

Downtown

Local shops, Local stories

*1212 Pearl's
Historic Face Lift*

Locally Grown
The Farmers Market

HOP 2 Chautauqua

*Best Places
To People Watch*



boulderdowntown.com

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Dear Downtown Reader,

Thank you for taking the time to read this new and exciting publication. Downtown highlights the energy, vibrancy and exceptional nature of the community's heart. Downtown is homegrown and proud of it, as over 85% of the shops in Downtown Boulder are locally owned or operated. This means distinctive offerings found only in Downtown Boulder. You can have a delightful meal, decorate your home, get a new outfit or find that perfect gift all in one place. Downtown is the place to buy from Boulderites and we hope our magazine introduces you to some of the people, places, and stories that occur only in our bit of Boulder. Enjoy this first issue and if you have any feedback, drop us a line at downtown@dbi.org. On behalf of Downtown Boulder, I thank you for continued support of our special place.

Jane Jenkins
Executive Director, DBBID, DBI

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www.BoulderDowntown.com

Family Fun

Bring
the Gang!



Colorado Kids Day

Colorado Children's Day at Boulder (April 25th 12-4pm, 1300 block of the Pearl Street Mall) is an afternoon of free activities for children through elementary school age. It is designed to celebrate children and engage them in many activities. These include exploration of emergency vehicles, interactive live music, face painting, games with CU athletes, dancing in the water fountain and more. This will also be an opportunity for parents to learn about the many services available to them in Boulder.

www.coloradochildrensdayboulder.googlepages.com

Tulip Festival

Dress up your little ones as Fairies and Elves and join us for a walk down the Pearl Street Mall (May 4th, 2pm). The event begins in the 1400 block of Pearl where the Tulip Fairy will lead the parade west to the 1300 block of Pearl for the Tulip Ceremony. Each child will be christened by the Tulip Fairy and receive treats, courtesy of Belvedere Belgian Chocolate Shop. Children's activities will be provided by Color Me Mine and others after the parade. The event is free and no pre-registration is required.

www.BoulderDowntown.com

Pop-Jet Fountain

The pop-jet fountain, a summer favorite, has water spouts popping up right from the ground! This popular children's play area near 14th street is a great place to cool down and have lots of fun doing it! Look for it to be open in late May.

Boulder Public Library

Downtown is home to Boulder Public Library's main branch and a myriad of programs for kids of all ages. These include: Baby and Toddler Time, Stories in Spanish & English, Story times for Kids, The Go Club, Just Write: Ranting musing and more for ages 11-14, and the Young Creative Writers workshops for kids 4th-7th grades. Special events range from Sparky the Fire Dog to Walt Disney's Jungle Book. Check out the library website for all the offerings.

www.boulder.lib.co.us

The Tebo Train

Kids, come take a free ride around Downtown! The Tebo Children's Train is a four-car small train that seats 16 people (preferably children aged 10 and under). The train runs from the 1200 block to the 1400 block and is sponsored by Stephen Tebo of Tebo Development. Starting after Memorial Day.

www.BoulderDowntown.com

Only in Boulder

Open Wall 2008 at BMOCA

The walls of the Boulder Museum of Contemporary Art are left blank so that members of the community can bring in a piece of artwork (painting and sculpture allowed, even performance pieces!) to be displayed during the hours of the party. This is the chance for anyone who considers themselves an artist to have their piece shown to the public for one night while dancing to the groovy beats of a live DJ, sipping cocktails, and engaging in the rhythms of being a BMOCA member.

May 8th from 7pm to 10pm
Boulder Museum of Contemporary Art
1750 13th Street - (303) 443-2122

www.bmoca.org

Murder Mystery Dinners at the Hotel Boulderado

In the historic, century-old Boulderado Hotel, come enjoy dinner and mystery with the chance of trying your own hand at solving the crime over a glass of wine and excellent food. Join the intrigue and experience the performances amid the timeless elegance of Boulder's first luxury hotel.

Hotel Boulderado
2115 13th Street - (303) 442-4344

www.boulderado.com

Thursday Cruiser Rides

Get on your cruiser bike and ride into glory around the streets of downtown, ringing your bell and wishing everyone well. In this "loosely organized" weekly event, you can dress up, dress down or let the music play, as the riders navigate the streets and make merry in this uniquely Boulder tradition.

7:30pm, every Thursday evening
Starts at Scott Carpenter Park,
30th & Arapahoe

www.cruiserbikeride.org

Bolder Boulder Expo

The Expo is held in conjunction with the Bolder Boulder race weekend (The 6th largest timed race in the world!). With a wide variety of booths and vendors, it is also the only place participants can pick-up a race-day packet or register over the Memorial Day weekend. The Expo is open to everyone in the community.

Saturday, May 24th - 10am-6pm
May 25th - 10am-6pm
Pearl Street Mall

www.bolderboulder.com

Boulder Outdoor Cinema

You haven't seen Monty Python and the Holy Grail until you've seen it under the stars, lounging in your beanbag or on a blanket with your Ju Ju Bees. With over 20 movies all summer long (starting in June) it's the perfect place to experience the stunning natural beauty of Downtown Boulder and some quality entertainment all at the same time. Remember, no matter the weather, the show must go on.

Behind the Boulder Museum of
Contemporary Art - 1750 13th Street
(720) 317-7498

www.boulderoutdoorcinema.com

Banjo Billy's Bus Tours

Take in a tour of Boulder with Banjo Billy's Bus Tours from an old school bus tricked out to look like a traveling hillbilly shack. In Banjo Billy's 90 minutes you'll hear 10 ghost stories, 5 crime tales and a bunch of local history while sitting on a couch, recliner or saddle as the bus rolls through the core of the city. Although the bus follows the same route every time, no two tours are alike!

Spring Tours: April 6 - June 14,
Fridays at 4pm, Saturdays & Sundays at
2pm and 4pm
Tours depart at the Hotel Boulderado 13th
& Spruce - (720) 938-8885

www.banjobilly.com

Elevision at Trilogy

Join Elephant magazine's publisher Waylon Lewis every Wednesday for Elevison Live which features interviews with Local and National Eco-Interesting People. "Come for the enlightenment. Stay for the organic/local drink specials, live music & mingling."

6:30pm every Wednesday
Trilogy Wine Bar & Lounge - 2017 13th

www.iamelephant.com

C.R.A.B

Constantly Risking Absurdity, Baby!
A monthly performance salon brought to you by the inventively creative folks behind the Boulder International Fringe Festival (Aug 14-25, this year). C.R.A.B invites you to "come out of your shell" at its showcase for professional local artists, networking hub, and to experience a great show.

7pm, Third Thursday of every month
The Laughing Goat, 1709 Pearl St

www.boulderfringe.com

Colorado Wine Tasting and Chocolate

Taste some of Colorado's burgeoning wine industry at Bookcliff Vineyard's downtown tasting room. Sharing the space is Belvedere Belgian Chocolate shop where the sky's the limit on your taste buds with gourmet truffles, bars, and coffee drinks to satisfy your appetite. Check out Bookcliff's live Jazz on Friday evenings and, remember, you can also buy wine on Sundays!

Bookcliff Vineyards Tasting Room
15th Street between Walnut and Pearl -
(303) 449-9463

www.bookcliffvineyards.com

Visit www.BoulderDowntown.com to learn more about local events

Who New?

Welcome to Downtown Boulder

Thanks in part to Boulder's entrepreneurial spirit and what *Bizjournal* has called one of the Top 10 Brainiest Small Cities, 2007 and 2008 saw a bevy of new establishments call Downtown home. More than 40 new businesses moved into Downtown Boulder over the last year helping to keep it vibrant and innovative. Here is the list of your new neighbors, so be sure to check them out and welcome them to our community.

Acquire - 1155 Canyon Ste 110
AMG National Trust Bank -
1155 Canyon Ste 310
Arapahoe Animal Hospital -1730 15th
Gelato Bacio - 1021 Pearl
bimbamboo - 1710 Pearl
Bodywork Bistro - 1100 Spruce
Bolder World - 2015 Broadway
Boulder Nordic Sport - 1717 15th
Café Zesta - 820 Pearl
Chloe Cards Photo Gallery - 2027 Broadway
Diversified Asset Management - 1113 Spruce
Earthwood Gallery - 1412 Pearl
Ehrhardt, Keefe, Steiner & Hottman -
1155 Canyon Ste 400
First Western Trust Bank -
1155 Canyon Ste 300
FirstTier Bank - 2120 Broadway
Goldmine Vintage - 1123 Pearl
Great Awakenings - 1715 15th Ste A
Jake Rocks! - 1142 Pearl
Kasa Japanese Grill & Bar - 1468 Pearl
Ku Cha House of Tea - 2015 13th
Looney Ricks Kiss Architects Inc.
- 1414 Pearl Ste 300

Lucky Dog Training - 2939 10th
Mocapay - 1443 Pearl Ste 300
MomentuM - 1625 Pearl
Mountain Media Group -
1221 Pearl Ste 9
O'Brien Waring & Zender, P.C. -
2060 Broadway
Oliv You & Me - 2043 Broadway
Papa Ben's Brittle - 1728 Spruce
Patagonia - 1212 Pearl
Pedal to Properties -
1113 Spruce Ste 202B
Pennyweights Colorado -
1441 Pearl
prAna - 1147 Pearl
Quiksilver - 1122 Pearl
Savvy - 1114 Pearl
Scentchips Boulder - 1970 13th
Scotch Corner Pub -
1800 Broadway
Tee and Cakes - 1932 14th
The Cup - 1521 Pearl
Unseen Bean - 2052 Broadway
Yaki Maki Sushi - 1175 Walnut

Destination: Boulder

Downtown Visitor Information Center



In early 2007, the Downtown Visitor Information Center opened at 13th and Pearl. The small round building has lived many lives, including time as a flower shop and Mrs. Fields' Cookies. In its latest incarnation, the space welcomes visitors and locals alike, and provides a smiling face with answers to all sorts of questions. From June through December of 2007, Downtown Ambassadors recorded over 11,000 interactions with people coming to the Information Center. Visitors come to Boulder from all over the globe. Ambassadors

reported greeting folks from New Zealand to Nepal and Singapore to Sweden. Perhaps the most far-flung guest was from the North Pole, as Santa set up shop in the Center for St. Nick's on the Bricks during the holiday season.

