

# Annual Report

## 2024





# STAFF

**Mike Bokan**

Executive Director

**Liliana Ruíz**

Marketing Manager

**Hector Garcia**

Business & Outreach Manager

**Hilary Gould**

District Clean & Safe

**Jose Ramirez**

Clean & Safe Team

**Kendra Macias Reed**

Director of Operations

**Sharon Sprowls**

Community Initiatives Coordinator

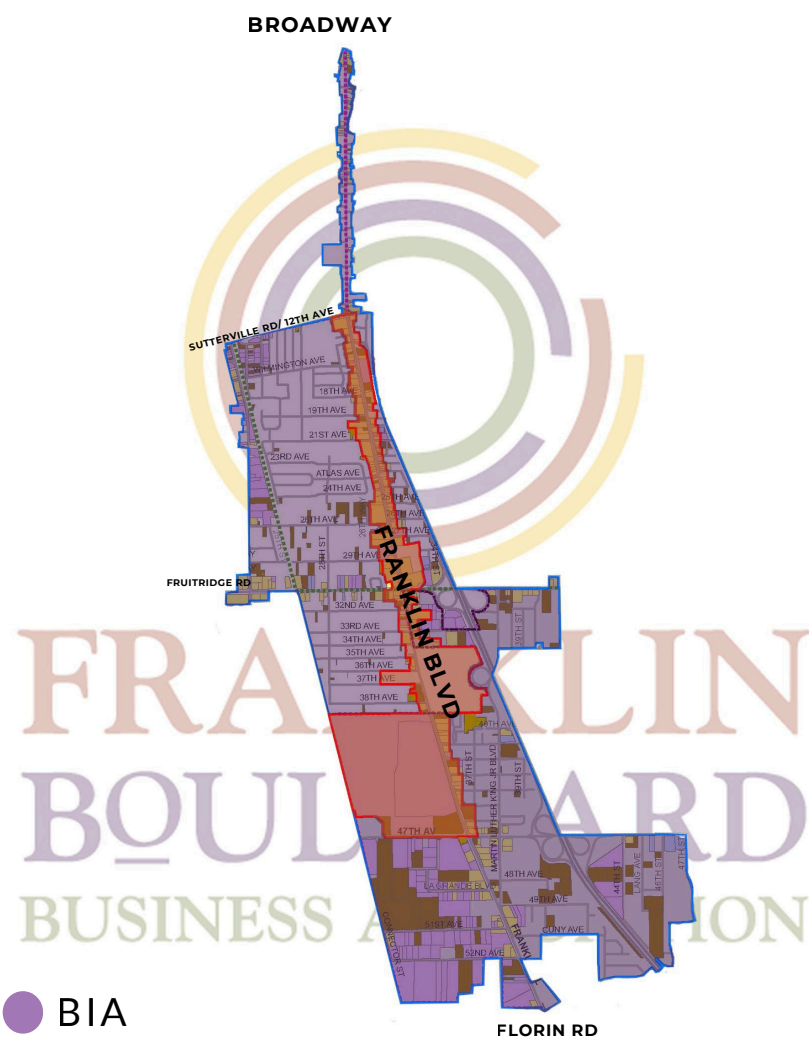
**Josilyn Porras**

Office Administrator

**Alma Ramirez**

Clean & Safe Team

# DISTRICT MAP



**BIA**

Business Improvement Area  
600+ Businesses

**PBID**

Property-based Business Improvement  
District  
155+ Property Owners

# BOARD OF DIRECTORS

**Jorge Plasencia**, President

La Esperanza Bakery & Market

**Brad Clark**, Vice President

Urban Equities Advisors

**Frank Cable**, Secretary

Property Owner

**Connie Herrera**, Treasurer

La Pantera Club

**Victor Batovac**, Director

Ellio's German Auto

**Anicieto Balingit Jr.**, Director

Guardian Self-Storage

**Aaron Chong**, Director

Office of Sacramento County  
Supervisor Phil Serna

**Nate Ellis**, Director

Rabin Worldwide Inc.

