

downtown

# The COLLECTIVE

NEWS • HAPPENINGS • IDEAS



## STRIKE UP THE BAND

new farmers' market  
concert series sponsored by  
the san luis obispo collection

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The  
San Luis Obispo  
COLLECTION



# DOWNTOWN MUSIC SCENE Heats Up

On any given night in downtown SLO, a casual stroll up Monterey or Higuera streets reveals an energetic mix of live music -- jazz, folk, gypsy, bluegrass, alternative rock, hip hop just to name a few. It's a trend that's seen incredible growth over the past several years as dozens of downtown bars and restaurants vie for attention in San Luis Obispo's bustling nightlife. A recent Thursday night saw Glasgow based recording artist Natalie Clark lighting up the **Frog and Peach**, one of Downtown's oldest venues, while across the street, music newcomer Buffalo featured local reggae hero Ras Danny. Clark loves playing in downtown SLO, "it's really cool here," she said in a

lilting scottish accent, "everyone is so, so nice." A block away, competition got even hotter as the SLO Jazz Federation's monthly jam at **Linnaea's Cafe** sparred mightily with L.A. metal/norteño mash-up Metalachi on the big stage at **SLO Brew** across the street.

And, if daytime is more your thing, free afternoon concerts on the **Court Street Terrace** liven downtown's east end on weekends, **Luna Red** hosts local singer-songwriters on their patio in **Mission Plaza** and impromptu sidewalk concerts occur regularly as buskers take up residence at both ends of **Downtown Centre**.



Prairie Home Companion star and SLO County's own **Inga Swearingen** graces the stage at **Steinberg Gallery** along with sister Britta, Dylan Johnson, and guitarist Jeff Miley.



Glasgow's **Natalie Clark** rocks **The Frog & Peach Pub** on Higuera Street in downtown SLO.

# the slo collection sponsors new main stage concert series

The energy level of Downtown SLO's weekly **Farmers' Market** just kicked up a notch or two with the announcement of the **Fresh Picked Concert Series** sponsored by **The San Luis Obispo Collection**. Once each month, The Harvest Stage (located across from Court Street) will come alive with the best in local music. Kicking off the inaugural concert on May 9 at 6:30 PM, **Damon Castillo** brings his high energy blend of Funk, Jazz and Soul to Farmers' Market for the first time in over five years. The Fresh Picked Concert Series will feature a new artist each and every month throughout the year. *For more information visit [www.downtownslo.com](http://www.downtownslo.com).*

# FARMERS' MARKET GETS A NEW LOOK



(and a lot more)

**Call it Farmers' Market 2.0** if you like, because starting April 9, when the SLO Downtown Association begins rolling out a host of new improvements to San Luis Obispo's famous weekly event, a key feature will be a new website that allows visitors and locals to search the market on their computers or smartphones for favorite products and vendors. Updated weekly, the website lets you enter a keyword like *strawberries* and see all the farmers and vendors who have them each thursday night. "It's all about making the market more user friendly and easier to navigate," said Dominic Tartaglia, Executive Director of the San Luis Obispo Downtown Association.

A newly designed information booth will feature maps of the market as well as new Farmers' Market Logo merchandise. "It's a really cool struc-

ture made from reclaimed wood," said Tartaglia, "The new booth will be instantly recognizable as the place to go for information about Farmers' Market."