So stop by and say "hi" to one of our ambassadors or get a Downtown Boulder Gift Card (good at over 160 shops) at Downtown's new Visitor Information Center.

Business Profiles



Chris and Maryfrances Toomey

Belvedere Belgian Chocolate Shop

Years in Downtown: 7

Location: 1468 Pearl St #120

Web: belvedereboulder.com

For Chris and Maryfrances Toomey, it's all about being family-owned and operated. The proprietors of Belvedere Belgian Chocolate Shop bring their close-knit ethic to Downtown Boulder by offering premium all-natural chocolates and organic fair-trade coffee at 15th and Pearl.

Belvedere's master chocolatier from Belgium handcrafts their wares from the finest imported chocolate. Belvedere is also part of the Colorado Proud program which focuses on using local ingredients whenever possible. In addition, the Toomeys try to be eco-conscious, adding that "We are the only chocolate supplier that is 100% wind powered." Belvedere also participates in Boulder County's PACE program. All this while creating everything from custom chocolates, and wedding favors, to corporate gifts and treats,

"Nothing makes a better gift than chocolate..."

- Chris Toomey, Owner

because as Chris says, "Nothing makes a better gift than chocolate!"

The Toomey's favorite story involves a customer who came in the day after Valentines Day wanting the biggest box of chocolates they had. Chris jokingly remarked that the man must have forgotten somebody, and the fellow replied that he gave his wife chocolates from another store but she threw them back at him saying that she only wanted Belvedere's. Customer loyalty like that comes from a commitment to the customer and the locally-owned downtown community. The Toomey's love being downtown for this sense of community, the energy and the eclectic blend of both local and international visitors.



Keith Hurdle

Hurdle's Jewelry

Years in Downtown: 61

Location: 1402 Pearl Street

Web: hurdlesjewelry.com

Hurdle's Jewelry shop's most precious asset comes not from its jewelry safe but from the neighborhoods of Boulder. This high valuation of its customers has made Hurdle's one of Downtown Boulder's most recognized businesses for over a half-century. Founded by Chester L. Hurdle in 1947, the store continues to provide personalized service that is so rarely found anymore.

Keith Hurdle, third generation to run the store, notes that a jeweler should be "someone you know well and trust. The milestones in life that are synonymous with jewelry purchases are so important that one should feel that they have a friend

"Doing business in Downtown Boulder allows us to be part of a special community and have our neighbors as customers."

- Keith Hurdle, Owner

helping them." Over time, Hurdle's has continued the important tradition of both educating and helping customers in this very personal process.

This commitment to its patrons has paid great dividends. Hurdle

noted that they've had families grow up with the store where "multiple generations have come in to find such items as engagement rings and wedding bands. We also have customers who make special trips to the Boulder area so they can have repair work done on their pieces by our jewelers." Downtown boasts many special retailers and Hurdle's is one that has made Downtown Boulder a jewel in the community.



Mark Levesque & Jodi Feinhor-Dennis

Invironments

Years in Downtown: 8

Location: 1646 Pearl St

Web: invironmentsdesign.com

Undertaking a remodel and redesign can be very stressful for the homeowner. At Invironments, Jodi Feinhor-Dennis (designer) and Mark Levesque (contractor) of KBC Remodel Services, have logged many years in the business and understand the complexities. "Remodeling is a very personal experience and we pride ourselves in our team communication," says Levesque.

To help allay concerns, Invironments offers a "one stop shop" for design, construction and home furnishings. Levesque and Feinhor-Dennis feel that their close working relationship gives clients peace of mind because of

their excellent communication. Feinhor-Dennis notes, "In many projects, good designer/contractor relationships are non-existent. Because Mark and I work so well together, our clients benefit from our efficiency and professionalism while bringing a sense of humor to the job; which is paramount in this business."

In addition to great service, Invironments has provided Boulderites

"Our clients hug us a lot."

**- Jodi Feinhor-Dennis,
Lead Designer**

with a great place to find modern yet comfortable interior furnishings and accessories. The proprietors think their East Pearl location suits them perfectly, gives them credibility and attracts a wealth of different customers that value what they have to offer.



Liquor Mart

Years in Downtown: 30

Location: 1750 15th Street

Web: liquormart.com

Business practices that are friendly to the environment more often than not make the best financial sense for a business. Liquor Mart has been practicing what it preaches for 30 years in Downtown Boulder. Liquor

Mart opened in 1968 at the corner of 17th and Pearl to quench Boulder's thirst after a long dry spell. Over time, the store moved to its current location at 15th and Canyon and has become a Boulder institution. The evolution into a stalwart business in Downtown Boulder has partially been driven by its desire to reflect Boulder's principles.

Jack Stoakes, store General Manager, recalls that Liquor Mart began to recycle all its cardboard 25 years ago. They insisted strongly that the trash removal company providing them service take their cardboard boxes out to Eco-Cycle. The money that Liquor Mart received from the recycling center offset the transportation costs. Customers of the business also play a part in the cardboard lifecycle. Customers often take their purchases from the store in empty product boxes. As a next logical step, Liquor Mart will soon be offering reusable eco-friendly bags specifically designed to carry bottles and cans.

**"Liquor Mart takes its
commitment to community
values seriously. Our focus
on sustainable business
practices is a solid
example of this."**

**- Jack Stoakes,
General Manager**

Even though the store looks like a vintage 1940's grocery store, a great deal of effort has been expended to institute 21st century ef-

iciencies. Liquor Mart was a pioneer in installing “green” lighting before it became a widely accepted practice. Stoakes notes “our energy bills have remained steady over the years despite rising energy prices.” Energy efficiency is also being realized in Liquor Mart’s delivery fleet. The delivery vans have even been converted to clean-burning natural gas.

Liquor Mart’s core philosophy and logo both have a very strong green element. They realized long ago that aligning one’s corporate values with those of the community will pay strong dividends. The business’s longevity, and its full parking lot, are testament to the long standing commitment to its values.



Darline Brown

The Little Jewel

Years in Downtown: 29

Location: 1225 Pearl St

Phone: (303) 443-3353

When she started The Little Jewel 29 years ago, Darline Brown had her mother help out at the shop on weekends. “She used to brag about me to everyone”, she recalls. Her mother ended up working at The Little Jewel until she was 91 and Darline says she really brought in the customers. Now, Darline fills that roll herself for a new generation, as two of her own children help her oversee a wide selection of gold, platinum and

stylish jewelry from all over the world. It’s always been about family, from all of her customers, to the friendly atmosphere of downtown, and the fact that, as she puts it, “down here everybody cares for each other.”

**“We know people
by their first names.”**

- Darline Brown, Owner

Offering natural stones in a variety of pieces, full custom designs with an in-house designer and a gemologist, The Little Jewel is a testament to quality, great service and Pearl Street’s sense of community. “We know people by their first names,” Darline remarks about her clientele. “Those kids that played on the rocks in front of the store years ago are now customers and come in to say hi with their own children.”

Since 1979 Darline has brought Boulder’s largest selection of new and traditional designer jewelry to downtown. She loves to see the seasons change on the bricks and says “We would never want to be in an indoor mall.” As an affirmation of her contribution to downtown, this year Darline Brown won Downtown Boulder’s Shining Star Award for her longevity and wonderful spirit.

**“We were seeing
peoples’ lives moving
toward positive life
changes and we
wanted more.”**

- Joe Schneider, Owner



Shannon Paige

öm time

Years in Downtown: 5

Location: 2035 Broadway

Web: omtime.com

Five years ago the yoga space at öm time was an afterthought, “a retail store that just happened to have a little room at the back,” but it didn’t take owners Joe Schneider and Shannon Paige long to realize that the real magic was occurring in the studio. “We were seeing peoples lives moving toward positive life changes and we wanted more,” Joe recalls. When they moved to their current location on Broadway, they built the studio out to be as big as the store. Now öm time offers an eclectic class schedule, teacher trainings, workshops, concerts, and national teachers. Their boutique sells inspired clothing, yoga props, gifts, and they also offer international and regional retreats.

What began in a yellow house adorned with ribbons, has grown into a center of community consciousness and enjoyment. öm time has been voted Boulder’s favorite yoga center every year since 2003, by *Boulder Weekly*. In addition, they are “committed to supporting small independent and local companies who share the philosophy of bringing responsibly created and manu-

factured yoga and lifestyle clothing to the yoga community.” Stop by and see öm time’s friendly teachers and staff, have a cup of tea, and be inspired.



Erica Dahl

Savvy

Years in Downtown: 1

Location: 1114 Pearl Street

Web: savvyofboulder.com

As a new business, Savvy has quickly established itself as a great addition to the Pearl Street Mall. Savvy opened in May of 2007, and has become a popular shopping destination for locals and tourists alike.