**Julio Ortiz**, Director

Self-Help Credit Union & Gaspachos

**Henry Ramos**, Director

Bodyworks Unlimited

**Keaton Riley**, Director

Office of Sacramento County  
Supervisor Patrick Kennedy

**Rene Cornejo**, Director

Acme Tops & Tunes

**Ryan K. Brown**, Director

Office of Sacramento City  
Councilmember Caity Maple



# FRANKLIN BOULEVARD COMPLETE STREET

**FRANKLIN  
BOULEVARD** | Complete  
Street  
Project

After over a decade of planning and community outreach, the Franklin Boulevard Complete Street project is finally breaking ground in March of 2025. The project will transform Franklin Boulevard from Sutterville/12th Avenue to the north, and 32nd Avenue to the south into a more walkable, bikeable and safe street for people to travel. This new investment will provide a more attractive corridor for our businesses and the surrounding established communities.

Improvements include single-lanes running north/south bound, pedestrian-scale street lighting, protected bike lanes, expanded sidewalks, hardscape and landscaping, trash cans and district signage, and additional tree canopy to improve air quality and provide shade.

For more information and regular updates, scan the QR code.



## CLEAN & SAFE STATS | 2024

76   
Illegal stickers removed

93   
Carts retrieved from the street



301   
Illegal dumpings removed

573   
Illegal signs removed

2,098   
Bags of garbage collected



103   
Tags of graffiti removed



### KEEPING FRANKLIN CLEAN

Pictured above is Franklin Boulevard Business District's Clean and Safe Team, Jose and Alma.





# BOULEVARD EVENTS

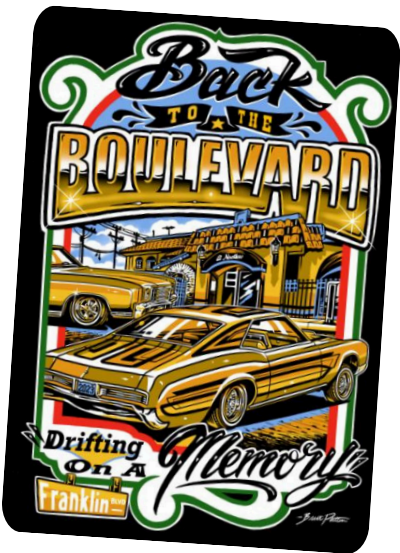
## Carruchas y Café

Carruchas y Café is a community event introduced in 2023 by the Franklin Boulevard Business District in collaboration with Capital Style Car Club and Sacramento Car Club. On every 3rd Sunday of the month, we activate the Boulevard with local vendors, beautiful cars, and nostalgic music, continuing the legacy of Franklin Boulevard's ties to the Lowriding community. Carruchas y Café brings families and the Lowriding culture together. Within the first year of these events, many car enthusiasts from northern California participated every month. We look forward to continuing another great summer of Carruchas y Café for the upcoming year in 2025.



## Back to the Boulevard

Back to the Boulevard returned in 2024 for the last time, and even the weather could not stop it. The annual Show, Shine and Cruise event covered a 1.2 mile stretch of Franklin Boulevard from 12th Avenue to Fruitridge Road. With over 400 + cars, 60 + vendors, a dignitary parade, cultural and historical events, boxing, musical acts and more. The flavor and personality of the District and community was on full display as over 15,000 attendees made their way through the district in April of 2024.



## National Night Out

With over 1,000 attendees, National Night Out (NNO) is an anticipated event for the PBID as we showcase local law enforcement's relationship with the District and the North City Farms community. It promotes not only our relationship with local law enforcement agencies such as, Sacramento Police Department (SPD), Sacramento County Sheriff Department (SCSD), and California Highway Patrol (CHP), but strives to bring back a true sense of community. Held every year on the 1st Tuesday in August, this free giveaway event is a staple for our District.



