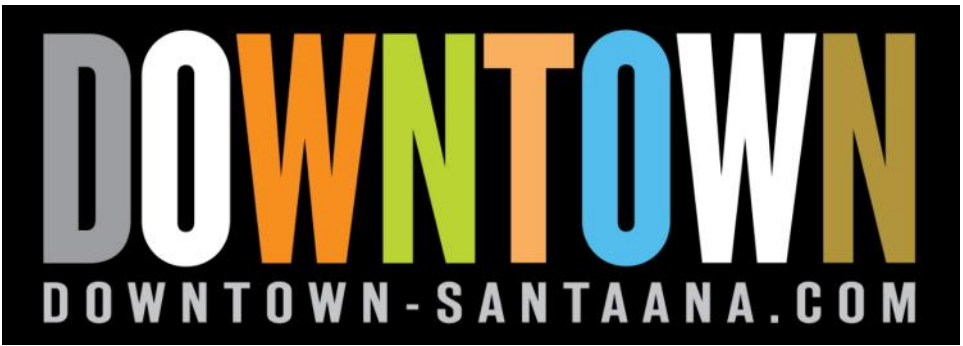


inside



Vicky Baxter, Executive Director
 vickybaxter@downtown-inc.com
 714-547-6100 ext 200

Southwest Art Car Caravan & Film Tour

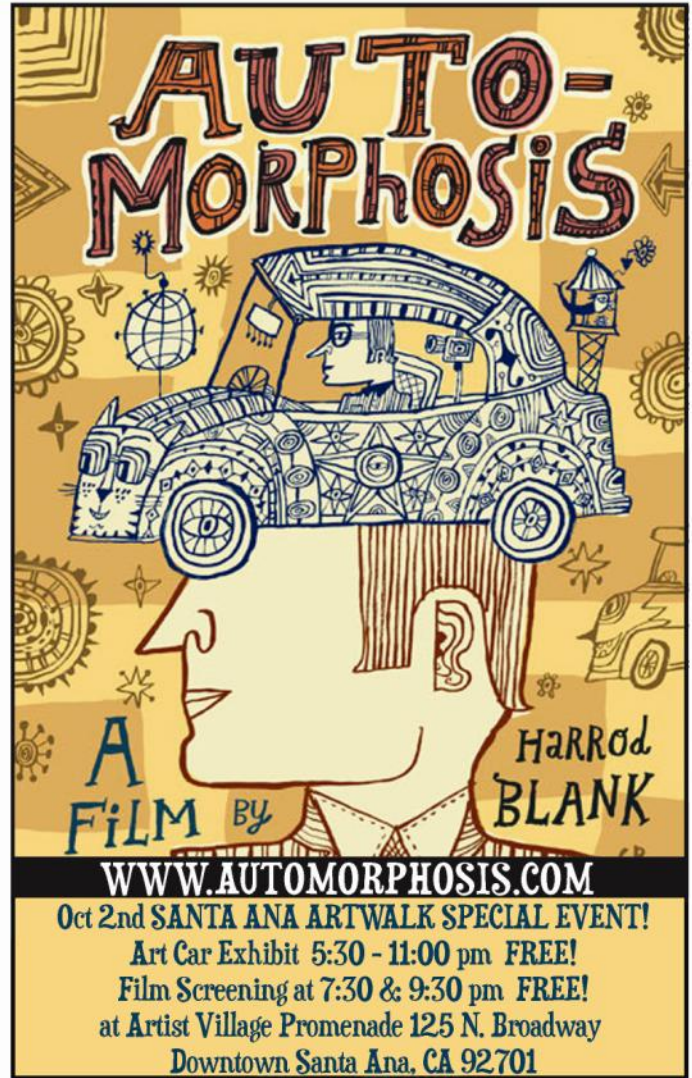
Sept 30-Oct 11, 2010

Los Angeles, Santa Ana, Joshua Tree, Niland (CA cities)
 Yuma, Tucson, Bisbee, Douglas (AZ cities)

Harrod Blank will be touring with his new film "Automorphosis" by actually driving from venue to venue in his Camera Van (van covered with 2,750 cameras) In addition, he will be joined by a caravan of 10-20 art cars making this a unique combination of art & film in an experiment to find a new way in independent film distribution.

"Automorphosis," winner of Best Documentary in the 2009 Royal Flush Festival NY, Orlando International Film Festival, Macon International Film Festival and others, is a 77 minute tribute to art cars & explores the psychology of the artist and what inspires creation. Thirteen years in the making, and shot on super 16mm, this film is feast for the eyes and features over 100 art cars including such fantastic vehicles as the "Telephone Car," the "Hamburger Harley," and the "Cathedral," a Gaudi-inspired Cathedral on wheels.

