

Greater Broadway Partnership

Marina District . Tower District . Upper Broadway

2009 Annual Report



March 1, 2010

The Greater Broadway Partnership
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Background

The Greater Broadway Partnership (GBP) is a private, non-profit organization comprised of property and business owners from the Broadway area, committed to:

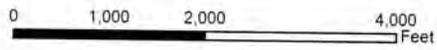
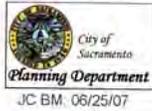
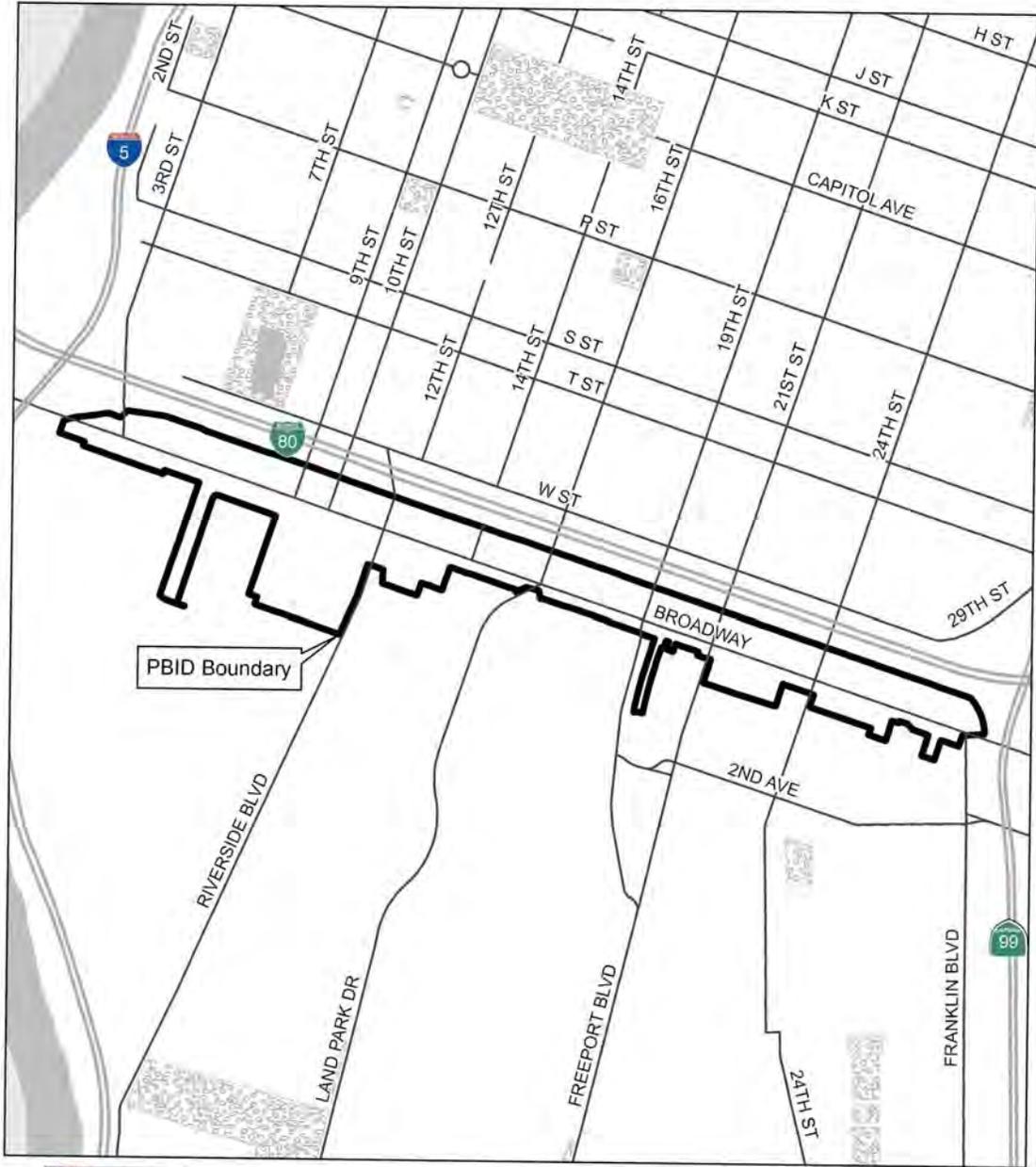
- Improve the commercial environment along Greater Broadway;
- Support retention and enhancement of existing businesses; and
- Encourage new public and private investment in the corridor's commercial vitality and success.

