



SMOKE *And* MIRRORS

ROCK N' ROLL CABARET

JANUARY 18 - MARCH 30

FRIDAYS & SATURDAYS | 9PM

\$20 TICKETS

\$5 OFF WITH BACKSTAGE PASS

PURCHASE TICKETS AT
HARDROCKCASINOLAKETAHOE.COM

MUST BE 21+. LIVE ENTERTAINMENT TAX OF 9% NOT INCLUDED IN TICKET PRICE.
MANAGEMENT RESERVES ALL RIGHTS.

Hard Rock
HOTEL & CASINO

LAKE TAHOE

844.588.ROCK
50 HIGHWAY 50
STATELINE, NV 89449

HardRockCasinoLakeTahoe.com

@HRHCLAKETAHOE
#MADEFORMUSIC

f t i



EDITOR'S NOTE



Economic justice is his job

BY FOON RHEE / foonr@newsreview.com

If you care about economic justice in Sacramento, you need to know Michael Jasso.

His official title is assistant city manager in charge of innovation, economic development and community development. He's the point person for City Hall's renewed effort to create jobs in poor neighborhoods—and, if all goes as planned, he will help Mayor Darrell Steinberg keep promises that the Measure U sales tax increase will make Sacramento more prosperous and fair.

I first met Jasso on his second day on the job, at an April town hall for Project Prosper, the city's neighborhood investment plan. It was in the works well before police killed Stephon Clark in Meadowview in March, but became a much bigger deal afterward when protests resurrected long-festering complaints in many minority neighborhoods that they had been left out of Sacramento's riches.

That was the situation Jasso stepped into when he arrived in Sacramento from Chicago, where he held several local government jobs, most recently as economic development chief for Cook County.

Jasso says while Clark's death is a "traumatic event" for Sacramento, the tragedy also creates the opportunity to push harder for helping "disconnected" people and improving the quality of life in disadvantaged neighborhoods.

He also knows about the distrust from those who say City Hall has broken far too many promises on economic development. How does he plan to deal with that? "Living up to our promises" and listening to voices outside City Hall, he said.

"We're going to persevere in inclusive economic development because it's the right thing to do," he told me during an interview this month in his City Hall office.

According to Jasso, everything is on track—the creation of an investment committee of experts and of a community advisory panel, plus the selection of consultants. They will help draft an inclusive economic development plan to go before the City Council by June.

But he also acknowledges that Sacramento faces challenges. Outside experts have already listed some

of them. The city is lagging behind in creating higher-

wage jobs in growth industries. The wage

gap has widened

between African-

Americans and

whites and Asians.

Too many residents

don't go to college,

and too many

college graduates are

leaving the area.

Everyone, rich and

poor, will start paying the

additional half-cent sales tax in

Sacramento on April 1, and the city

will start receiving the money in June.

Despite criticism that the additional

\$50 million a year has been promised

several times over, Jasso says there

will be enough money to attract

private and other investments to make

significant progress on jobs, housing

and youth programs.

Announcing Measure U last June,

Steinberg asked: "Why does a third

grader living in South Sacramento have

less of a chance in life than a third

grader living in East Sacramento?"

Good question. To give kids in *all*

neighborhoods a fair shot, this may be

the best chance in a generation. The

city can't blow it. □

"We're going to persevere in inclusive economic development because it's the right thing to do."

Michael Jasso
assistant city manager