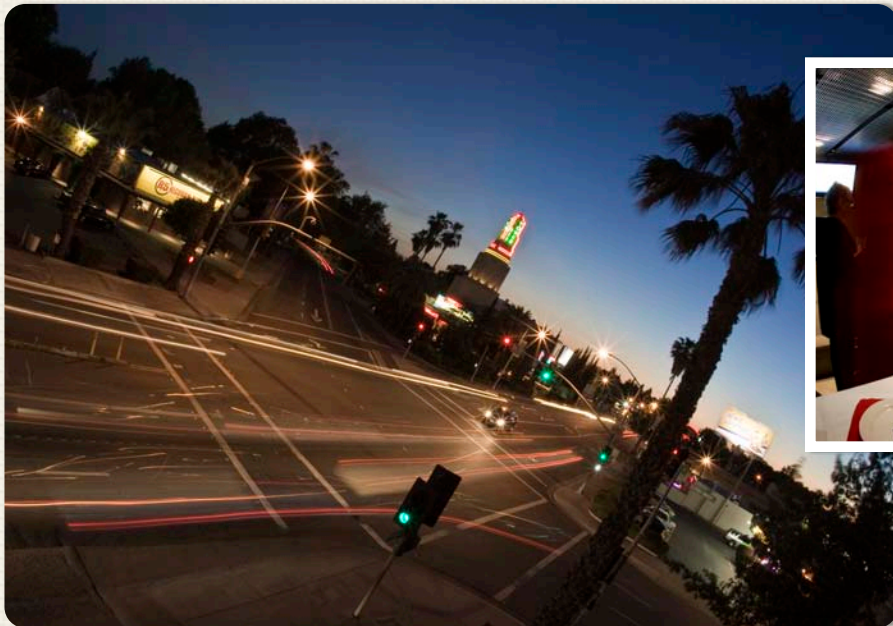




THE BROADWAY PARTNERSHIP



2ND ANNUAL DECEMBER HOLIDAY RECEPTION @ IRON STEAKS RESTAURANT ON BROADWAY

Security and Safety, Image/Street Maintenance, District Promotion

Security--In 2009 we contracted for 8 hr a day , seven days a week patrols. These patrols (1) monitor suspicious activity, (2) report abandoned vehicles, (3) manage aggressive panhandling, (4) perform security checks and(5) respond to calls for service. We are

also working with the City police to monitor problem areas in the district and implement programs that will deter crime.

Image and Street Maintenance--The district now has a 5 day a week litter pickup, weed abatement, shopping cart

removal, removal of illegal dumping and light landscaping during the leaf season. We have also added banners during the Spring season.

Promotion--Around the World on Broadway, In the Flow Jazz Festival, "Broadway Uncovered" directory.



AROUND THE WORLD

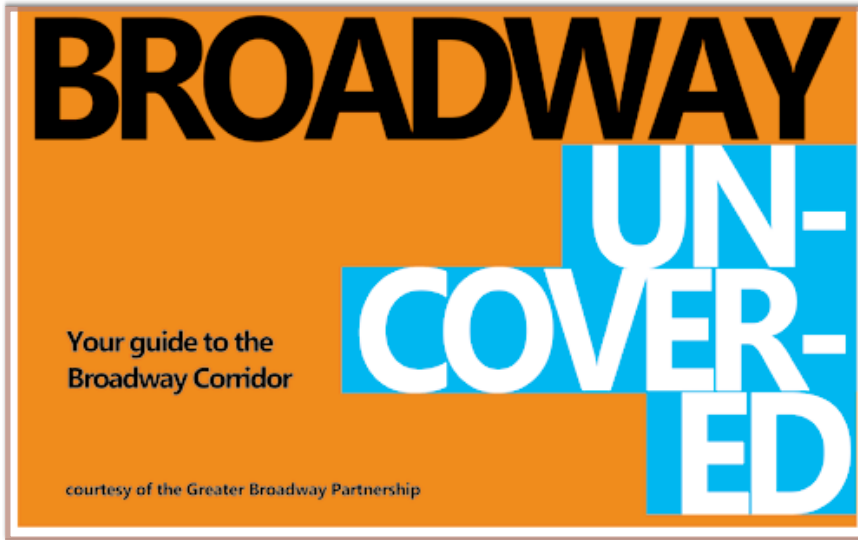


SECURITY COUNTS



KEEPING IT CLEAN

PHOTOS FROM THIS YEAR



District 4 Councilman Rob Fong and District 4 Director Lisa Nava



County Supervisor Jimmie Yee and District 5 Councilwoman Lauren Hammond



DISTRICT SERVICES

1. TRASH RECEPTACLE PURCHASE AND LITTER PICKUP
2. WEED ABATEMENT
3. STREET BANNERS
4. SECURITY PATROLS
5. GRAFFITI ABATEMENT
6. BUSINESS DIRECTORY
7. SMALL BUSINESS ADVOCACY WITH CITY

Business promotion, retention and advocacy make a difference

The Partnership joins City staff as well as private developers to promote business retention and development.

We also work strategically by collaborating with community based organizations representing the interests of the Greater Broadway area.

Activities include: co-sponsorship of an informational meeting to acquaint our members with recent state legislation affecting the American with Disabilities Act, partnership with the Urban Design Alliance to host a public forum to discuss and promote Broadway

planning, sponsoring the Sierra Curtis Neighborhood Association's annual wine tasting and silent auction, sponsoring the "In the Flow" jazz festival (held in Broadway business venues), advocating for our businesses at various city hearings, representing the district on the City's River Crossing Stakeholder Advisory Committee and creation and distribution of a district business directory (Broadway Uncovered). For more information on our activities visit

www.greaterbroadwaypartnership.com