

CIVIC AMENITIES TEAM

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THEME: UP ON THE ROOF

Business in the Sacramento Region thrives on a talented and diverse work force and an expanding and robust customer base. Workers and customers alike want to live in and visit a place with a full and diverse slate of quality civic assets and amenities. This year, our program theme is “UP ON THE ROOF.” Our Team, using a “study mission” format, will explore the heights and depths of activating commercial building rooftops into a vibrant and dynamic draw for business. We will experience how activated rooftops can attract people to a building (for example, through art installations, gardens, or peaceful spaces) where commerce happens, and/or can be an integral part of the commerce itself (for example, rooftop bars and restaurants, entertainment venues, or recreation spots).

PANELS AND Q&A

The Civic Amenities Team will host at least two panel discussions and Q&A events where those passionate about rooftop activation will share their vision for, the obstacles encountered in, and the benefits and rewards of, rooftop development. Our first opportunity will be at the Team Kickoff Event in Sacramento, where Sotiris Kolokotronis of SKK Developments will share how rooftops are a key element in the midtown renaissance, and Eva Hill of Venture Oaks Real Estate Group will describe the journey of including a rooftop lounge as part of a new 265-room Canopy by Hilton Hotel on Ninth and L Street in Sacramento. Our second all-star panel will be held in the Mayflower Grand Ballroom, where a collection of D.C. decision makers (including Capitol Crossing developer Sean Cahill) will discuss business, design, and governmental aspects of rooftop attractions.

TOURS AND EXPERIENCES

With a bounty of information and passionate presentations under our belt from the Sacramento and D.C. panels, the Team will comb D.C. to tour and experience rooftop activation locations and meet and learn from those that developed and operate them.

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We will visit local rooftop attractions, including tours of the rooftop gardens at the National Botanical Gardens and the infamous Hahn/Cock sculpture: a giant blue cockerel by the German artist Katharina Fritsch that is permanently installed at the East Building Rooftop Terrace of the National Gallery.

We will also visit places where the rooftop generates the commerce. We will go to Crimson View restaurant, with a large indoor-outdoor porch on the penthouse level of Motto D.C., where patrons can dine and delight in the view of the Washington Monument at sunset. We will see the Capitol Crossing mixed-use project built over a highway. Will we see how Wild Days turns a rooftop into a bar and music venue, inspired by a Parisian winter garden, with live music, comedy, and special programming. And we will take in the '70s sports themed rooftop venue called Skybox at the Player's Club with smashing views over the surrounding Logan Circle and Thomas Circle.

Once done, the Team surely will be inspired to ask and share "Why Not Sacramento?"