One of the more notable aspects of Savvy is that it is locally owned and operated. Erica Dahl, 25, is a

“Savvy shoppers support local businesses”

- Erica Dahl, Owner

Boulder native and graduate of the University of Colorado. She opened the store in hopes of filling a void in Boulder’s clothing and accessory market. “A lot of customers comment on how exciting it is to have a store that offers a wide variety of fashion forward brands in a variety of price ranges.”

Dahl’s experience comes from working at her parent’s store, which

has been in business in Boulder for 35 years. She emphasizes that she felt it was important to bring a store to Boulder that could compete with corporate chains, but was locally owned. She notes that, “One particular aspect of being a local business is that I can make buying decisions that better cater to my customers.”

With a year of solid success behind her, and a strong philosophy, look for Savvy to be a mainstay of downtown for years to come.



Margaret Miner

ten20 - a nail and waxing spa

Years in Downtown: 4

Location: 2005 Pearl Street

Web: ten20.tv

Watching Sex in the City on a giant screen TV with M&M’s and Diet Coke may sound pretty far removed from getting your nails done, but at Margaret Miner’s four-year-old ten20 nail and waxing spa, that’s exactly what’s in store for you. With highly sanitary spa-quality service in a fun environment, this unique take on waxing and nails has been a wonderful addition to Downtown.

It’s all about the atmosphere at ten20, where people can bring a friend, or three, or an entire wedding party (they can serve up to 120 a day!). Miner is no stranger to business in Boulder, as she also opened

Rags consignments on 28th Street in 1995. With ten20 she says that she was “trying to find that unique blend of informality and spa-quality - the comfort zone in the middle” in a fantastic space on Pearl Street’s East End. Don’t forget about chick flick Wednesday nights and ten20 even offers its space to rent after-hours as well.

Miner says being downtown makes ten20 easy to find and offers great neighbors as a local customer base. You can park right out front

“A modern glam

‘unspa’ spa”

- Margaret Miner, Owner

and get your dose of girl TV at this modern glam “unspa”spa.

Open Saturday through Monday 9am-7pm and Tuesday through Friday 9am-9pm.

Visit BoulderDowntown.com to learn more about local downtown businesses.



Downtown Boulder Directory

Apparel/ Clothing

Alpaca Connection - 1326 Pearl Street
American Apparel - 1126 Pearl Street
Besos - 1949 Pearl Street
Billabong - 1101 Pearl Street
Bolder World - 2015 Broadway
Boulder Nepal - 1328 Pearl Street
Buffalo Exchange - 1717 Walnut Street
Chelsea - 935 Pearl Street
Chico's - 1215 Pearl Street
Common Era - 1500 Pearl Street
Crazy Amy's - 1721 Pearl Street
Crystal Dragon - 1521 Pearl Street
Dragonfly - 1220 Spruce Street
Elena Ciccone - 947 Pearl Street
Elevation Outfitters - 1420 Pearl Street
Fresh Produce Sportswear - 1218 Pearl Street
Goldmine Vintage - 1123 Pearl Street
Gypsy Jewel - 1825 Pearl Street
Heads Up - 1300 Pearl Street
Holiday & Company - 2015 11th Street
Jackalope & Co. International - 1124 Pearl Street
Jake Rocks! - 1142 Pearl Street
Joy Engine - 2037 13th Street
Kinsley & Company - 2060 Broadway
Knit Wit - 2021 Broadway
Little Mountain Outdoor Gear for Kids - 1136 Spruce St.
Londyns - 1909 9th Street
MAX Clothing Store - 1177 Walnut Street
Morningstar Boutique - 2027 Broadway
Old Tibet - 948 Pearl Street
OM Time - 2035 Broadway
Patagonia - 1212 Pearl Street
Pitaya - 1211 Pearl Street
Potala Imports - 1136 Pearl Street
PrAna - 1147 Pearl Street
poppy - 2098 Broadway
Quiksilver - 1122 Pearl Street
Savvy - 1114 Pearl Street
Sevya - 2009 13th Street
Starr's Clothing & Shoe Company - 1630 Pearl Street
Surya - 1211 Pearl Street
The Ritz - 959 Walnut Street
The T-BAR Boulder - 1500 Pearl
Tibet Gallery - 1916 13th Street
Tiger Lily - 1002 Walnut Street
Tough Luck Cowboy - 2050 Broadway
Urban Outfitters - 934 Pearl Street
Weekends - 1200 Pearl Street
Where The Buffalo Roam - 1320 Pearl Street

Arts/ Crafts/ Galleries

15th Street Studio - 1708 15th Street
Art & Soul Gallery - 1615 Pearl Street
Art Mart - 1222 Pearl Street
Art Source International Inc. - 1237 Pearl Street
blink gallery - 1011 Pearl Street
Bolder World - 2015 Broadway
Boulder Arts & Crafts Cooperative - 1421 Pearl Street
Boulder Map Gallery - 1708 13th Street
Boulder Museum of Contemporary Art - 1750 13th St
Boulder Nepal - 1328 Pearl Street
Color Me Mine - 1938 Pearl Street
Crystal Galleries - 1302 Pearl Street
DecorAsian - 1500 Pearl Street
Earthwood Gallery - 1412 Pearl Street
exhibitrek - 1711 15th Street
Little Budda Imports - 1320 Pearl Street
Mary Williams Fine Arts - 2116 Pearl Street
MomentuM - 1625 Pearl Street
Nomad Design Beads & Folk Art - 1813 Pearl Street
Old Tibet - 948 Pearl Street
Potala Imports - 1136 Pearl Street
Rembrandt Yard - 1301 Spruce Street
Smith-Klein Gallery - 1116 Pearl Street
The Middle Fish - 1500 Pearl Street
Yehti Arts& Crafts - 1727 Pearl Street
Zuni Fetishes Direct - 1334 Pearl Street

Auto

Arapahoe Import Service - 1722 Arapahoe Avenue
Arapahoe Motors - 1914 Arapahoe Avenue
Conoco - 1201 Arapahoe Avenue
Diamond Shamrock - 1704 Arapahoe Avenue
Independent Motors - 250 Pearl Street
Peerless Tyre Co. - 2008 Pearl Street
Shell - 1480 Canyon Blvd.
Vanatta Electric - 1981 8th Street

Banks

Advantage Bank - 1611 Canyon Boulevard
American National Bank - 1360 Walnut
Bank of the West - 1300 Walnut Street
Chase Bank - 1301 Canyon Boulevard
Colorado Business Bank - 2025 Pearl Street
Colorado Capitol Bank - 1434 Spruce Street
Colorado State Bank & Trust - 1434 Spruce Street
First Community Bank - 1900 9th Street
First National Bank of Colorado - 1150 Canyon Blvd.
FirstTier Bank - 2120 Broadway
Guaranty Bank and Trust Co. - 1375 Walnut Street
Key Bank Drive up ATM - 1917 Broadway
U S Bank - 1495 Canyon Boulevard
Vectra Bank - 1700 Pearl Street
Wells Fargo - 1242 Pearl Street
Wachovia - 1420 Canyon Boulevard

Books/ Music/ Video

Bart's CD Cellar and Record Shop - 1015 Pearl Street
Beat Book Shop - 1717 Pearl Street
Boulder Book Store - 1107 Pearl Street
Boulder Map Gallery - 1708 13th Street
Boulder School of Music - 1320 Pearl Street
Christian Science Reading Room - 1434 Pearl Street
Goodrich Violin Shop - 1045 Pearl Street
Happenstance - 1831 Pearl Street
High Crimes Mystery Bookshop - 946 Pearl Street
Left Hand Books & Records - 1200 Pearl Street
Lighthouse Bookstore - 1201 Pearl Street
Paul's Music - 1321 Arapahoe Avenue
Red Letter Secondhand Books - 1737 Pearl Street
Robb's Music - 1580 Canyon Boulevard
Trident - 940 Pearl Street
Word is Out Women's Bookstore - 2015 10th Street

Carts

Bonsai Bonsai - 1300 Pearl Street
Boulder Shades - 1200 Pearl Street
Eppie's Ices - 1300 Pearl Street
Escondido Imports - 1400 Pearl
Fast Eddie's Chicago Hot Dogs - 1300 Pearl Street
Freddie's Hot Dogs - 1100 Pearl Street
Glacier Ice Cream - 1400 Pearl Street
Heads Up - 1300 Pearl Street
Indigo - 1200 Pearl Street
Pearl Street Grill - 1200 Pearl Street
Savory Saigon - 1300 Pearl Street
Sunshine Shave Ice - 1200 Pearl Street
Trek Light Hammocks - 1300 Pearl Street

Churches

Church Of Scientology - 1021 Pearl Street
First Baptist - 1237 Pine Street
First Congregational - 1128 Pine Street
First Presbyterian Church - 1820 15th Street
First United Methodist - 1421 Spruce Street
Sacred Heart of Jesus Church - 1317 Mapleton Street
Shambhala Center - 1345 Spruce Street
St. John's Episcopal Church - 1419 Pine Street
Trinity Lutheran - 2200 Broadway

Florists/ Food/ Liquor/ Sundries

Book Cliff Vineyards - 1468 Pearl Street
Boulder Mart - 1713 Pearl Street
Fiori Flowers - 1227 Spruce Street
Johnny's Cigar Bar - 1801 13th Street
Liquor Mart - 1750 15th Street
Lolita's Market & Deli - 800 Pearl Street
Mile High Pipe & Tobacco - 1144 Pearl Street
West End Wine Shop - 777 Pearl Street
Wild Oats Market - 1651 Broadway

