

**The Greater Broadway Partnership
2008 Annual Report**

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The Greater Broadway Partnership 2008 Annual Report

Background

Developed by a coalition of property and business owners from the Broadway area, the Property and Business Improvement District (PBID) is a benefit assessment district authorized by state law and created to:

- Improve the commercial environment along Greater Broadway;
- Support retention and enhancement of existing businesses; and
- Encourage new public and private investment in the corridor's commercial vitality and success.

Property owners voted in July 2007 to approve establishment of The Greater Broadway Partnership (GBP) as a PBID; that approval triggered the collection of additional property taxes to fund the activities necessary to accomplish the stated goals. 2008 was the GBP's first full year of operation. With that organizational foundation in place, Broadway property owners, businesses, and customers can now look forward to an increased pace of business development planning, streetscape improvement, and Broadway promotional activity.

THE GREATER BROADWAY PARTNERSHIP DISTRICT BOUNDARIES

The boundaries for the Greater Broadway Partnership include both the north and south sides of Broadway, from 3rd Street to Franklin Boulevard, and the south side of X Street from 3rd Street to 28th Street. Appendix 1 to this report contains a map of the District.

District Program Elements

The Greater Broadway Partnership will continue into 2009 the three district-wide programs of improvements and activities that constituted the GBP's mission during 2008: security and safety, image and street maintenance, and promotion and advocacy.

2008 ACCOMPLISHMENTS

Security & Safety. The components of the GBP's Security & Safety Program are currently twofold. They include identification and reporting of criminal activity and management of collaboration between local law enforcement and private security services. In 2008, the GBP established a Security Committee to gather information on practices that have proven effective in other business improvement districts. Resulting from that research, the Partnership contracted with Paladin Private Security to monitor security and safety along the Broadway corridor throughout the winter holiday season. The GBP also is conferring with SMUD engineers and local law enforcement representatives to evaluate exterior lighting and landscaping; these entities will offer recommendations for enhancing security. Security Committee meetings bring together local law enforcement and private security personnel to confer with corridor property owners and merchants to address concerns within the District.



Image & Street Maintenance. From the beginning, property and business owners have identified improving the appearance of Broadway as a high priority. In pursuit of this objective, the Partnership has:

- Contracted since May 2008 with Crossroads Diversified Services, Inc. for street cleaning five days a week throughout the District.

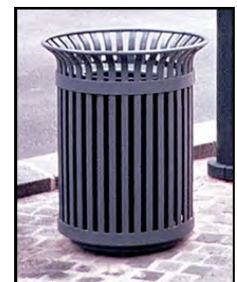
- Installed festive street banners along Broadway throughout the winter shopping season.



- Collaborated with staff from the Sacramento Tree Foundation (STF) to identify empty tree wells in the Broadway District. Based on recommendations from STF, the GBP worked through the City's Urban Forestry unit to replace all missing trees with stalwart breeds. The Partnership completed this process in December 2008.

- Benefitted from weeding and other basic landscaping services that the Youth Works program (operated by the City's Parks & Recreation Department) provided along the mow strip on Broadway.
- Ordered 10 trash receptacles for delivery in January 2009; if the containers prove effective in reducing street litter, the board will consider purchasing additional units.

The Greater Broadway Partnership Directors and staff have heard from many property and business owners as well as residents in the District that these major improvements in street appearance have been well-received.



Promotion & Advocacy. Establishment of the GBP gives property owners and businesses a unified voice in public meetings where development that would affect the corridor is under consideration (e.g., City Council, Planning Commission, and/or Design Review). The GBP works with City staff as well as private developers to promote business retention and attraction. The Partnership also works strategically by collaborating with other community-based organizations that represent the interests of the greater Broadway area. Among the achievements that resulted from this approach in 2008 were the following:

- Cooperation in a program administered by Sacramento's Capital Public Radio (CPR) to create a year-long look at Broadway's unusually diverse array of ethnic cuisine. In December 2008, CPR began airing these monthly 5-1/2 minute broadcasts, each featuring a different restaurant. Major funding for this project is provided by The California Council for the Humanities.
- Collaboration with University of California, Davis landscape architecture professor David de la Pena to enable his class to complete a study of improvement opportunities along the Broadway Corridor. The students presented their recommendations at a briefing on March 17, 2008. The Urban Design Alliance of Sacramento is in the process of scheduling a public meeting to create an opportunity for more people to see this presentation.
- Participation in public meetings as an advocate for high quality development projects within the District has begun to make the GBP a recognizable and credible organization that can be counted on to represent the interests of property owners, businesses, customers, and residents.

