



BI-MONTHLY NEWSLETTER ON PLANNING
OUR CITY DOWNTOWN CORE

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Downtown San Bernardino – now a true destination for entertainment! From outdoor festivals to award-winning theatre performances - concerts, comedy, sports and family fun - it's here, right in Downtown San Bernardino! This edition of the Downtown Vision newsletter is dedicated to introducing San Bernardino residents, businesses and workers to all the fun Downtown San Bernardino has to offer.

So grab a pen and mark your calendars – we're here to help you make entertainment plans now through Thanksgiving! And stay tuned for a special Holiday Festival Flier coming in December!

Here are just a few highlights for October and November:

Theatre Square is beginning its transformation to Downtown's full-scale entertainment district with Regal Cinemas and restaurants in the works! But don't worry – despite construction Downtown, festivals including Stater Bros. Route 66 Rendezvous, San Bernardino's Halloween Festival and the upcoming Holiday Festival will still continue!

Sports dominate with our hometeam 66ers making it to the playoffs this year and a huge hat's off to the 66ers' mascot, Bernie, for being voted the Craziest Mascot in the US! And for those who are college sports fans, our own San Bernardino Valley College has state and national titles to its credits. Fall sports are in full force – attend a game and support the Wolverines! Looking to get your kids on an early sports track, Downtown Parks & Recreation has that too!

Music and theatre continue to dazzle at the California Theatre and Sturges Center. We hope you have Jeckyll & Hyde and Nosferatu on your must see list for Halloween!

Family fun is created through reading festivals at Feldheim Library, racing at the Orange Show, and more!

And most important, in just a year Downtown will be even easier to access. With the new sbX project now starting construction, making Downtown your stop for entertainment will soon be easy!

Now, "That's Entertainment!"



*A rich yesterday driving momentum today
toward a brilliant tomorrow*

**Halloween Sneak Peak:
A Frightful Festival
at the Sturges Center**

No trick – just treats! Screams of fun and fright will echo in the streets of Downtown San Bernardino every weekend from October 14-30 during this year's inaugural Downtown San Bernardino Halloween Festival. This family-friendly horror-fest is a way for Downtown San Bernardino to create new holiday traditions and help drive the revitalization of our community. "Jekyll and Hyde, The Musical", on stage at the Sturges Center for the Fine Arts, will kick off the Halloween festivities on October 14. Below is a full listing of Halloween Festival events:



Jekyll & Hyde: The Musical
Sturges Center
October 14-16

Every Weekend - Oct. 14-30

The Haunted Catacomb on the Lawn at the Sturges Center. Haunted maze, LIVE music, Arts & Crafts and more!

Weekend of Oct. 14-16

- California Theatre of the Performing Arts:
Nosferatu – The Silent Movie Classic
William Peter Blatty's The Exorcist

Weekend of Oct. 28-30

- California Theatre of the Performing Arts:
Sinfonia Mexicana Dia de Los Muertos Gala Concert

For show dates, tickets, please call (909) 885-5152. Visit www.sturgescenter.org, www.californiatheatre.net.

**Stater Bros.
Route 66 Rendezvous –
A Cruising Success**



Downtown's creation of community festivals is a critical first step to achieve an entertainment district – one that supports community, commerce and culture. From the St. Patrick's Day Festival to the recent Laugh Out Loud Comedy Festival, one could argue that Downtown San Bernardino sure knows how to party! The City of San Bernardino Economic Development Agency and its partners are committed to providing entertaining festivals all year long! Following are the highlights of the 22nd Annual Stater Bros. Route 66 Rendezvous, coordinated by the San Bernardino Convention & Visitors Bureau.

San Bernardino's most notable entertainment concept, the annual Stater Bros. Route 66 Rendezvous, roared through the Downtown Sept. 15 -18. More than 1,700 classic and muscle cars, hot rods and monster trucks cruised the streets of Downtown. A crowd of more than 500,000 people from all over the world filled our sidewalks – bringing families and friends together and Downtown to life for three day. An homage to the '50s, '60s and '70s - was conceived in 1990 and organized by the San Bernardino Convention & Visitors Bureau as an economic development project and has long since had a positive economic impact on San Bernardino and boosted Downtown tourism – this year is no exception!



In addition to live music and yummy eats, the 22nd Annual Stater Bros. Route 66 Rendezvous featured cruiser favorites like the Neon Light Cruise Contest, Open Header Contest, Poker Run, and Model Car Contest. The festival also featured kid-friendly activities including a Family Fun Zone with carnival rides, large-scale inflatable slides and a rock climbing wall.



"My boyfriend took me to my first Route 66 car show Saturday. We had an awesome time, you can bet I will definitely make this a tradition!"