Gifts/ Stationery/ Games

Art Mart - 1222 Pearl Street
Bliss - 1643 Pearl Street
Blue Skies - 1110 Pearl Street
Bolder World - 2015 Broadway
Boulderado Emporium Gift Shop - 2115 13th Street
Crystal Dragon - 1521 Pearl Street
Crystal Galleries - 1302 Pearl Street
Escondido Imports - 1400 Pearl Street
Into the Wind - 1408 Pearl Street
It's Your Move - 1219 Pearl Street
Joy Engine - 2037 13th Street
KuCha Tea House - 2015 13th
MomentuM - 1625 Pearl Street
Oliv - 2043 Broadway
Paper Doll - 1141 Pearl Street
Peppercorn - 1235 Pearl Street
poppy - 2098 Broadway
Science Artworks - 1223 Pearl Street
The Envelope Please - 2023 17th Street
the last say - 943 Pearl Street
The Leaf - 1909 9th Street
Tiger Lily - 1002 Walnut
Tough Luck Cowboy - 2050 Broadway
Two Hands Paperie - 803 Pearl Street

Beauty/ Personal Care

1313 A Salon - 1313 Spruce Street
Bobbi Ciani - 1035 Pearl Street
Fresh Hair Salon - 1966 13th Street
La Belle Nail Salon - 1962 13th Street
L'Occitane Inc. - 1136 Pearl Street
Lush - 1312 Pearl Street
Marianna's L'Esthetique - 1215 Spruce Street
Paul Morrison Colours Ltd. - 2015 15th Street
Pharmaca Integrative Pharmacy - 1647 Pearl Street
Pompadours Hair Salon - 1320 Pearl Street
Rebecca's Herbal Apothecary - 1227 Spruce Street
Roger the Barber - 1200 Pearl Street
Sensorielle - 1801 13th Street
Six Persimmons Apothecary - 840 Pearl Street
St. Julien Hotel and Spa - 900 Walnut Street
Sunburst-Full Service Salon - 956 Pearl Street
ten20 - 2005 Pearl Street
The Body Shop - 1200 Pearl Street
The Parlour - 1037 Walnut Street
Urban Pearl - 1537 Pearl Street
West End Salon - 1980 8th Street
ZING Hair - 1100 Spruce Street

Health / Fitness

Acupuncture & Oriental Medicine - 840 Pearl Street
Eastern Acupressure Health Center - 1320 Pearl Street
Global Chiropractic - 2023 17th Street
Migun in Boulder - 1909 Broadway
Massage Specialists - 1640 Broadway
OM Time - 2035 Broadway
One Boulder Fitness - 1800 Broadway
Pharmaca Integrative Pharmacy - 1647 Pearl Street
Rebecca's Herbal Apothecary - 1227 Spruce Street
Six Persimmons Apothecary - 840 Pearl Street
St. Julien Hotel and Spa - 900 Walnut Street
Tonic Oxygen Bar - 2011 10th Street

Home Furnishings/ Interior Design

8th & Pearl Antiques - 740 Pearl Street
Antiquariat - 2014 Broadway
Asian Imports - 1909 9th Street
Barrett Studio Architects - 1944 20th Street
Bartlett Interiors - 2020 Pearl Street
Bayleaf on Pearl - 805 Pearl Street
Bedell & Co. Antiques & Jewelry - 767 Pearl Street
Blue Skies - 1110 Pearl Street
Bonsai Bonsai - 1300 Pearl Street
Boulder Design Studio - 2100 Pearl Street
Chantique - 1200 Pearl Street
DecorAsian - 1500 Pearl Street

continued on page 22

Downtown Boulder Directory



Free Parking

All parking structures are free
Saturdays, Sundays & Holidays except
One Boulder Plaza and 15th & Spruce

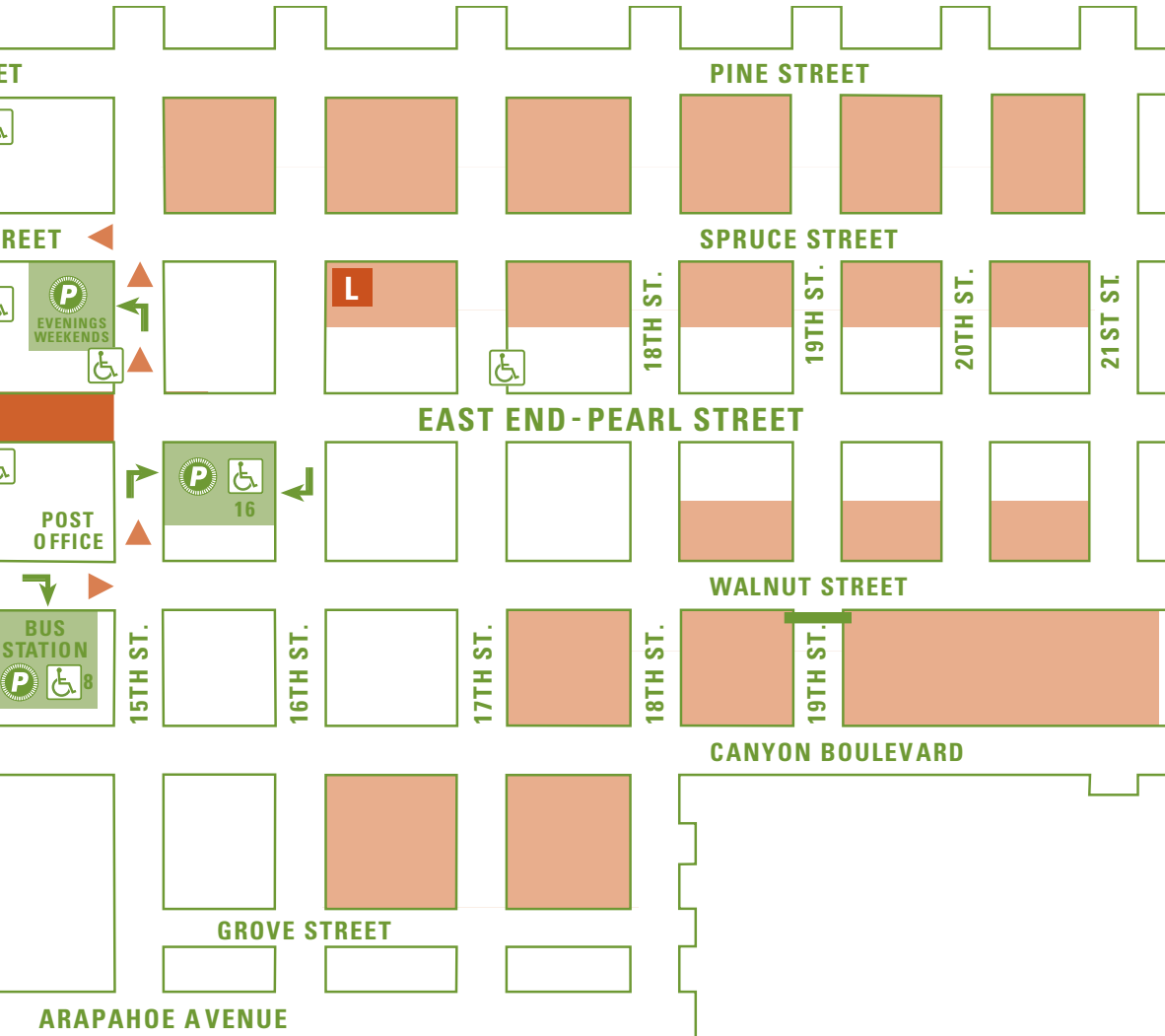
Parking Structures

11th & Spruce
10th & Walnut (St. Julien Hotel)
11th & Walnut
14th & Walnut (RTD Bus Station)
15th & Pearl
15th & Spruce (by permit only weekdays)
One Boulder Plaza

Parking Lots

Broadway & Spruce
14th & Canyon (by permit only weekdays)
13th & Walnut (by permit only weekdays)
Public Library - 11th & Arapahoe
Municipal Building - 11th & Canyon

Visit www.boulderdowntown.com for events and specials!



= PARKING = ACCESSIBLE PARKING SPACES = LODGING
 = ONE WAY STREET = RESIDENTIAL AREA

continued from page 19

Home Furnishings/ Interior Design cont...