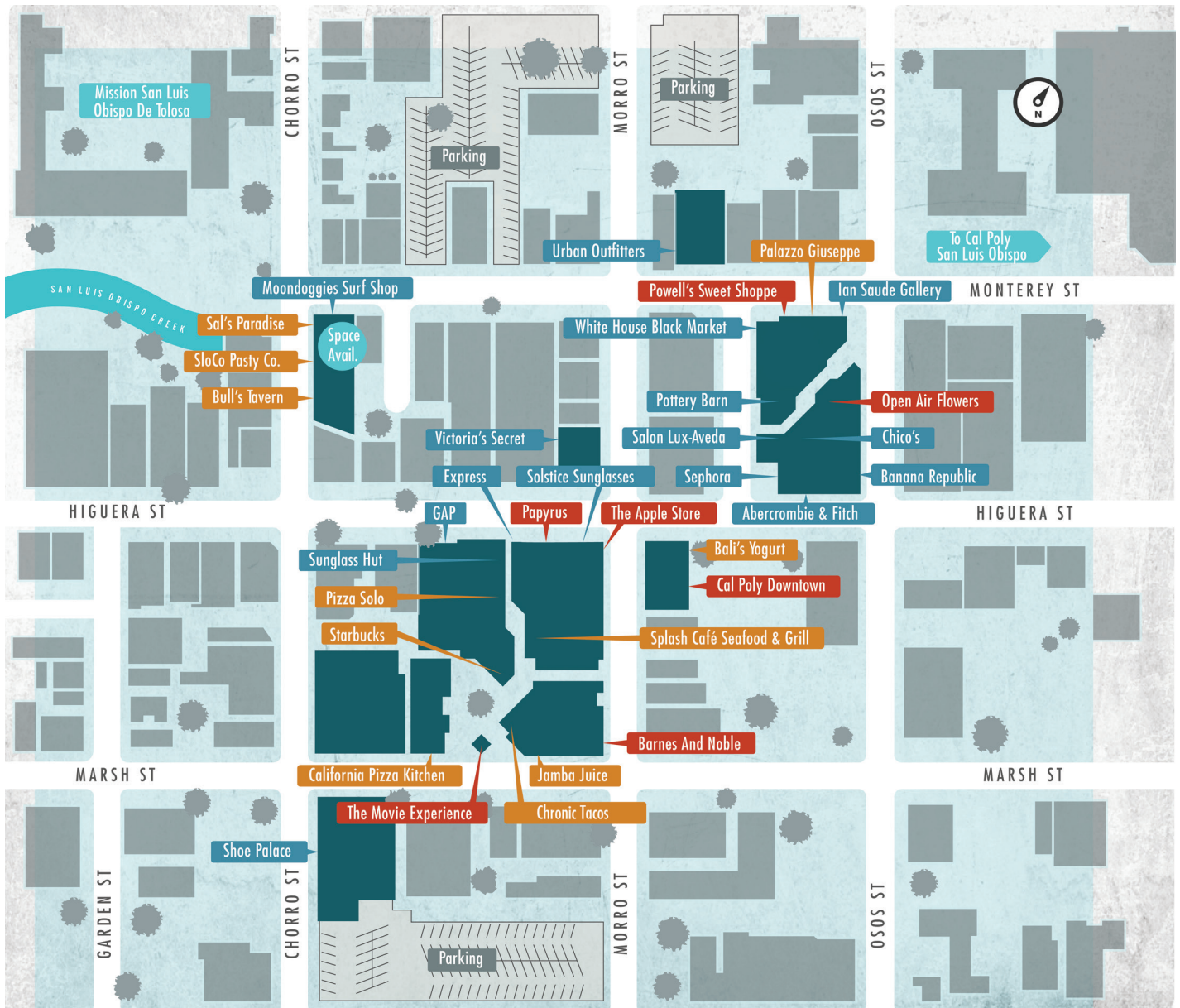
More entertainment is also in store, starting with monthly mainstage "Fresh Picked" concerts across from Court Street (see sidebar), and a new weekly entertainment location on the east end of the market. In the coming months, Farmers' Market will be expanding further into the side streets off of Higuera, with the launch of a new science and technology area called Steam Alley which promises to be popular with kids of all ages.

*The SLO Downtown Association will hold a special event April 9, with a reception, drawing, and a SLO City Council Dedication Ceremony, starting at 5:45pm followed by the inaugural Fresh Picked Concert featuring Damon Castillo from 6:30-8:30PM.*

[www.sanluisobispopcollection.com](http://www.sanluisobispopcollection.com)



# THE SAN LUIS OBISPO COLLECTION MERCHANT DIRECTORY



## ● FASHION & HOME

Abercrombie & Fitch  
[abercrombie.com](http://abercrombie.com)

The Apple Store  
[apple.com](http://apple.com)

Bali's Yogurt  
 805-594-1172

Banana Republic  
[bananarepublic.com](http://bananarepublic.com)

Barnes and Noble  
[barnesandnoble.com](http://barnesandnoble.com)

Bull's Tavern  
[facebook.com/bullstavernslo](https://facebook.com/bullstavernslo)

California Pizza Kitchen  
[cpk.com](http://cpk.com)

Cal Poly Downtown  
[calpoly.edu](http://calpoly.edu)

Chico's  
[chicos.com](http://chicos.com)

Chronic Tacos  
[eatchronictacos.com](http://eatchronictacos.com)

Express  
[express.com](http://express.com)

GAP  
[gap.com](http://gap.com)

## ● SPECIALTY

Ian Saude Gallery  
[iansaude.com](http://iansaude.com)

Jamba Juice  
[jambajuice.com](http://jambajuice.com)

Moondoggies Surf Shop  
[moondoggies.com](http://moondoggies.com)

The Movie Experience  
[themovieexperience.com](http://themovieexperience.com)

Open Air Flowers  
[openairflowersslo.com](http://openairflowersslo.com)

Palazzo Giuseppe  
[palazzogiuseppe.com](http://palazzogiuseppe.com)

## ● DINING

Papyrus  
[papyrusonline.com](http://papyrusonline.com)

Pizza Solo  
[pizzasolo.com](http://pizzasolo.com)

Pottery Barn  
[potterybarn.com](http://potterybarn.com)

Powell's Sweet Shoppe  
[powellsss.com](http://powellsss.com)

Salon Lux-Aveda  
[salonlux.com](http://salonlux.com)

Sal's Paradise  
[slosals.com](http://slosals.com)

## ● POINTS OF INTEREST

Sephora  
[sephora.com](http://sephora.com)

Shoe Palace  
 Coming Soon

SloCo Pasty Co.  
[slocopastyco.com](http://slocopastyco.com)

Solstice Sunglass Boutique  
[solsticesunglasses.com](http://solsticesunglasses.com)

Starbucks  
[starbucks.com](http://starbucks.com)

Splash Cafe Seafood & Grill  
[splashcafe.com](http://splashcafe.com)

Sunglass Hut  
[sunglasshut.com](http://sunglasshut.com)  
 Urban Outfitters  
[urbanoutfitters.com](http://urbanoutfitters.com)

Victoria's Secret  
[victoriassecret.com](http://victoriassecret.com)

White House Black Market  
[whitehouseblackmarket.com](http://whitehouseblackmarket.com)

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