California Theatre performances like Chuck Berry, Chubby Checker and the Bare Naked Ladies and live outdoor concerts complimented the nostalgic rock 'n' roll themed festival. Scores of festival-goers gathered 'round to see the Fab Four – a Beatles tribute band – perform live. As they say – there wasn't an empty seat in the house for that show!

"Really Fun Day @ Stater Bros. Route 66 Rendezvous In Beautiful Downtown San Bernardino!"

"My granddaughter and I had a Great Time."

A Taste of Downtown San Bernardino? You Decide!



Cheers to a few of the Downtown staples that have been serving the appetites of San Bernardinians for years – and to new eateries – for bringing new flavor to the community of Downtown San Bernardino.



Molly's – American/ Mexican:
350 North "D" Street
VIP DEALio: Buy any full price item and receive a free dessert

Ray's Downtown Deli – Sandwiches
168 South "E" Street
VIP DEALio: Buy one get one free



Miyagi's – Japanese:
All you can eat sushi lunches

Asia Food – Asian
363 North "E" Street
VIP DEALio: Spend \$10, Get 10% Off



Eddy's Pizza and Italian Food
370 West Court Street
VIP DEALio: Buy one Spaghetti, get one free

Jay's Place – BBQ
395 North "E" Street
VIP DEALio Coming Soon!



Chilito Pica Limon – Smoothies
985 South "E" Street
VIP DEALio: Buy one medium Raspado, get one free

Mitla Café - Mexican
602 North Mt. Vernon
VIP DEALio: 10% off food purchase



Mardi Gras - Creole
201 North "E" Street
VIP DEALio: 10% off purchase price

The Dish: Your Guide to Downtown Dining

Dining venues define a Downtown entertainment district – they serve as gathering places for friends and family and they attract visitors to the Downtown area. For generations, Downtown restaurants have served authentic dishes that keep patrons coming back for seconds.

The construction of Downtown's new 5th Street In 'N' Out is moving right along – "animal-style" burger eaters can hardly wait for this dine-in In 'N' Out to open – early 2012! With the new 5th Street In 'N' Out under construction and more restaurants proposed for Theatre Square, Downtown is well on its way to dishing up a variety of delicious eats and culinary delights!



Many of these restaurants are VIP Hotspots – show your San BernarDEALios VIP Card at select locations and receive a discount! For more information about this shop-local discount card program visit the all-things Downtown Website at www.DowntownSanBernardino.org – request a card there and we'll mail it to you direct! Watch for dining specials on Facebook – go to www.facebook.com/DowntownSanBernardino.com!



Downtown Sports
Get Your Kids Involved Today

City of San Bernardino Parks and Recreation

From soccer to T-ball, flag football, tennis, gymnastics and more, the City of San Bernardino Parks & Recreation department has something for every little athlete. Get your child involved in youth sports today. Kids receive a T-shirt and the opportunity to learn skills, sportsmanship, and teamwork! For more information about a particular sport, please call (909) 384-5233. Interested in coaching your son or daughter? The department is looking for enthusiastic people to volunteer as coaches and/or officials!



Swing into the next season of youth sports with the City of San Bernardino Parks and Recreation department!

Inland Empire Gymnastics Academy

IEGA is a full-service gymnastics facility that trains athletes, cheerleaders and competitive gymnasts at a number of levels. Located on Orange Show Lane, this facility builds self-esteem, teaches physical fitness, and get's kids involved and moving – tumbling for that matter! Classes at IEGA are taught in sessions. Feel free to visit the website www.inlandempiregymnastics.com or call (909) 383-6655 to speak to a coach about signing your child up today! **BONUS: VIP DEALio:** One Free Class, New Members to Receive 10% off annual fee



IEGA is so much fun! Classes will have your kids tumbling – and jumping for joy!

LET'S GO, LET'S GO: Downtown San Bernardino



There's nothing like rallying a community together than through the love of a game and the dedication to a team. Downtown San Bernardino is proud to be the home city to many outstanding athletes, sports teams and athletic organizations. This gives our town the competitive edge to realize its goal and become the Inland Empire's winning Downtown entertainment - and sports - district!

Stay tuned for many upcoming off-season events at Arrowhead Credit Union Park. And order now! Season Tickets for 2012 are already on sale! Buy two full season tickets in select stadium areas and receive two additional seats – FREE! For more information, contact Joey Seymour at (909) 888-9922 or send him an email at joey@ie66ers.com.

San Bernardino Valley College Athletics

Want to check out some local games? Support the San Bernardino Valley College Wolverines – top athletes right in Downtown San Bernardino. The SBVC football team is lauded as 15-time Conference Champions and two-time National Champions. SBVC Men's Basketball scored big at 11 Conference Championships and the Women's soccer team won State Championships in 2010 – go Wolverines! Twelve men's and women's sports teams - from football, basketball, cross-country, baseball, softball, soccer, track & field, and volleyball - win big at SBVC!