October 2, 2010 the film will be screened along with an art car exhibit at the Santa Ana Artwalk from 6 pm to 11 pm in Downtown Santa Ana on Broadway and 2nd Street on the Artist Village Promenade. For more information regarding this event, please contact Downtown Inc. at (714) 547-6100 or visit our website.



<p align="center">Downtown Inc. Board of Directors</p> <table border="0"> <tr> <td><u>Executive Officers</u></td> <td><u>Directors</u></td> </tr> <tr> <td>Bob Stewart</td> <td>Joe Duffy</td> </tr> <tr> <td>Ryan Chase</td> <td>Jon Gothold</td> </tr> <tr> <td>Gil Marrero</td> <td>Davin Gumm</td> </tr> <tr> <td>Irv Chase</td> <td>Adolfo Lopez</td> </tr> <tr> <td></td> <td>Elise Luckham</td> </tr> <tr> <td></td> <td>Michael Paxton</td> </tr> <tr> <td></td> <td>Alicia Valdez</td> </tr> <tr> <td></td> <td>Raul Yanez</td> </tr> </table>	<u>Executive Officers</u>	<u>Directors</u>	Bob Stewart	Joe Duffy	Ryan Chase	Jon Gothold	Gil Marrero	Davin Gumm	Irv Chase	Adolfo Lopez		Elise Luckham		Michael Paxton		Alicia Valdez		Raul Yanez	<p><u>SAPD Representative</u> Kenneth Gominsky</p> <p><u>Santa Ana Fire Dept.</u> Steven Snyder</p> <p><u>City of Santa Ana Representative</u> Cindy Nelson</p> <p><u>CSUF Representative</u> Mike McGee</p> <p><u>Merchant Representation</u> Teresa Saldivar</p> <p><u>Resident Representative</u> Brian Christenson</p>	<p align="center">Downtown Inc. Staff</p> <table border="0"> <tr> <td>Executive Director:</td> <td>Vicky Baxter</td> </tr> <tr> <td>Business Manager:</td> <td>Liset Hernandez</td> </tr> <tr> <td>Admin. Assistant:</td> <td>Phung Mai</td> </tr> <tr> <td>IT/Special Projects:</td> <td>Norm</td> </tr> <tr> <td>Interns:</td> <td>Claudia Lavini</td> </tr> <tr> <td></td> <td>Tony Ly</td> </tr> <tr> <td></td> <td>Kathryn Podsiadlo</td> </tr> </table>	Executive Director:	Vicky Baxter	Business Manager:	Liset Hernandez	Admin. Assistant:	Phung Mai	IT/Special Projects:	Norm	Interns:	Claudia Lavini		Tony Ly		Kathryn Podsiadlo
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Leo Tiede Photo Collection
Courtesy of Bowers Museum

GUESS WHERE? CONTEST

Provide street names only.

**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



1965 Corner of 4th and Main Street

Congratulations to the August contest winner
Jesse Alvidrez with the City of Santa Ana!



**October Entrepreneur Spotlight: A Conversation with Proof Bar Owners
Joey Mendes and Justin Reuter
By: Kathryn Podsiadlo**

*Visit them at: 215 N. Broadway Santa Ana, CA 92701
and on the web at: www.proofbar.com*



Proof Bar has enjoyed great success since opening in downtown Santa Ana almost five years ago where it was the first bar to open downtown in decades. It has become not only a place for locals, but also a place that people flock to from throughout Southern California. Joey and Justin like to think of Proof as a place in Orange County that defies all Orange County stereotypes. Their customers often describe it as an LA-style venue where they have access to the best music and art right in the heart of downtown Santa Ana. I suggest going to Proof, which is open 7 days a week, to see for yourself and sample their signature drink: the Proof Martini.

A few weeks ago, I sat down with Proof owners, Joey and Justin, to ask them about the keys to their success and advice they can offer other businesses that want to move to Santa Ana.

What would you say to a new entrepreneur who wants to establish a business in Santa Ana?

BE PATIENT. It's not easy to navigate the system to start a new business. If possible, connect with organizations like Downtown Inc. to garner support from the community to show the City that you are serious about opening your business in Santa Ana.

What do you think would add to the ambiance of downtown Santa Ana?

More diversified retail, perhaps a jazz club, and other things that will attract newcomers to Santa Ana while utilizing the market that is already coming here.