Design Within Reach - 2053 Broadway
Feather Thy Nest - 1825 Pearl Street
Gypsy Jewel - 1825 Pearl Street
HW Design - 1913 Pearl Street
HW Home - 1941 Pearl Street
Invironments - 1646 Pearl Street
Marisol Imports - 915 Pearl Street
Mila Tibetan Carpets - 1711 Pearl Street
MomentuM - 1625 Pearl Street
Now & Zen - 1638 Pearl Street
Oliv - 2043 Broadway
Peppercorn - 1235 Pearl Street
Ranch House Interior Designs - 1928 Pearl Street
Red Pepper Kitchen & Bath - 726c Pearl Street
Sevya - 2009 13th Street
Tibet Carpet & Home - 1644 Walnut Street
Tiger Lily - 1002 Walnut
Timberline Fine Furniture & Design - 2015 Pearl Street
Top Hat Janitorial - 1729 Pearl Street
Trek Light Hammocks - 1300 Pearl Street
Unpainted Furniture - 2034 Pearl Street
West End Gardener - 777 Pearl Street

Hotels/ B&Bs

Boulder Creek Quality Inn - 2020 Arapahoe Avenue
Boulder University Inn - 1632 Broadway
Briar Rose Bed and Breakfast - 2151 Arapahoe Avenue
Hotel Boulderado Ltd. - 2115 13th Street
St. Julien Hotel and Spa - 900 Walnut Street
The Bradley - 2040 16th Street

Jewelry

Angie Star Jewelry - 1807 Pearl Street
Antiquariat - 2014 Broadway
Bedell & Co. Antiques & Jewelry - 767 Pearl Street
Blue Skies - 1110 Pearl Street
Bolder World - 2015 Broadway
Carla Morrison Design - 2017 10th Street
Classic Facets Antique Jewelry - 942 Pearl Street
Dragonfly - 1220 Spruce Street
El Loro Jewelry & Clog Co. - 1416 Pearl Street
Escondido Imports - 1400 Pearl Street
Gypsy Jewel - 1825 Pearl Street
Hurdle's Jewelry - 1402 Pearl Street
Master Goldsmiths - 951 Pearl Street
Peter Rosen Jewelry - 1600 Pearl
Swiss Chalet - 1642 Pearl Street
The Little Jewel - 1225 Pearl Street

Night Spots/ Bars

101 - 1915 Broadway
Bàcaro Ristorante Italiano - 921 Pearl Street
Boulder Theater - 2032 14th Street
Centro - 950 Pearl Street
Conor O'Neill's Irish Pub & Restaurant - 1922 13th St.
Johnny's Cigar Bar - 1801 13th Street
Lazy Dog Bar & Grill - 1346 Pearl Street
Mountain Sun Pub & Brewery - 1535 Pearl Street
Pearl Street Pub - 1108 Pearl Street
RedFish New Orleans Brewhouse - 2027 13th Street
Round Midnight - 1005 Pearl Street
Scotch Corner Pub - 1800 Broadway
Sundown Saloon - 1136 Pearl Street
The Attic Bar & Bistro - 949 Walnut Street
The Catacombs - 2115 13th Street
The Foundry - 1109 Walnut Street
The Reef Piano Bar & Grill - 1801 13th Street
Trilogy Wine Bar - 2017 13th Street
Walrus - 1911 11th Street
West End Tavern - 926 Pearl Street

Optical

Boulder Shades - 1200 Pearl
En Vision Boulder - 1230 Spruce Street
Sunglass Pros - 1424 Pearl Street

Pets

Colorado Canines and Felines too! - 1738 Pearl Street
Farfel's Farm - 900 Pearl Street

RESTAURANTS

Asian/ Indian

bimbamboo - 1710 Pearl Street
Bombay Bistro - 1800 Broadway
Hapa Sushi Grill & Sake Bar - 1117 Pearl Street

Himalayas Restaurant - 2010 14th Street
Japango - 1136 Pearl Street
Kasa - 1468 Pearl Street
MoonGate Asian Bistro - 1628 Pearl Street
Orchid Pavilion - 1050 Walnut Street
Savory Saigon - 1300 Pearl Street
Sherpa's Adventurers - 825 Walnut Street
Sushi Tora - 2014 10th Street
Sushi Zanmai - 1221 Spruce Street
Yaki Maki - 1175 Walnut Street

Caribbean/Latin & South American

Aji - 1601 Pearl Street
Centro - 950 Pearl Street

Casual

BJ's Restaurant & Brewery - 1125 Pearl Street
Boulder Café - 1247 Pearl Street
Cheesecake Factory - 1401 Pearl Street
Conor O'Neill's Irish Pub & Restaurant - 1922 13th St.
Corner Bar & Cafe - 2115 13th Street
Crepes a la Cart - 2018 Broadway
Foolish Craig's Cafe - 1611 Pearl Street
Lazy Dog Bar & Grill - 1346 Pearl Street
Lucile's Creole Cafe - 2124 14th Street
Mountain Sun Pub & Brewery - 1535 Pearl Street
Old Chicago - 1102 Pearl Street
Pearl Street Pub - 1108 Pearl Street
Saxy's Cafe - 2018 10th Street
Scotch Corner Pub - 1800 Broadway
The Attic Bar & Bistro - 949 Walnut Street
West End Tavern - 926 Pearl Street

Contemporary

14th Street Bar & Grill - 1400 Pearl Street
Black Cat - 1964 13th Street
Boulder Dushanbe Tea House - 1770 13th Street
Brasserie Ten Ten - 1011 Walnut Street
Jax Fish House - 928 Pearl Street
Jill's - St. Julien Hotel, 900 Walnut Street
Leaf - 2010 16th Street
RedFish New Orleans Brewhouse - 2027 13th Street
Seven - 1035 Pearl Street
Sunflower Restaurant - 1701 Pearl Street
The Kitchen - 1039 Pearl Street
The Mediterranean - 1002 Walnut Street
The Reef Piano Bar & Grill - 1801 13th Street
Trilogy Wine Bar - 2017 13th Street
Walnut Brewery - 1123 Walnut Street
West End Tavern - 926 Pearl Street

Coffee/ Tea/ Desserts/ Sweets/ Bakeries

Amante Coffee - 1035 Walnut Street
Belvedere Belgian Chocolate Shop - 1468 Pearl Street
Ben & Jerry's Scoop Shop - 1203 Pearl Street
BookEnd Espresso Cafe - 1115 Pearl Street
Boulder Dushanbe Tea House - 1770 13th Street
Brewing Market Coffee - 1918 13th Street
Cafe Zesta - 820 Pearl Street
Cup - 1521 Pearl Street
Eppie's Ices - 1300 Pearl Street
Gelato Bacio - 1021 Pearl Street
Glacier Ice Cream - 1400 Pearl Street
Great Awakenings - 1715 15th Street
JJ Juice - 1433 Pearl Street
KuCha Tea House - 2015 13th
Laughing Goat - 1709 Pearl Street
Lindsay's Boulder Deli@Haagen Dazs - 1148 Pearl St
Organica Cafe - 1634 Walnut Street
Paradise Bakery & Café - 1207 Pearl Street
Powell's Sweet Shoppe - 1200 Pearl Street
Rocky Mountain Chocolate Factory - 1300 Pearl Street
Saxy's Cafe - 2018 10th Street
Sidney's Cafe - 1375 Walnut Street
Spruce Confections - 767 Pearl Street
Starbucks Coffee - 1433 Pearl Street
Tee & Cakes - 1932 14th
The Tea Spot - 1801 13th Street
Trident - 940 Pearl Street
Unseen Bean - 2052 Broadway

Fine Dining

Boulder ChopHouse & Tavern - 921 Walnut Street
Frasca Food & Wine - 1738 Pearl Street
L' Atelier - 1739 Pearl Street
Mateo - 1837 Pearl Street
Q's - 2115 13th Street

Italian & Mediterranean

Antica Roma - 1308 Pearl Street
Bàcaro Ristorante Italiano - 921 Pearl Street
Baked in Boulder - 1729 15th Street
D'Napoli Ristorante - 835 Walnut Street
Falafel King - 1314 Pearl Street
Gondolier - 1600 Pearl Street
Jalino's Pizza - 1647 Arapahoe Avenue
Nick-N-Willy's Pizza - 801 Pearl Street
Pasta Jay's - 1001 Pearl Street

Pizza Colôre - 1336 Pearl Street
Prima Ristorante - 1801 13th Street
Trattoria on Pearl - 1430 Pearl Street

Mexican

Chipotle Mexican Grill - 919 Pearl Street
Illegal Pete's - 1447 Pearl Street
Juanita's Mexican Food - 1043 Pearl Street
Rio Grande Mexican Restaurant - 1101 Walnut Street
Tahona - 1035 Pearl Street

Sandwiches

Boulder Creek Market - 1801 13th Street
Cafe Zesta - 820 Pearl Street
Cup - 1521 Pearl Street
dish - 1918 Pearl Street
Fast Eddie's Chicago Hot Dogs - 1300 Block Pearl Street
Freddie's Hot Dogs - 1100 Pearl Street
Heidi's Brooklyn Deli - 908 Pearl Street
JJ Juice - 1433 Pearl Street
Lindsay's Boulder Deli@Haagen Dazs - 1148 Pearl St.
Lolita's Market & Deli - 800 Pearl Street
Mustard's Last Stand - 1719 Broadway
Organica Cafe - 1634 Walnut Street
Paradise Bakery & Café - 1207 Pearl Street
Pearl Street Grill - 1200 Pearl Street
Pita Pit - 1509 Arapahoe Avenue
Salvaggio's - 1397 Pearl Street
Saxy's Cafe - 2018 10th Street
Sidney's Café - 1375 Walnut Street
Subway - 1468 Pearl
Taste of Pilly - 1911 Broadway
Unseen Bean - 2052 Broadway

Services

Art Cleaners, Inc. - 1715 15th Street
Boulder Denver Couriers - 1722 14th Street
Boulder Photo Center - 1815 Pearl Street
Eight Days A Week Imaging/Copy Center-840 Pearl St.
Enchanted Ink - 1200 Pearl Street
H & L Communication/Western Union - 1705 14th Street
Lai's Alteration - 2027 Broadway
PC Brokers - 1911 11th Street
Perry's Shoe Shop Inc. - 949 Walnut Street
The Cleaners in Boulder - 1108 Spruce Street
Your Concierge - 1301 Canyon Suite 120

Shoes

El Loro Jewelry & Clog Co. - 1416 Pearl Street
Ins+allation - 1955 Broadway
Pedestrian Shops - 1425 Pearl Street
Perry's Shoe Shop Inc. - 949 Walnut Street
Starr's Clothing & Shoe Company - 1630 Pearl Street