Property owners voted in July 2007 to approve establishment of a PBID (Property and Business Improvement District). This approval authorized the collection of additional property taxes to fund the activities necessary to accomplish the management development plan's stated goals: enhanced security and safety, improved image and street maintenance and district promotion and advocacy.

District Boundaries

The district's boundaries 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. The district is comprised of three commercial areas: The Marina District is the western end of the corridor, The Tower District is central (Riverside Blvd. to 21st Street) and Upper Broadway is the eastern end of the corridor.

The Greater Broadway Partnership District Map



2009 in Review

Security & Safety

In 2009, the GBP contracted with Paladin Private Security eight hours a day, seven days a week, to provide dedicated patrols in our area. These patrols (1) monitor suspicious activity, (2) report abandoned vehicles, (3) manage aggressive panhandling, (4) perform security checks, (5) respond to calls for service and (6) generally insure compliance with other applicable laws, referring issues to the police when appropriate. The GBP also is conferring with local law enforcement representatives to begin implementation of the Crime Prevention Through Environmental Design Program (CPTED) in the district.



CPTED is a strategy to deter crime, based on the premise that natural surveillance and access control strategies limit the opportunity for crime. Social service research has shown that the provision of adequate lighting, the use of selective entrances and exits, fencing designs that allow as much transparency as

possible and locking gates have all proven to deter criminal activity. The Partnership will work with the police to identify problem areas in the district and facilitate CPTED reviews for businesses and property owners.

Image & Street Maintenance

Maintaining cleanliness and improving the appearance of Broadway continues to be 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.



- Contracted with a local, small business to perform weed abatement throughout the District.
- Contracted to pressure wash sidewalks, removing and/or decreasing years of accumulated dirt and stain.



- Completed the installation of the last 20 of 30 trash receptacles in the District.



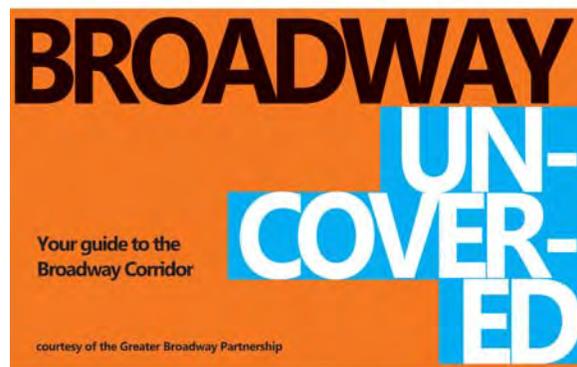
- Installed street banners along Broadway throughout the summer months. These are in addition to the ones on display during the holiday season.



Promotion & Advocacy

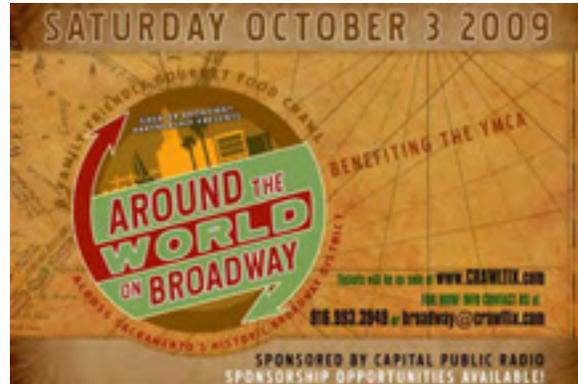
The GBP gives property owners and businesses a unified voice in meetings where development or changes that would affect the corridor are under consideration (e.g., City Council, Planning Commission, and/or Design Review). The GBP works with City staff as well as private developers to promote business 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 2009 were the following:

- Together with our sister improvement districts (Florin Road Partnership, North Franklin Improvement District, Oak Park and Stockton Boulevard Partnerships) we hosted an informational luncheon for member businesses to acquaint them with recent state legislation affecting the American with Disabilities Act as it relates to capital improvements.
- Partnered with the Urban Design Alliance-Sacramento to host a public forum (Broadway: The Edge) at the American Institute of Architects Sacramento Office in May to discuss and promote Broadway planning.
- Sponsored the Sierra Curtis Neighborhood Association's annual wine tasting and silent auction, thereby insuring the heightened visibility of our organization and member businesses.
- Sponsored the June 2009 "In the Flow" jazz festival on Broadway. At this event three of our businesses located between X Street and Broadway @ 16th and 17th Streets provided performance venues to a variety of musicians over a three day period.
- We compiled and distributed our first district business directory "Broadway Uncovered." This easy to use map and list of businesses provides the reader with a complete listing of our establishments.



