANANCIAS Y ÉXITO

TEMA DEL CURSO (COURSE TITLE)	TOPICOS (TOPICS)	FECHA (SCHEDULE)	LUGAR (VENUE)	INVERSION / BECAS INVESTMENT/ SCHOLARSHIPS
Creciendo Mi Empresa Exitosa (Aprenda como volver su Empresa Exitosa)	<ul style="list-style-type: none"> * Estrategias de sobrevivencia * Como atraer y retener clientes * Fuentes de Financiamiento * Aprenda a leer estad financieros * Elaborare su plan de negocio * Repaso de impuestos * Recursos humanos 	10 Jueves, Inicia: Noviembre 11 5:45 PM – 9:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Inversión \$ 600.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana y La Camara de Empresarios Latinoamericanos
Growing my Successful Business (In Spanish)	<ul style="list-style-type: none"> * Survival strategies for the present economy * Attract and retain clients * Financing sources * Reading financial statements * Elaborating a business plan * Review of business taxes * Human resources 	10 Thursdays, Starts: November 11 5:45 PM – 9:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Investment: \$ 600.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify
Asegurando el Éxito de su Negocio (Aprenda las estrategias adecuadas para proteger y hacer crecer su empresa)	<ul style="list-style-type: none"> * Estrategias de éxito en esta economía * Entendiendo los impuestos de negocios * Aspectos legales de los negocios * Seguros de negocios * Recursos humanos y cumpliendo con las leyes 	4 Martes, Inicia: Noviembre 16 5:45 PM – 9:00 PM	1000 E. Santa Ana Blvd. Santa Ana, CA 92701 (5º Piso de la torre en la estación de camiones)	Inversión \$ 300.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana y La Camara de Empresarios Latinoamericanos
Managing & Protecting your Successful Business (In Spanish)	<ul style="list-style-type: none"> * Strategies of success in this economy * Understanding business taxes * Legal aspects of the business * Business Insurance * Human Resources and following the law 	4 Tuesdays, Starts: November 16 5:45 PM – 9:00 PM	1000 E. Santa Ana Blvd. Santa Ana, CA 92701 (5th floor inside the tower of the bus station)	Investment: \$ 300.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify
Cómo Atraer y Retener clientes (Elaborar un plan de publicidad efectivo es una de las claves para tener éxito en su negocio)	<ul style="list-style-type: none"> * Descubra que motiva a sus clientes a comprar sus productos * Determine varias ventajas competitivas * Aprenda cómo diseñar anuncios que llamen la atención * La publicidad, la promoción y las relaciones públicas 	4 Miércoles, Inicia: Noviembre 17 5:45 PM – 9:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Inversión \$ 300.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana y La Camara de Empresarios Latinoamericanos
Marketing (In Spanish)	<ul style="list-style-type: none"> * Discover what motivate your clients to buy your products * Determine your competitive advantage * Learn how to design an ad that will stand out * Advertising, promotions and public relations 	4 Wednesdays, Starts November 17th 5:45 PM – 9:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Investment: \$ 300.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify

Para más información llame hoy al (714) 516-1111

o visite: www.MiEmpresaExitosa.com/santa-ana
O por e-mail escriba a: eduardo@MiEmpresaExitosa.com



Programs and services made possible by the Santa Ana Workforce Investment Board through funding from the American Recovery and Reinvestment Act. This WIA financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and service are available uponrequest to individuals with disabilities.





Don't Miss



All The Fun!



Thursday, November 18
Doubletree Hotel - Anaheim/Orange County
100 The City Dr., Orange • 4:00 -7:00 PM

The Best Business Expo of the Year! • Las Vegas-style Fun with Music, Food & Drink!
 Hourly Drawings for Super Raffle Prizes! • \$10 Admission includes Parking Validation



Presented by the Santa Ana Chamber of Commerce

2020 N. Broadway, 2nd Floor, Santa Ana, CA 92706 • 714/541-5353 ext. 102, Fax 714/541-2238





Make a child smile this holiday season!

Participate in a




Toy Drive




benefiting the children at KidWorks in central Santa Ana.



Bring a new, unwrapped toy by December 13th.



WISH LIST



Preschool - 2nd grade

Action Figures
Backpacks
Dolls
Justin Bieber/Hannah
Montana/Tony Hawk "gear"
Legos
Kitchen Toys
(Tea Sets, Easy-Bake
Oven, etc.)
Scooters
Soccer Jerseys
Toy Cars

3rd - 5th grade

Gift Cards!
Action Figures
Art Kits
Backpacks
Baseball Cards
Bead Bracelet Kits
Bicycles
Legos
Nerf Toys
Scooters
Skateboards
Soccer Balls/Basketballs

Jr. High - High School

Gift Cards!
Art Kits/Supplies
Backpacks
Bicycles
Fuzzy Slippers
Guitars
Headphones
Make-up/Jewelry/Purses
Roller Blades/Skates
Skate Boards
Sports Video Games
(especially soccer!)

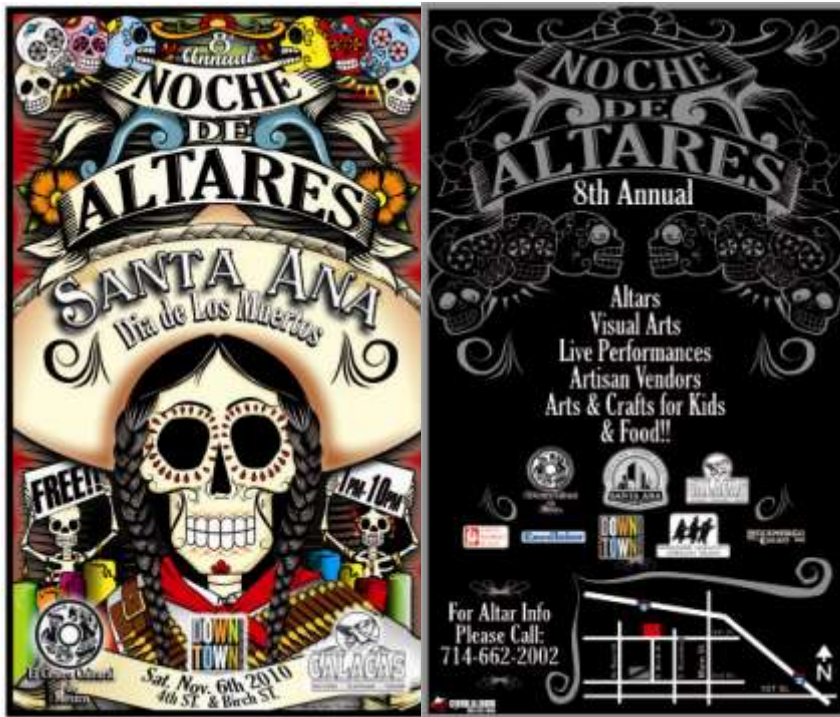
Drop off new toys at Downtown Inc. between Dec. 13-15th.

305 E. 4th St., Suite 200, Santa Ana 92701



305 E. 4th St., Suite 200
Santa Ana, CA 92701
Phone: 714-547-6100
Fax: 714-547-6102
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Look us up on:



American Shield Security
available in downtown
24 hours 7 days per week at
1-800-296-2777 or 714-818-9538
For non-emergency issues