Sporting Goods & Apparel

Alpine Base & Edge - 1719 15th Street
Boulder Army Store - 1545 Pearl Street
Boulder Nordic Sport - 1717 15th Street
Elevation Outfitters - 1420 Pearl Street
Full Cycle - 1795 Pearl Street
High Point Swim and Sport - 1738 Pearl Street
Ins+allation - 1955 Broadway
Orvis/Kinsley Outfitters - 2060 Broadway
Outdoor Divas - 1133 Pearl Street
Rocky Mountain Anglers - 1904 Arapahoe Avenue
Title 9 Sports - 1801 Pearl Street
University Bicycles - 839 Pearl Street
Vecchio's Bicerletteria - 1833 Pearl Street

Travel Agencies

Africa Travel Centre - 1405 Arapahoe Avenue
James TravelPoints - 1750 14th Street
Savvy Travel - 1320 Pearl Street

Public Buildings

Boulder Chamber of Commerce - 2440 Pearl Street
Boulder Convention & Visitors Bureau - 2440 Pearl St.
Boulder County Justice Center - 1777 6th Street
Boulder County Courthouse - 13th and Pearl
Carnegie Library - 1125 Pine Street
Municipal Building - 1777 Broadway
Public Library - 11th & Arapahoe Avenue
RTD Bus Station - 1800 14th Street
U.S. Post Office - 1905 15th Street
YWCA - 2222 14th Street

www.boulderdowntown.com

Downtown Boulder Parking News



Vol. 1, Issue 4

www.boulderdowntown.com

Spring 2008

Dear Downtown Parking User,

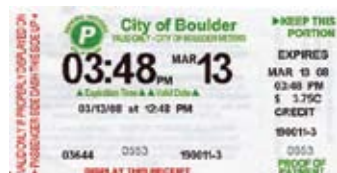
The parking pay stations have been up and running for six months now. In launching the system, the City of Boulder did a great job. The success of the system was seen by the Hill and that parking district has now also installed pay stations. The focus of this Parking News issue is to clear up some lingering questions on the machines. Thank you for taking time to educate yourself about parking in Downtown Boulder.

Sincerely,

Gerard Cote,
Downtown Boulder



Expiration Reminder



To help you remember when your time expires, simply tear off the end of your parking stub and take it with you.

For more information, visit
www.boulderdowntown.com

**City Parking garages are free
on Saturdays & Sundays**

FAQ

Q: How do I add time?

A: There are two ways to add time: 1) Use a credit card to pay and press the "Max" button when purchasing parking or 2) Take the tear-off portion of your parking stub so you know when to return to your car and purchase additional time (note the three-hour limit during the week).

Q: When I use my credit card, it says "authorizing" twice. Am I being charged twice?

A: No! The first "authorizing" checks your card against a list of flagged card numbers that have been compromised for various reasons. The second (and longer) "authorizing" is actually charging your card.

Q: Where do I park my bike?

A: The City has added over 150 new bike racks to the existing 1,100 bike rack spaces already in Downtown.

Remember...

All paid parking includes a 5-minute grace period courtesy of the City of Boulder.

Don't forget...

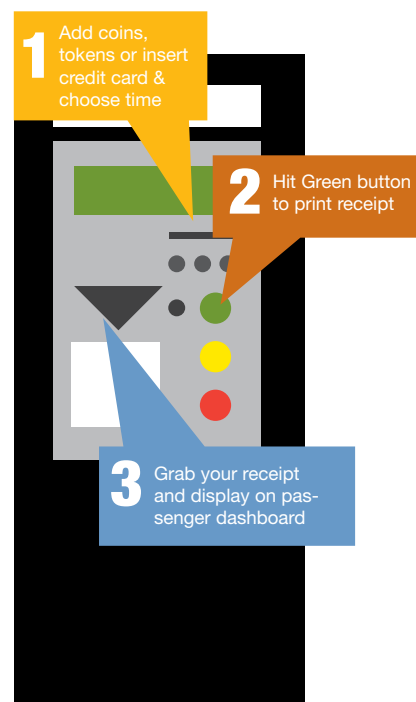
Meters are now enforced Mon-Sat from 9AM-7PM.

Meter Keys

The City of Boulder Parking Services is working diligently to implement a prepay card to replace the meter keys. The City intends to trade balances on the keys to these new cards.

Popular Parking Garages

The 2007 Downtown User Survey reported that 40% of those surveyed parked their car in a parking structure. This compares with 36% at an on-street metered space. The City garages are free on Saturdays and Sundays.





Spring Blossoms in Downtown Boulder

Spring has arrived in Downtown Boulder and the Tulips are in full bloom on every block of the Mall. Each year patrons look forward to strolling down Pearl Street to view more than 14,000 beautiful tulips.

Tulip Time is a celebration of the thousands of tulips that have adorned Downtown Boulder's Pearl Street Mall since 1978 when the city of Boulder and its downtown mer-

chants joined together with Boulder's then sister-city Meppel, Holland, to bring 5,000 bulbed beauties to the brand new Pearl Street Mall. Since 1987, the city of Boulder has planted over 14,000 tulips each fall.

Planting starts the second week of September and the crew finishes around the first week of November. Super phosphate is sprinkled in each hole in order to help root growth over the cold winter months, along with a sprinkle of organic slow release fer-



tilizer to help with the growth of the bulbs.

The major hurdle comes during the winter months, as it is crucial to keep the bulbs moist, so they do not dry out. The drier a bulb gets, the reduced length of bloom it will produce. Once in bloom, the tulips last for four to six weeks. The south side of the Mall receives the longest amount of bloom time as the sun reaches that side later in the spring.



Walking to Mexico

Downtown Boulder Gift Cards for Health

Would you walk to Mexico to enjoy the sun and the surf? Well, that's just the opportunity that Andy James of James Travel is giving to his employees in the next few months. What started out as an effort to increase physical activity levels for his employees has evolved into a contest to see who can walk 23 miles per week.

In November of 2007 Andy James initiated a promotion in his office to allow James Travel employees

to earn a \$5 Downtown Boulder Gift Card per week for walking 42,000 steps during the week. That equates into roughly 23 miles.

Not many participated in the beginning, but by the third week of the program, nearly half of his employees had agreed to strap a pedometer on their waists and take a shot at getting a gift card.

Since the inception of his program, James has issued over 65 gift cards to employees and estimated that his staff has walked over 1,400 miles.

Seizing on that success, Andy James is finalizing details on an intra-company competition to earn a trip to Mexico one foot at a time. Walking to Mexico would require about 2



million steps. This works out to 35 miles per week over the six months that participants will have to achieve this goal.

For other creative ideas using the Gift Card contact Downtown Boulder at 303-449-3774.



Chef's Special

The 34 year-old executive chef of Jax Fish House in Downtown Boulder, Hosea Rosenberg, remembers pretty much exactly the turning point of his young, yet storied career. That would have been when famed restaurateur Kevin Taylor offered him a job at his newly opened namesake restaurant in Denver, and told the young chef not to go to culinary school. Years later, after winning the Flatiron Chef Competition seven times (Colorado's Iron Chef), and being invited to cook at the renowned James Beard House, it is safe to say he made the right choice.

Cooking wasn't Chef Hosea's original career choice, as he studied engineering physics at CU while working his way through college as a line cook at various Boulder kitchens. After graduation he did stints at everywhere from Turley's to working for Wolfgang Puck's new cafe in Denver.

Rosenberg loved the social aspect of those environments and the swagger of the chefs in those kitchens. It was Dandelion, Kevin Taylor's first Boulder outpost, that really opened his eyes to fine dining. From Dandelion to the Spanish cuisine of Triana, and then on to Zolo Grill, Chef Rosenberg honed his skills by using local food, fresh ingredients, and exceptional culinary artistry.

On Saturdays in the season you might find him digging through the piles of produce at the Boulder County Famer's Market.

But if you visit the restaurant any time of year you will find items from local farms and top quality producers like Abodonnza, Haystack Dairy, and Hazel Dell Mushrooms. And as to the notion of a fish house 1000 miles from an ocean, he replies that "We get as good of quality of fish as anybody on the coast...we just pay

a premium for that quality."

Asked about his earliest food memory, the seafood Chef recalls visiting his grandmother in Virginia, and cracking fresh Maryland blue crabs on a large table covered in newspaper while the family drank beer and ate fresh corn on the cob. The Chef's current ingredient obsession is, "Bacon, anything bacon, and Jax's house-made pork belly." As to what is currently in his own pantry, he laughed and says not much, however he will admit to 18 boxes of Girl Scout cookies.

On the following page, find Chef Hosea Rosenberg's Wasabi Pea Crusted Tombo with Ginger Sticky Rice from the new Spring Menu at Jax Fish House.

**...cracking fresh
Maryland blue crabs
on a large table
covered in newspaper
while the family drank
beer and ate fresh
corn on the cob...**

Jax Fish House
928 Pearl St
303-444-1811
www.jaxfishhouseboulder.com
4-10 pm Monday-Thursday,
4-11 pm Friday and Saturday

Wasabi Pea Crusted Tombo with Ginger Sticky Rice

from the new Spring Menu at Jax Fish House *Serves 6*

The Rice

1 C Sushi Rice, rinsed in water
1 C Water
1/8 C Rice Vinegar
1/8 C Rice Wine
1 tsp Sesame oil
1 tsp Sugar
1 tsp Salt
1 tsp Sesame Seeds
1/2 C Scallion, sliced thin
1/4 C Pickled Ginger,
chopped fine
1 tsp Fresh Ginger Juice
1 tsp Fresh Orange Juice

Mix first seven ingredients and steam until rice is done. Cool completely. Mix with remaining ingredients.