- We provided in-kind contributions to the Land Park Fairy Tale Town’s 50th Anniversary Celebration and the Land Park Neighborhood Association’s annual “Taste of Land Park.”

- In October, together with Capital Public Radio and Councilmember Fong, we held the Around the World on Broadway food crawl. In this event, 15 of our restaurants hosted a multitude of participants who enjoyed our diverse, multi-ethnic cuisine. Not only did this event provide current customers a chance to enjoy their favorite restaurants but we also introduced new patrons to our district. Following the event, the Board of Directors voted to use some of the proceeds to make a donation to our area YMCA to provide “scholarships” to local youth participating in their programs.



- In December, we hosted our second annual holiday celebration. At this occasion our property owners, businesses, neighborhood association representatives, elected officials and other key stakeholders had an opportunity to network and join with us in celebrating our accomplishments to date.

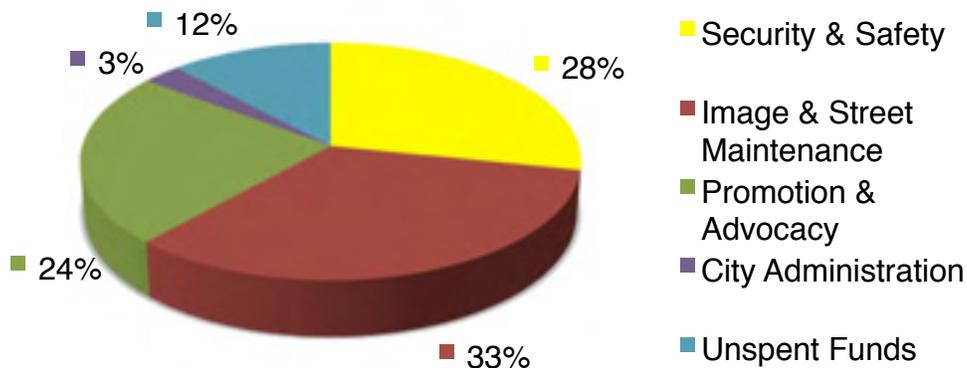


Financial Overview

In 2009, the GBP budgeted for assessment revenues of \$223,500. The district encompasses 350 parcels totaling approximately 5.5 million square feet. Assessments rates are based on square footage per parcel. There are 162 assessment payers. 2009 budgeted fund allocation is as follows: Security - 36.8%, Image and Street Maintenance - 33.4%, Promotion and Advocacy - 27.0%, Administration - 2.8%. Unexpended funds are carried over to the following fiscal year and spent in the same categories for which they were originally allocated.

GBP Expenditures for 2009		
Category	Amount	Percent
Security & Safety	\$ 63,124.99	28.2%
Image & Street Maintenance	74,680.15	33.4%
Promotion & Advocacy	52,780.59	23.6%
Administration Fees	6,329.00	2.8%
Unspent Funds	26,585.27	11.9%
2009 Budget Total	\$ 223,500.00	100%

GBP Expenditures for 2009



The Greater Broadway Partnership Board of Directors and Staff

A 13 member Board of Directors, elected to 3-year terms, governs the Greater Broadway Partnership.

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 celebrated its 75th year in business in 2008. A lifelong resident of Land Park, Gary has been active in the Broadway Partnership for many years.

Rosanna Herber, *Board Secretary* ... is a community activist, serving as President of the Sierra Curtis Neighborhood Association (SCNA). She has an MBA from Saint Mary's College and is Manager of Community Engagement for SMUD.

Chris Aguirre ... is Relations Manager for Valley Vision, a nonprofit organization located on Broadway. He recently completed his master's degree in community development at UC Davis. His fields of study were economic development, affordable housing, urban design, community participation, labor and nonprofit organizations.

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.

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.

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 ... is a local architect, Broadway district property owner and long time supporter of the business district. Bill was an original member and past president of the Broadway Business Association. He also served on the Broadway Partnership PBID steering committee.

Scott Maxwell...is a Principal at Unger Construction Co, the oldest continuously operating General Contractor in the Sacramento area. Scott received his Bachelor of Science in Construction Engineering Management from California State University, Sacramento and is a lifelong resident.

Julia Moore ... is VP and Financial Center Manager at Chase Bank at 1631 Broadway and has provided retail & business services for 16 years.

Bill Taylor ... joined the GBP in 2006. He is owner of Willie's, at 16th and Broadway, and Iron Steaks Restaurant at 13th and Broadway.

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

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.