Broadway PBID Characteristics

While all PBIDs have common purposes and therefore engage in similar activities, each one also has its own characteristics arising from the ownership and use patterns unique to any given area. In the Broadway PBID, for example, public entities own and/or occupy more than 50 percent of all square footage in the District – about 2.9 million square feet out of a total of 5.5 million square feet on which PBID assessments are owed.

At the time of initial data gathering for purposes of establishing the PBID, the break-out for four different use categories was as follows:

Public (51.6%) **2,846,788 square feet**

City cemetery and offices, as well as county and state offices, plus federal post office, Regional Transit and Union Pacific rail infrastructure, and SMUD yard

Commercial (43.1%) **2,377,555 square feet**

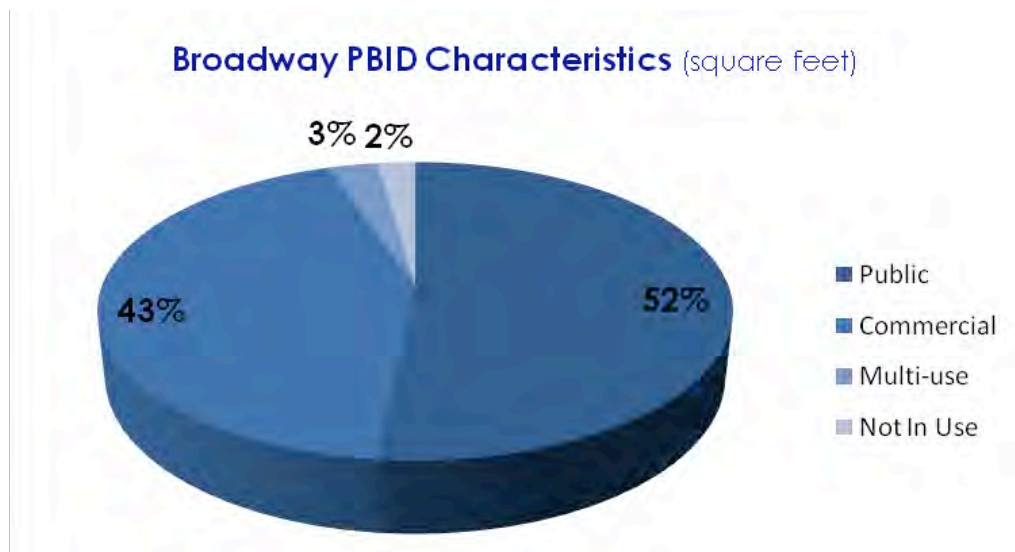
All retail and consumer service facilities, including restaurants, gas stations, auto sales/repair, parking lots, health care, personal and business services

Multi-use / Multi-unit Housing (3.0%) **163,151 square feet**

Properties that house commercial *and* up to four residential units or housing that consists of four or more residential units

Not in Use (2.3%) **125,787 square feet**

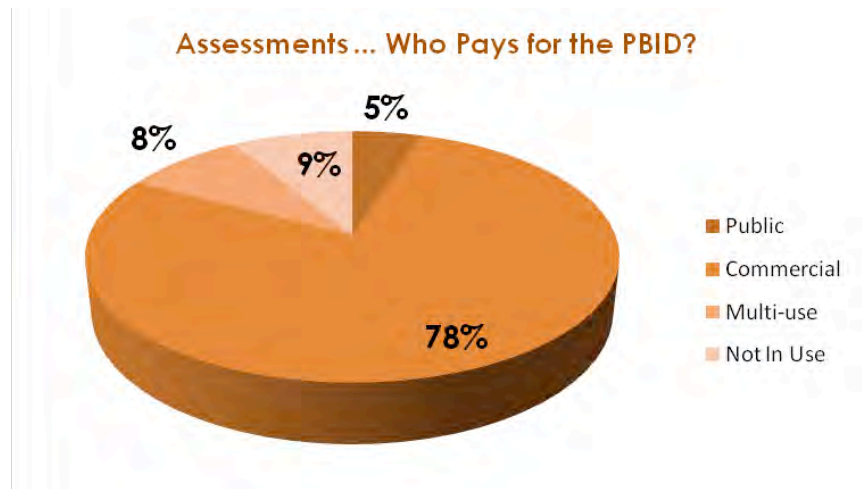
Vacant lots and boarded-up buildings or parts of buildings



Assessments ... Who Pays for the PBID?