The Tuna

6, 5oz Pieces of Tombo
(or Ahi) Tuna
1 C Wasabi Peas, crushed
4 Tbsp Wasabi Powder
2 Eggs, Beaten
2 C Cooking oil

Season tuna with salt and pepper. Dredge pieces of tuna in wasabi powder. Dunk in eggs. Coat in crushed wasabi peas. Heat oil in large skillet with tall sides. When oil reaches 350 degrees, add tuna. Cook on each side for about one minute and remove from pan. Cut each piece in half.



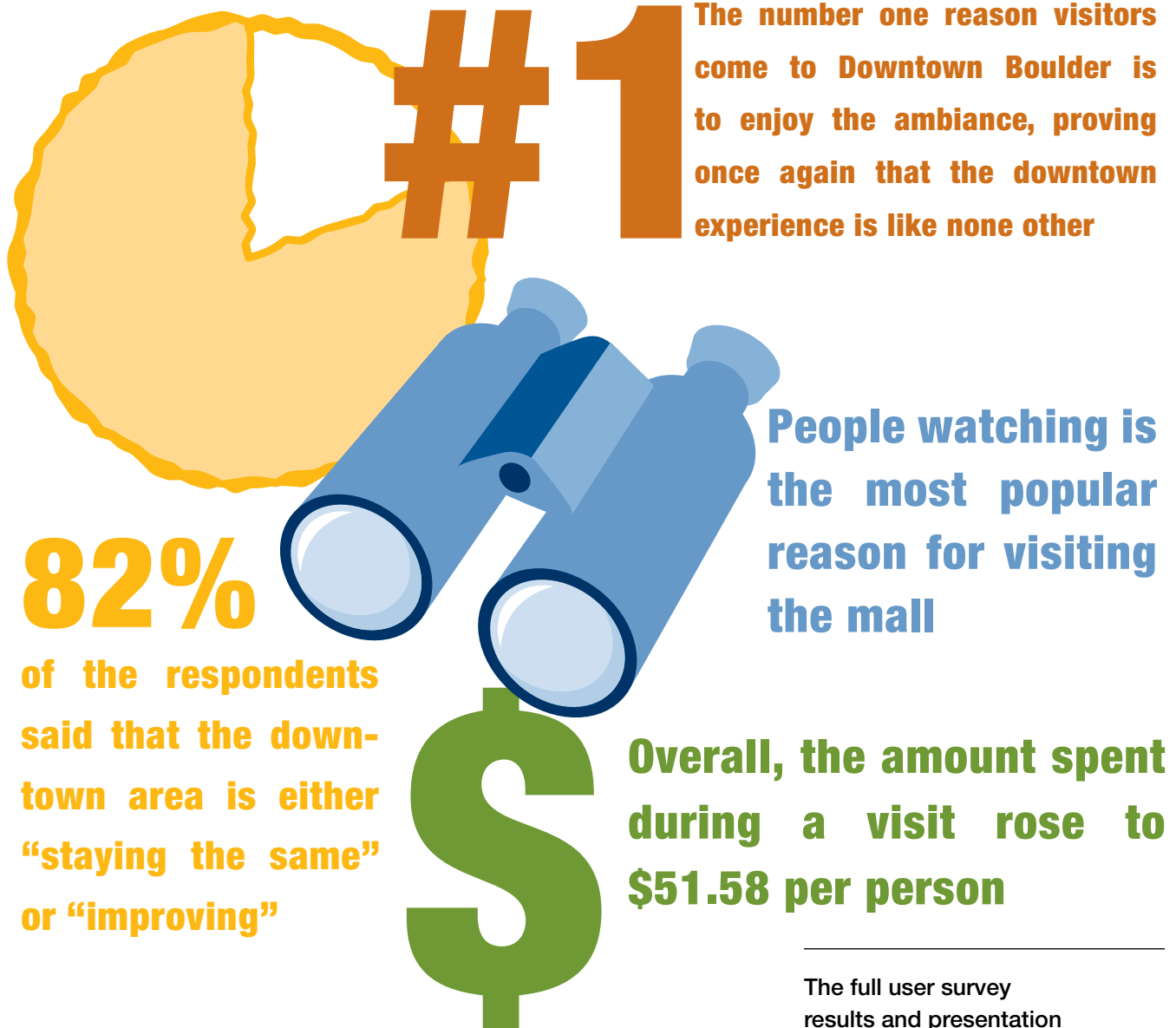
To Plate

4 Blood Oranges, juiced
1/2 C White Wine
3/4 lb Butter

Bring juice and wine to boil. Reduce by 3/4. Slowly whisk in butter. Season with salt. Place rice in center of plate. Top with sautéed vegetables of your choice. Set sliced tuna on top of vegetables. Pour blood orange sauce around plate.

2007 Downtown User Survey

This summer over 750 interviews were conducted on the bricks in Downtown Boulder. For the past 12 years we have surveyed the downtown patrons to help track how it has changed. People's perceptions and experiences in the Downtown Boulder area have remained high and continue to improve, making our Downtown a truly special destination for both locals and out-of-towners.



The full user survey results and presentation can be viewed at the Downtown Boulder website: www.BoulderDowntown.com



HOP 2 Chautauqua

Free Transit Service This Summer

Through a unique public/private partnership, free transit service to Chautauqua Park is being offered this summer. This pilot project runs every 15 minutes from noon to 10:00 p.m., seven-days-a-week, May 10 to August 24, 2008 with extended hours available on Chautauqua con-

cert nights.

This new service uses HOP buses to carry passengers to Chautauqua Park from Downtown Boulder, via 9th Street and from 27th Way Park-n-Ride, via Baseline Road. The service, named the "HOP 2 Chautauqua," can be accessed at stops

along the route including 13th Street at Pearl and Broadway at the 27th Way Park-n-Ride.

Transportation Planner Cris Jones explains, "This service offers the Boulder community and visitors a free and convenient transportation option between Downtown Boulder and Chautauqua Park while allowing them to avoid the hassles of parking and congestion."

Funding for this service is provided through a partnership of: GO Boulder/City of Boulder, Colorado Chautauqua Association, Colorado Music Festival, Downtown and University Hill Management Division/Parking Services, Downtown Boulder, Inc., and the Boulder Convention and Visitor's Bureau.

If you or your organization is interested in sponsoring or helping to promote this service or would like more information contact Cris Jones, jonesc@bouldercolorado.gov or 303.441.3217.

www.GoBoulder.net



Locally Grown

Boulder County Farmer's Market

Boulder Farmer's Market Director Mark Menagh spent 10 years island-hopping the South Pacific in a sailboat with his wife and at all the stops among the archipelagos, one thing stood out to him; the market was the center of not only business but also the community. Years later, as a new Boulderite, Menagh took a look at the Farmer's Market and saw the potential. Now, for the man charged with promoting agriculture here in Boulder County, the seed that was planted years ago has blossomed

into a passion helping to secure the Boulder County Farmer's Market as one of the top 10 in the entire country.

That vision has become more a reality, as 80 farmers now attend the Boulder events. In fact, gross sales have risen 20% over the last 3 years and as many as 14,000 people attend the market in Downtown Boulder on Saturdays in the height of the season. This is an evolution from humble beginnings more than 25 years ago when the Market was a

sporadic event in front of the Country Courthouse. Now it boasts three weekly events that can attract up to 6,000 attendees even on a Wednesday night. "The Market has become a community icon, a gathering place, a country block in the city." Menagh notes that the market has a great symbiotic relationship with downtown, "We develop community, and that brings people downtown to the Market as an event, not just to shop for veggies."

So what's the secret to the success? "The people in Boulder take a lot of pride in the city and the market, so they want to have a relationship with local businesses and with seasonality," Menagh says. Part of that commitment includes the Restaurant Fresh Connection program that

started with eight restaurants nominated by the farmers themselves. That has now multiplied into 75 local participating eateries (including more than 20 from Downtown Boulder) connecting the chefs directly with the farmers.

Asked what accomplishments the Market is most proud of, Menagh remarked on the success of continuing to keep local farmers in Boulder County economically viable and competitive. As for the future, the Farmer's Market would like to extend the market year-round, and develop a parallel non-profit to encompass food and agricultural related issues.

This season the Market will see a doubling in the number of vendors on the Canyon Street side extension, an addition of a 100% organic bakery with gluten free offerings, elk and beef producers, and a valet pickup service where patrons will be able to drop off groceries and then come back with their vehicles to pick them up.



Photos by Sherri O'Hara
oharaphotography.com

For those interested, you can become a friend of the market and sign up for their newsletter by visiting:
www.boulderfarmers.org

The Boulder Farmer's Market
Beginning April 5th
Wednesdays 4-8pm
Saturdays 8-2pm
13th & Canyon in
Downtown Boulder





1212 Pearl's Face Lift

Bringing the Past Into the Present

Patagonia recently opened at the “newest” historical space in Downtown Boulder. The retailer, which strives to design and produce the highest-quality products while doing the least possible harm to the environment, opened its doors in late February. Their 3,500 square foot space was recently renovated and transformed to its original 1876 historical state.

Downtown developer Paul Eklund and architect Thomas Thorpe purchased the building in 2006 and spent about \$1M on the historic rehabilitation of the building. The

effort included recreating the building façade to replicate what it looked like 132 years ago. The two worked closely with the City’s Landmarks Preservation Advisory Board and other governmental and historic organizations to secure grants and tax credits to help in the restoration effort.