300+ Backpacks	400 Antojitos	500 Desserts	\$1,000+ Toys Donated	900+ Meals



# FRANKLIN NEIGHBORHOOD DEVELOPMENT CORPORATION

## Clean California Grant

The Franklin Neighborhood Development Corporation (FNDC) and City of Sacramento have been partnering on a Caltrans Clean California grant to help create a more welcoming environment along a key walking route between South Oak Park, North City Farms, and the Franklin District, to and from Ethel Phillips Elementary School, and to help reconnect these neighborhoods that were cut off by the construction of Highway 99 in the 1960s. The project includes sidewalk and street improvements, murals, sculptures, and utility box wraps. These projects will be completed in June 2025.



## Placemaking on 32nd Street

As part of the Clean California grant's beautification effort, improvements were completed on the segment of 32nd Street by the Highway 99 underpass. Enhancements include curb ramps at the corners with 21st Avenue, curb and gutter installation, three new streetlights, street repaving, and the replacement of unsightly ditches with two bioswales – stormwater drains that are landscaped with drought tolerant plantings.

## EMPRENDE ENTREPRENEURSHIP PROGRAM

In partnership with the Sacramento Hispanic Chamber of Commerce



The Emprende Program (formerly known as the Micro Empresario Program) was created in 2019, and now operates in partnership with the Sacramento Hispanic Chamber of Commerce. This 10-week course offers Spanish-speaking entrepreneurs an opportunity to learn, in-language, from Latinx business professionals on how to start a business from concept to implementation and continues to be a pillar program of the Franklin Neighborhood Development Corporation.



## PROGRAM STATISTICS

114	Graduated Participants	257	Hours of Technical Assistance
10	Cohorts Completed	146	Class and Workshops given
82	New businesses formed	96	Speakers and Partners





# PRIVATE-PUBLIC PARTNERSHIPS

## SMUD & Franklin Boulevard

In 2024, we received another SHINE Grant to continue our work providing business lighting improvements across the district that help increase safety and security along the boulevard.

In addition to the 19 businesses we have been able to support through the SHINE Grant, our partnership with SMUD's Economic Development Department and SEED Program has allowed us to conduct workshops and host business walks in our district to highlight additional opportunities for our businesses to collaborate with, and benefit from the many products and programs SMUD has to offer.



19  
BUSINESSES  
ASSISTED WITH  
IMPROVEMENTS



## SACRAMENTO COUNTY | ARPA

The County of Sacramento through Supervisor Patrick Kennedy partnered with the FBBA in 2024 with a 16-month, \$62,500.00 ARPA II grant which focused on additional maintenance and security for the District.

As the District is still feeling the on-street effects from the earlier pandemic, this seventeen-month grant was invaluable. This partnership brought an increase in supplemental off duty patrols (BO5) to the District as well as increased monthly sweeps by Forensiclean to combat the issues illegal dumping seen throughout the PBID.

## CITY OF SACRAMENTO OIED

The City of Sacramento's Office of Innovation and Economic Development (Sac OIED) partnered with the District in 2024 with their OIED PBID Support Grant. This two-year, \$110,000.00 grant has three arms: Outreach, Engagement and Triage; Clean and Safe Enhancement; Boosting Marketing and Promotion.

Over this period, the District will partner with Sac OIED in providing connections to vital city services through 311, offering core business assistance and microgrant opportunities, and conducting numerous outreach and informational events. District safety will be addressed through a fund matching assistance program with the Sacramento Police Department's (SPD) Fusus Video Core System which links on site video surveillance systems to SPD's AI Control Center in real time.

Finally, Business Displacement during the 2025-26 Streetscape Project will be addressed through a vital marketing and advertising campaign assisting our District businesses during this time period.





For more information  
and project updates, visit:  
**lafccc.org**



## GREENING NORTH FRANKLIN



In 2024, La Familia Counseling Center, in partnership with the Franklin Boulevard Business Association, Community Resource Project, United Latinos and the Sacramento Tree Foundation, received a \$17.8 million dollar Environmental Justice Community Change Grant from the U.S. Environmental Protection Agency (EPA) to help disadvantaged communities tackle environmental and climate justice challenges.