Bernie always hits a homerun with his "Crazy Personality" and winning attitude!
 Photo Credit – Jim Quayle



Let's go SBVC Wolverines! Touchdown!

Become a Wolverine fan and cheer for SBVC at the following upcoming home games:

Women's Soccer

- Victor Valley Rams, Oct. 14 - 2 p.m.

Football

- Compton Tartars, Oct. 22 - 6 p.m. Homecoming
- Victor Valley Rams, Nov. 5 - 6 p.m.

Men's Soccer

- Chaffey Panthers, Oct. 25 - 3 p.m.

Women's Volleyball

- Mt. San Jacinto Eagles, Oct. 26 5:30 p.m.

Men's Basketball

- Hunter Classic, Nov. 18 - 1 p.m.

For more information about SBVC Athletics, please call (909) 384-8516.

Downtown's own IE 66ers - the minor league Los Angeles Angels of Anaheim affiliate baseball team - play, practice and win at Arrowhead Credit Union Park on E Street. The City of San Bernardino could not be more proud of the IE 66ers! Our team just wrapped up the 2011 season after making it all of the way to southern division playoffs. This was the team's first playoff appearance since 2008 and their first playoff win since 2007. In total, 69 games were won and outfielder Kole Calhoun was named a California League Post Season All Star. Plus, we have the coolest and "Craziest Mascot" – as reported by the folks at Bleacher Report. "Woo!" Go Bernie!

**Feldheim Library
and National Orange Show:
Venues for Family Fun**



Family fun is the best kind of fun! Part of Downtown San Bernardino's revitalization effort to make Downtown a place of entertainment for everyone – especially families! Downtown San Bernardino's ideal urban entertainment district is a place where families feel safe, connected with each other and the community, and where fun is affordable! Lucky for San Bernardinians, a number of Downtown locations currently offer all of these things.

Norman F. Feldheim Central Library on 6th Street and the **National Orange Show Events Center** on E Street offer an assortment of free family-oriented activities that give families and friends opportunities to connect with each other! Both offer a variety of activities and events to choose from all year long! Mark your calendars! Below we have offered your family a jam-packed schedule of events to choose from. Whether you want to catch a movie, get crafty or read books together – Downtown's Kid Kalendar has something for every family!

Also: Coming soon - Parks and Recreation's Fall and Winter Activities Guide for families!

“What makes the National Orange Show Event Center so great for entertainment is its versatility. You might attend a wedding in our lagoon area one day and come back the next day and find the same area set up for a hip hop concert. Or you might park for an exciting night at the Auto Speedway, and return the next day and find the parking lot has been turned into an outdoor market! We enjoy using the grounds in different versatile ways to meet the needs of our very diverse community.”

Amber Sommerville,
Marketing and PR Coordinator



Upcoming Events at the National Orange Show:

October 14

Trailblazers Legends -
Night at the Inland Motorsport Speedway

- Gates Open at 6:30 p.m.
- Racing starts at 8:00 p.m.
- \$13 adults, \$10 seniors, \$10 kids 13-16, \$5 kids 6-12, 5 and under FREE!

October 22

Orange Show Auto Speedway

- \$15 General admission, \$12 seniors, \$12 military, \$12 students 12-18, kids 12 and under FREE!

October 22 and November 6

Orange Show Quarter Midgets



Come out and watch kids between the ages of 5-16 speed around the racetrack!

- Raceway Club Race #8, 1 p.m. to 5 p.m.
- FREE to spectators
- For more info, go to www.osqmra.com

October 30

Quarter Midget Test Drive

- Children must be between the ages of 5 to 14
- Noon to 2 p.m. 10
- Laps for \$25
- For reservations, please email: zremommie@gmail.com

November 6

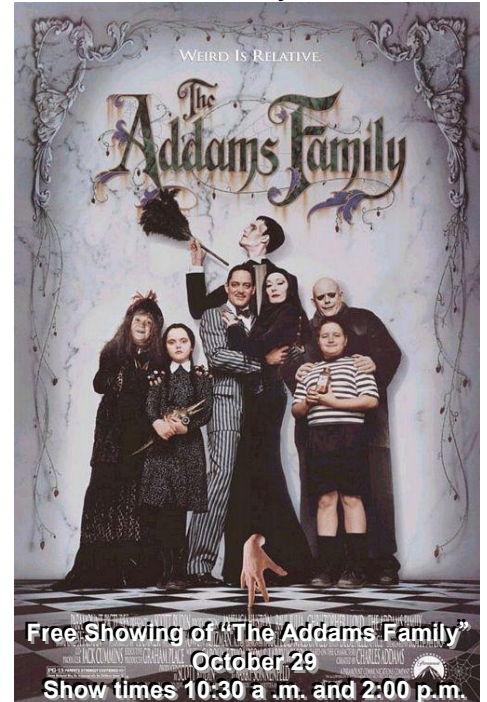
Junior Championship at the Inland Motorsport Speedway

- Gates Open at 6:30 p.m.
- Racing starts at 8:00 p.m.
- \$13 adults, \$10 seniors, \$10 kids 13-16, \$5 kids 6-12, 5 and under FREE!