According to the initial survey of property owners that was prepared by consultants and submitted to the City, the District consists of 350 parcels, or sites. Of these, nearly 40 percent are either single-family homes or residences with four or fewer units. Because the primary purpose of the PBID is to benefit commercial land uses, state law exempts residential property owners from assessment for PBID purposes. Commercial property owners (including owners of housing with more than four units) and businesses, as well as various agencies at multiple levels of government, comprise the group of **162 assessment-payers**.

Public	8	4.9%
Commercial	126	77.8%
Multi-use / Multi-unit Housing	14	8.6%
Not in Use	14	8.6%

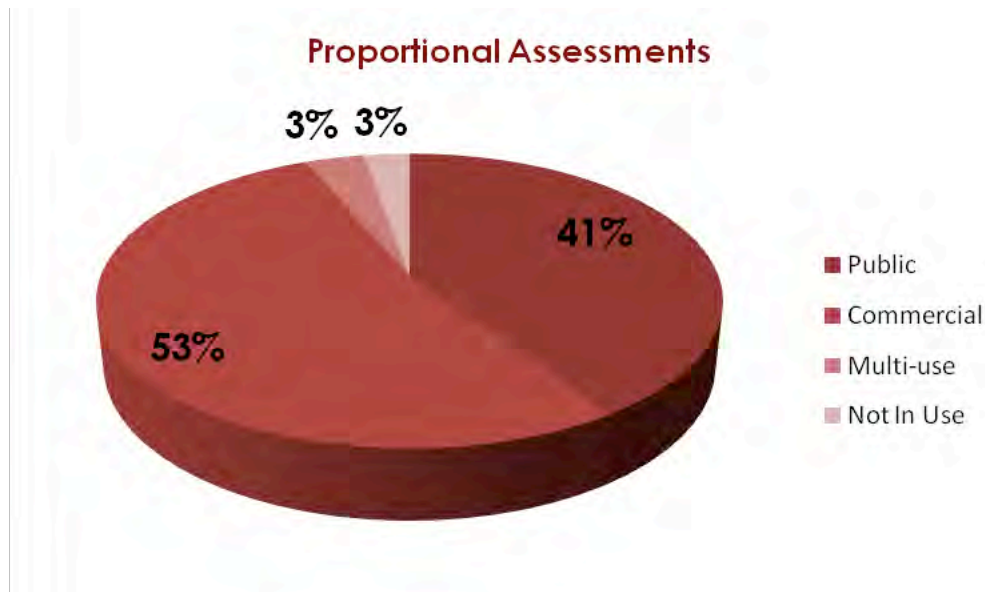


Assessment Collection Process. The County of Sacramento collects assessments as a supplementary activity within its regular property tax program. The County deposits the revenue with the City of Sacramento, which forwards the full amount, less an annual administrative fee, to the Greater Broadway Partnership. In 2008, the District budgeted for receipts of \$223,500, on the assumption that all assessments owed would be paid.

Proportional Assessments

Assessment rates are based on property ownership square footage. The cost to commercial property owners is \$0.05 per square foot. Given that public entities receive less benefit from any PBID's promotional activities and services, publicly owned sites are assessed at 50 percent of the commercial rate, or \$0.025 per square foot. The local Catholic Diocese owns the building on Broadway that the California Department of Motor Vehicles occupies; as a charitable organization, state law stipulates an assessment rate of 53.68 percent of the commercial rate, or approximately \$0.027 per square foot.

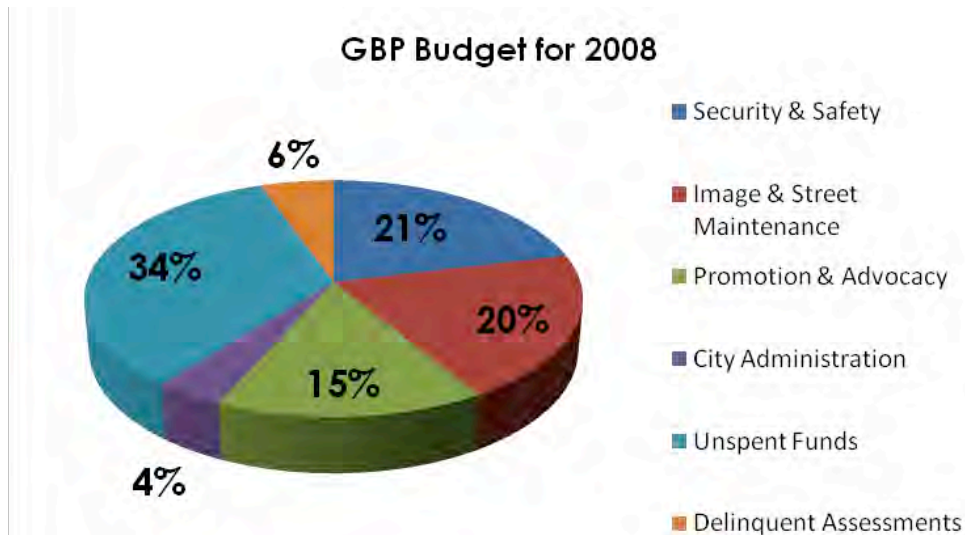
Applying these rates to the actual square footage owned by each payer, the proportion of total revenue paid by use category is as shown in the chart below.