Eklund and Thorpe have been partners in Older Boulder LLC for many years and have purchased several historic properties in Boulder for restoration.

The 1212 Pearl project also had an archaeological element to it. The

upstairs office space had been completely sealed off since 1932 when the staircase from the lower level retail area was removed. Due to its insulation from the outside world the upstairs office units were found well preserved. The owners employed archivist Rick Sinner to analyze and catalog the historic materials found in the building. Business ledgers, advertising leaflets, display pieces, fine shoes, and glass bottles used by pharmacist George Fonda to mix medicines were “unearthed” from different areas of the building.

From 1932 until the present day, the building was occupied by a variety of businesses including Collins and Johnston Fine Shoes, Bergheim’s men’s clothing store, Bartlett’s clothing, the original Peppercorn store, Livoni Men’s Clothing, Kensington Jewelers, the Mole Hole, and Science Artworks. While Patagonia has made a home on the main floor, Raymond James Financial Services has taken up residence in the building’s upstairs, and Leviathan Games and Boulder Ideas have offices in the basement.

Story by Tom Thorpe



The Heartbeat of Downtown

Virginia Patterson's Dedication

If Downtown Boulder is the heart of the community then it is people like Virginia Patterson that are its heartbeat. In recognition of her lifetime of service and business achievements, Patterson recently received the Franny Reich Award from the Boulder Chamber of Commerce. The award, named after the Chamber's first president, Franny Reich, is given as the Chamber's lifetime achievement award. Her humble acceptance remarks give insight into some of the ideas and actions that have made Downtown Boulder such a special place.

Virginia's impressive resume (see sidebar) highlights an important message about the local businesspeople that make Downtown Boulder such a vibrant and successful place. "Business persons in Boulder should be proud of their contributions to the economic health and livability of the city," notes Patterson. She adds, "Downtown has been such a positive for Boulder because of people that are dedicated to not only the

success of their businesses but also to the success of their town."

While the physical environment of Downtown Boulder attracts so many, the energy of the people maintains that relationship over time. Patterson recalled the days before the trees matured, when the Mall was

and many other creative ideas just to create buzz and enhance the visual experience.

While the trees grew, many of those original Downtown Boulder Association members continued to cultivate their community as a whole. Patterson recalls that the same in-

"Business persons in Boulder should be proud of their contributions to the economic health and livability of the city,"

comparatively barren. To ensure that the downtown would be a success, businesses had to come together. The "Downtown Boulder Association was a catalyst in getting the downtown community to come together and focus on what would make the district a success." These efforts included encouraging buskers to perform, having Patterson's son dress up in storybook character costumes and walk the Mall, setting up Boulder Philharmonic concerts on Sundays

dividuals that worked together on downtown issues also served with her on a multitude of community-focused boards. "Downtowners take seriously their role in providing a wonderful experience for those that visit Downtown Boulder. We also take great pride in spreading that success to all the corners of our wonderful city."

In 2007, the City of Boulder designated the alley behind the old Printed Page (now It's Your Move)

VIRGINIA'S LEGACY

Virginia has been a pillar of the community and especially influential in the success of Downtown Boulder. She owned the Printed Page in downtown for twenty-five years. Virginia is a founding member of both the Downtown Boulder Association and Downtown Boulder Inc. (where she is a lifetime board member). Coupled with these business achievements has been her incredible commitment to the Boulder community. She has been a board member of the Boulder Valley School District, Boulder Community Hospital, United Way, Impact on Education, Boulder County Business Hall of Fame, Boy Scouts, Boulder Rotary, Boulder County Republican Party, St. Aidan's Episcopal Church, Colorado Canterbury, Joycare and the Boulder Chamber of Commerce.

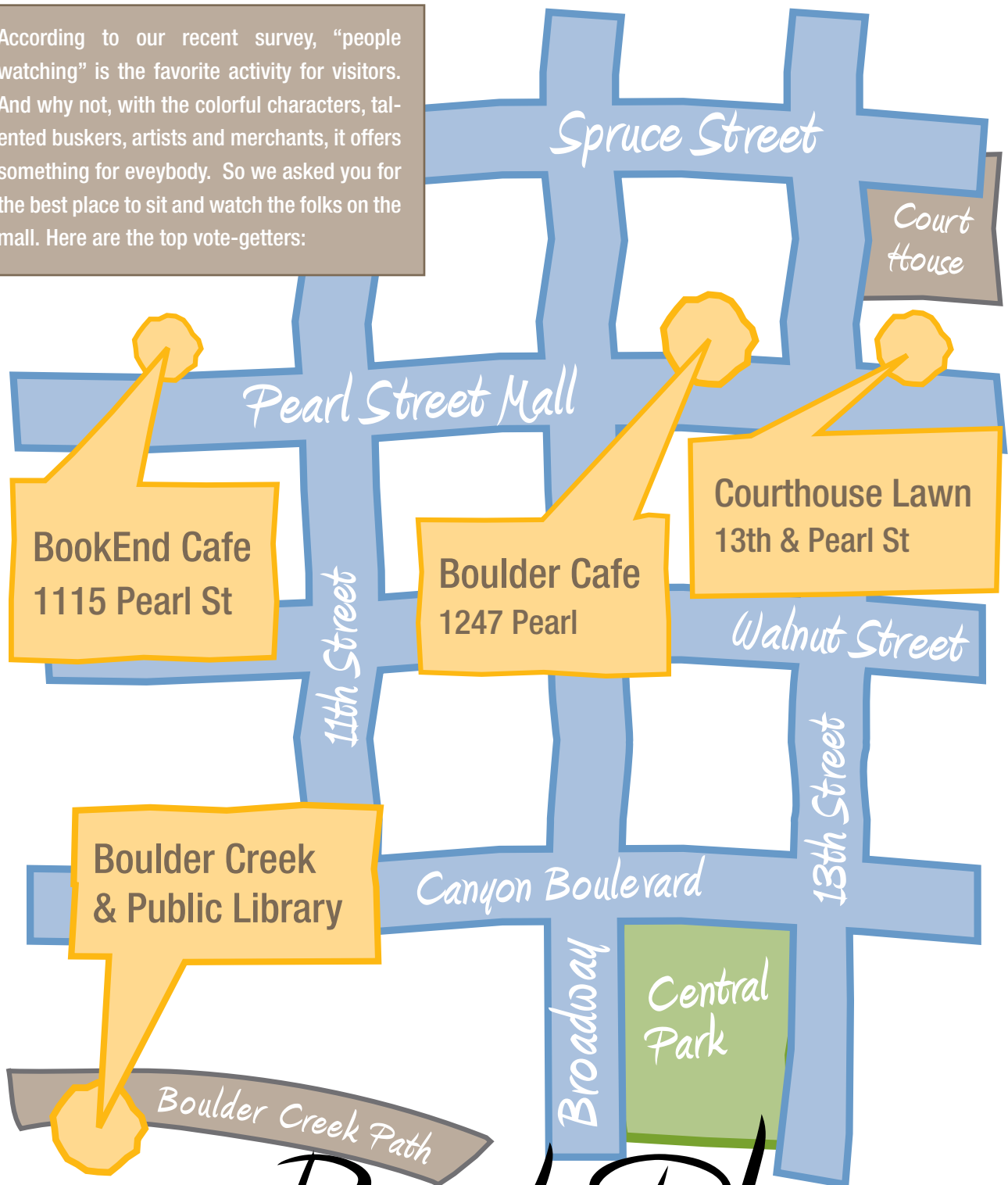
as Patterson's Place. It is a very appropriate tribute to one whose vision and hard work is manifested to this day. Downtown continues to have a positive impact far beyond its borders. Its businesses are located in the physical core, but the people that make them tick strive to improve their community with efforts that resonate beyond Downtown. This commitment to the community makes Downtown a very valuable asset to Boulder.



Get your photo in the next issue!
Visit www.BoulderDowntown.com/photo



According to our recent survey, “people watching” is the favorite activity for visitors. And why not, with the colorful characters, talented buskers, artists and merchants, it offers something for everybody. So we asked you for the best place to sit and watch the folks on the mall. Here are the top vote-getters:



Best Places

To Watch People

DOWNTOWN BOULDER SPONSORED EVENTS 2008



**Downtown Boulder
Tulip Fairy & Elf Parade**
Sunday, May 4th; 2pm

Bands on the Bricks
Wednesdays from June 18th
through August 20th; 7pm-9pm

Noon Tunes
Fridays from June 13th through
August 22nd; Noon-1:30 pm

Downtown Boulder ArtFair
Saturday, July 19th; 10am - 8pm
Sunday, July 20th; 10am - 5pm

Sidewalk Sales
Friday August 1st through
Sunday August 3rd

Endless Summer Celebration
Friday, August 22nd; 12pm-10pm

**Downtown Boulder
Fall Festival**
Friday, September 19th; 5pm-10pm
Saturday, September 20th; 11am-
10pm ~ Sunday, September 21st;
11am-6pm

Munchkin Masquerade
Friday, October 31st; 2pm-5pm

Switch on the Holidays
Friday, November 28th; 5pm

**St. Nicks on the Bricks
(Free visits with Santa)**
Friday, November 28th; 11am-2pm
Saturdays, November 29th through
December 20th; 11am-2pm

Lights of December Parade
Saturday, December 6th; 6pm

**All of these events are free
and open to the public**

For updated information throughout
the year, please visit our website at
www.boulderdowntown.com or call
303-449-3774



boulderdowntown.com