**Feldheim Library:
Upcoming Events**

Upcoming Events at the Norman F. Feldheim Central Library:

- **Preschool Storytime:**
Every Tuesday and Thursday at 10:30 a.m.
- **Movie Time at Feldheim:**



- **Arts and Crafts:**
Every Wednesday at 4 p.m.
- **Family Movies:**
Every Wednesday after Arts and Crafts and every Saturday at 10:30 a.m. and 2:00 p.m.
- **Halloween Activities:**
Special Halloween themed activities include Halloween Bingo, arts and crafts, and more! Monday, Oct. 24 through Friday Oct. 28
- **Family Night:**
Feldheim Library hosts Family Night once every month as an opportunity for the entire family to get together and enjoy each other's company while participating in fun, educational activities! This month's Family Night is Halloween themed! Tuesday, Oct. 25

Theater Season Fuels Revitalization Efforts, Performing Arts, Music and Television



With an abundance of performances lined up this Fall and Winter season, California Theatre of the Performing Arts and Sturges Center for the Fine Arts are two anchor points of Downtown San Bernardino's Theatre Square revitalization.

From concerts and musicals, to plays and comedies – performances at our local performing arts centers will compliment the upcoming Theater Square Project and later renovation of Downtown San Bernardino's only movie theatre. Upon the completion of construction, Downtown will have two amazing performing arts centers, a movie theatre, local eateries and retail!

These two highly regarded theatres will offer San Bernardinians the opportunity to see big-name and original on-stage productions without leaving town. No matter your tastes in music, theatre or cinema – Downtown San Bernardino will offer something for everyone to see, hear and enjoy.

Upcoming Plays & Musicals

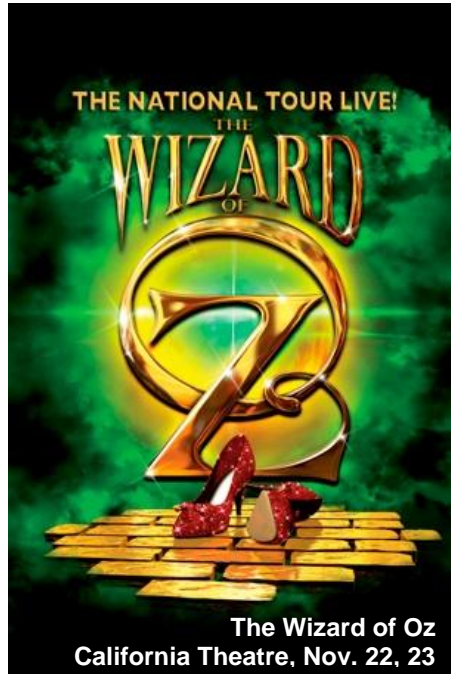
- California Theatre of the Performing Arts:
The Joy Luck Club - Oct. 21-23
- San Bernardino Valley College:
Urinetown - Nov. 17-20

Up Coming Concerts & Comedy Shows

- California Theatre of the Performing Arts:
Steven Curtis - Nov. 3
Riverdance - Nov. 4-5
Canned Heat / Thunderbirds – Nov. 11
San Bernardino Symphony Orchestra- Evening by the Rhine – Nov. 19

For showtimes, tickets or general questions, please call (909) 885-5152. For SBVC showtimes, please call (909) 384-4435.

Check out San Bernardino's local news station! Inland Empire Media Group's (IEMG) "E Street Ticket" will feature recaps about some of Downtown's recent entertainment hits and theater performances!



coming soon

Downtown Theater Square Project:

The City of San Bernardino Economic Development Agency is nearing the start of the highly anticipated Downtown Theatre Square makeover.

Blockbuster components of this future entertainment hub to include:

- Regal Cinemas 14-screen movie theatre
- Eateries
- Retail Shops
- And More!

Downtown Marketing Advisory Committee

The Marketing Advisory Committee (MAC) is a team of local professionals and business owners. Their goal? To create one voice for Downtown, drive revitalization, and promote community, commerce, and culture. To get involved, call Kelly Kohler (909) 886-8188.

Next MAC Meeting:

Wed., Oct. 26, 2011

3:00 p.m. to 4:30pm

The San Bernardino Sun Newspaper Publishers Conference Room
4030 North Georgia Boulevard.
San Bernardino

Questions or Comments?

The Downtown Core Vision & Action Plan Newsletter is prepared as part of the public outreach effort to inform the community about the City of San Bernardino revitalization efforts taking place. If you have any questions or comments, please contact the Project Manager:

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