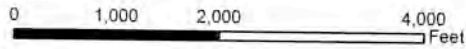
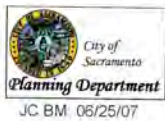
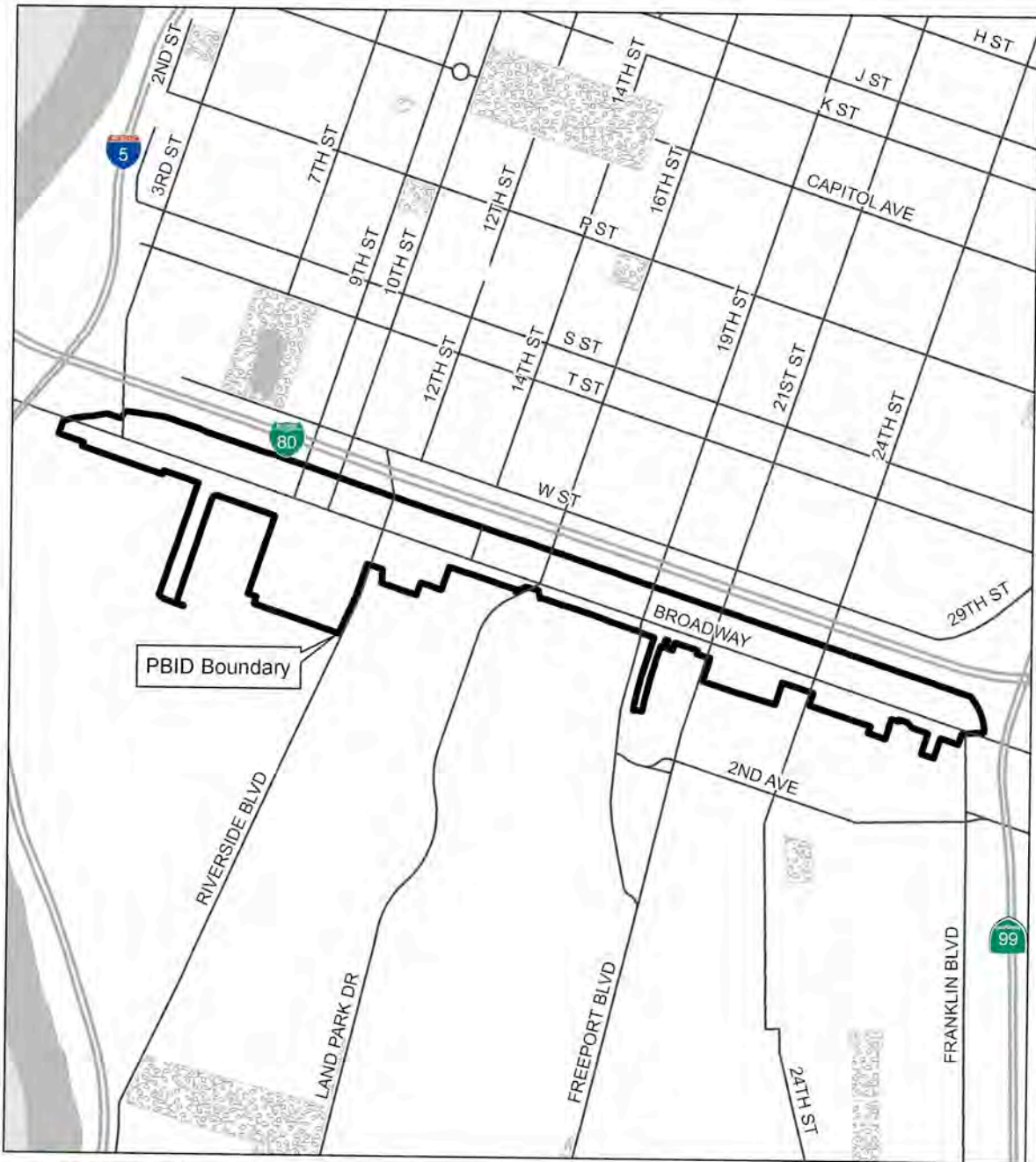
Financial Overview

The GBP budgeted for assessment receipts in 2008 of \$223,500. The table below summarizes the balance between revenue and expenses, including adjustments required in each spending category to match revenue actually received.