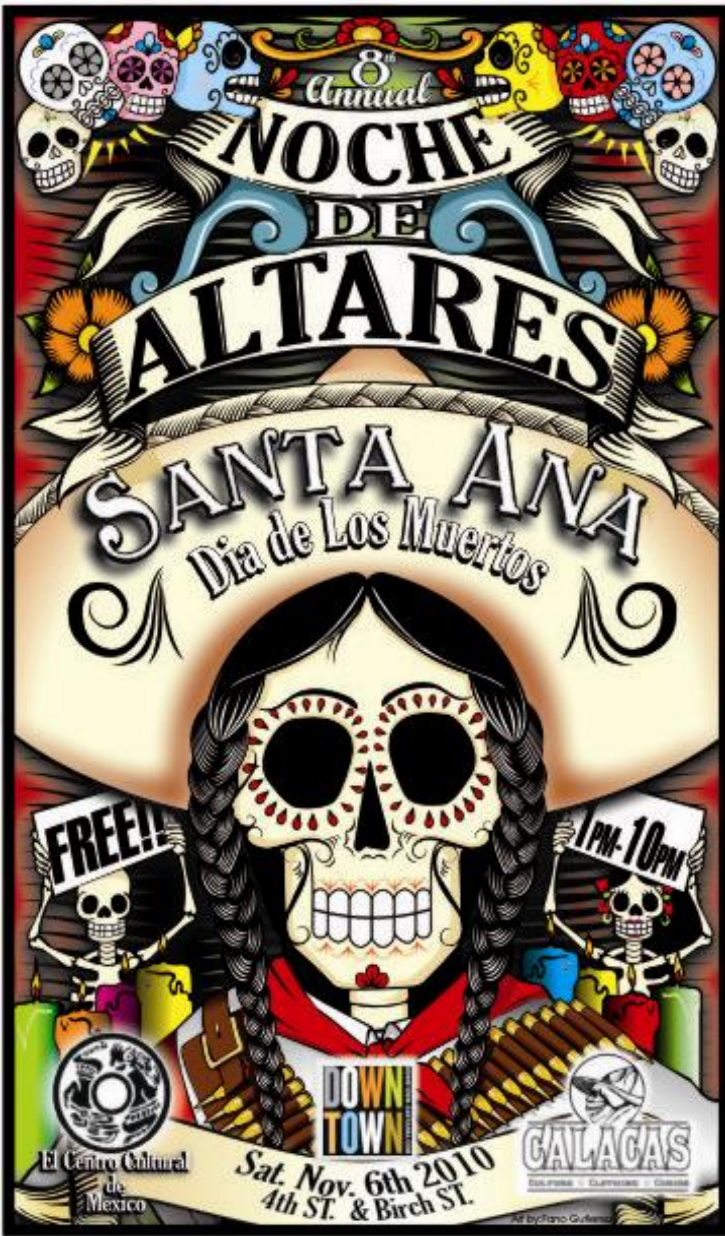
Many bars struggle their first year – how did you cope with your first year and maintain your success?

We adapted to the area and worked with other businesses, musicians, and artists in the area. We collaborate with our neighbors to promote events like Posse on Broadway that has been a great success.

What businesses do you admire most in Santa Ana?

We admire any business that has taken the leap in the last decade to get established in Santa Ana and made it work. Any business that is willing to step out of the box and try new things, like the Crosby – they stuck it out despite numerous difficulties and have proved to be a success.

CALENDAR



Altars
Visual Arts
Live Performances
Artisan Vendors
Arts & Crafts for Kids
& Food!!

For Altar Info
Please Call:
714-662-2002

cymla.com
 949-222-1089

Art Walk first Saturday of every Month Location: Artist Village Promenade 2nd St. & Broadway	October 2 6 pm - 10 pm
Safety and Security / Physical Enhancement Committee Meeting - Second Tuesday of every Month Location: 305 E. 4th St., Ste. 200	October 12 1 pm
Restaurant Association Second Wednesday of every month Location: Memphis 201 N. Broadway	October 13 10 am
Marketing & Promotional Committee Meeting Second Thursday of every Month Location: 305 E. 4th St., Ste. 200	October 14 8 am
Free Lunch Time Concert Location: Artist Village, 2nd St. Promenade	October 14 11:30 am to 1:00 p.m.
Board of Directors Meeting: Third Thursday of every Month Location: 305 E. 4th St., Ste. 201	October 21 8 am
Dr. Willella Howe-Waffle House (currently open even months only) Location: 120 Civic Center West Adult \$5/Members \$4/Student K-12 \$3	October 2 Noon - 4 pm
Día de los Muertos Location: Downtown Santa Ana (4th St.)	November 6

OCTOBER EVENTS

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

WEBSITE

[Lunch Time Trolley](#)
 Thursday/Friday 11:00 a.m. to 2:00 p.m.
 Come have lunch Downtown!

[Free Lunch Time Concert](#)
 Thursday, October 14 from 11:30 to 1:00 p.m.
 Afterwards stop by Grand Central Art Center for a free docent tour



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Ask Downtown Inc?
Send questions to info@downtown-inc.com
<http://www.downtown-santaana.com>

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