GBP Budget for 2008		
Spending Category	Amount	Percent
Security & Safety	\$ 47,472	21.2%
Image & Street Maintenance	44,940	20.1%
Promotion & Advocacy	34,180	15.3%
City Administration	8,902	4.0%
Unspent Funds	75,828	33.9%
Delinquent Assessments	12,178	5.4%
Totals	\$ 223,500	100.0%



Appendix 1
The Greater Broadway Partnership District Map



Appendix 2

The Greater Broadway Partnership Board of Directors

The Greater Broadway Partnership is governed by a 13-member Board of Directors. Board meetings are generally held the second Thursday every month except December. At its annual meeting on November 13, 2008, the GBP Board elected officers for 2009 (noted below) and welcomed Scott Maxwell, of Unger Construction, to replace the departing Jason Hill. The Board commended Jason for his service to the Broadway Corridor.

Royce Ann Ruhkala Burks, *Board President* ... is the owner-operator of Ruhkala Monuments at 1001 Broadway, a family-owned enterprise on the business corridor for over 60 years. Royce Ann was a founding member of the Partnership and served on the Broadway Partnership PBID steering committee.

Jeff Setzer, *Board Vice-President* ... is Co-President of Setzer Forest Products, located at 2555 3rd Street since 1927. Jeff is a third-generation Setzer running the business. He served on the Broadway Partnership PBID steering committee.

Gary Saccani, *Board Treasurer* ... is President of Saccani Distributing Company, which is celebrating its 75th year in business in 2008. A lifelong resident of Land Park, Gary has been active in the Broadway Partnership for many years.

Shari Kaye, *Board Secretary* ... has been with News 10 for 20 years, living in the Land Park neighborhood during that time. Currently, she serves as the station's Human Resources Director. Shari has been involved since 2003 in development

of the GBP.

Dora Audette ... is a 22-year Golden 1 employee. She is currently manager of the 1326 Broadway branch. Golden 1 has been located within the Greater Broadway business corridor for 46 years. Its membership exceeds 690,000 and its assets approximate \$7 billion.

David Gull ... is a 4th-generation Sacramentan. A real estate and development professional, he participated in crafting the concept for the Broadway Lofts project at 19th and Broadway, engaging the business community and neighbors to gain approval of this new landmark for the Broadway corridor.

Bill Harrell ... operated his architectural office at 2320 Broadway until Oct 2007. Bill was an original member and past president of the Broadway Business Association. He served on the Broadway Partnership PBID steering committee.

Jason Hill ... has lived in the Land Park area for seven years and is a member of the Land Park Community Association,

Sierra Curtis Park Neighborhood Association, and President of Neighbors for Livable Streets. He joined the GBP board in November 2007.

Rosanna Herber ... is a community activist, serving as VP of the Sierra Curtis Neighborhood Association (SCNA) and Co-Chair of SCNA's Neighborhood Concerns Committee. She has an MBA from Saint Mary's College and is Manager of Community Engagement for SMUD.

Julia Moore ... is VP and Financial Center Manager at Washington Mutual at 1631 Broadway and has provided retail & business services for 16 years. Recently purchased by JP Morgan Chase, WaMu can now serve customers through 14,300 ATMs and 5,400 branches nationwide.

Bill Taylor ... joined the GBP in 2006. The owner of Willie's, at 16th and Broadway, he also has acquired the restaurant building at 13th and Broadway, which will

reopen as Hibachi1.3, a steakhouse, in 2009. Bill has been involved in traffic and parking issues in the Broadway corridor.

Rick Winn ... is a Broadway property owner and life-long resident of Sacramento. He has been an active advocate for Broadway for many years.

Rob Fong ... is the Sacramento City Council Member representing District 4. As a partner at Ryan & Fong, he practices real estate and business law.

Rob energetically supports GBP's vision of Broadway as a regional destination for commerce. He is a proud third-generation Sacramentan.

Teresa Rocha, Executive Director ... is a 30-year resident of Sacramento, living in Land Park. She has a master's degree in public policy from UC Berkeley and more than 20 years of management experience in government and nonprofit, community-based agencies.