As one of seven projects selected across the United States, the Greening North Franklin project aims to help reduce pollution, increase climate resilience and build community capacity in the Franklin District and surrounding neighborhoods.

Projects include:

- 1) La Familia's Opportunity Center & Resilience Hub
- 2) Energy Efficiency Upgrades and Air Quality Monitors for Homeowners
- 3) Water Retrofits for Clean Water Infrastructure
- 4) Displacement Avoidance - Residents & Businesses
- 5) Workforce Development for Green Jobs
- 6) Construction of Maple Neighborhood Park at the Maple Neighborhood Center



# METHOD AND BASIS OF LEVIED BIA ASSESSMENTS

The Business District serves both a Property and Business Improvement District (PBID) and a Business Improvement Area. Assessments for properties in the PBID are based on parcel size, frontage, square footage, and zone. Assessments for businesses in the Business Improvement Area (BIA) for Fiscal Year 2023/2024 are calculated based on the following formula:



## Retail

**\$71 minimum to a maximum of \$785**

Retail businesses include any business that sells goods such as auto parts, clothes, food, hardware and specialty items. In these cases, a business's gross sales and receipts would be multiplied by \$.000535. For example, if a business's gross annual sales are \$200,000, its annual BIA assessment would be \$107.

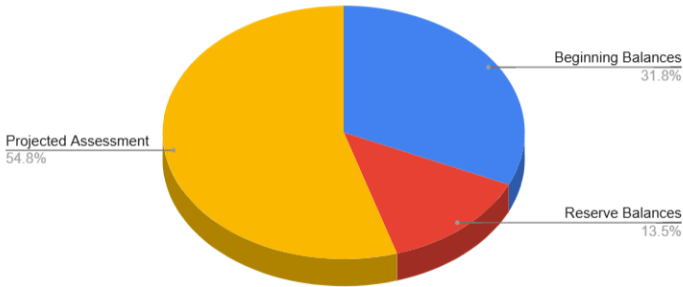
## Non- Retail

**\$77 flat rate.**

Non-retail businesses include professionals and service-oriented businesses such as an accountant, architect, attorney, engineer, dentist or doctor.

# PROJECTED 2023/2024 BUDGET

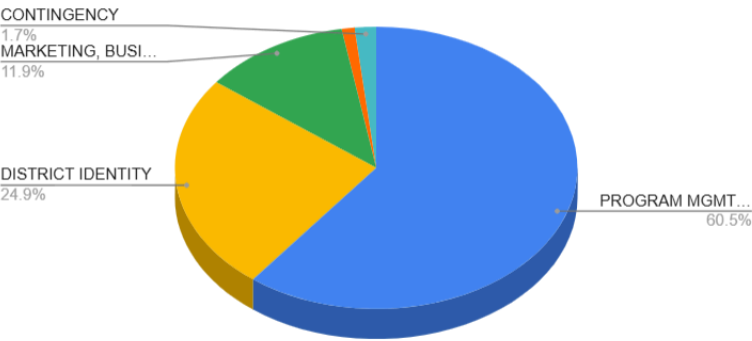
Total Revenues



TOTAL REVENUES	BIA	PBID	TOTAL
Beginning Balances (April 1, 2024)	\$49,508	\$157,150	\$206,685
Reserves Balance	\$21,005	\$21,005	\$42,010
Projected Assessment	\$85,325	\$226,239	\$311,564

TOTAL EXPENSES	BIA	PBID	TOTAL
Program Mgmt and Operations	\$51,000	\$95,345	\$146,345
Clean Up and Beautification	\$0	\$110,837	\$110,837
District Identity	\$21,000	\$10,000	\$31,000
Marketing, Business Wkshp & Trainings	\$10,000	\$5,000	\$15,000
City/County Billing	\$872	\$1,857	\$2,729
Contingency	\$1,458	\$3,105	\$4,563

EXPENSES







5383 Franklin Blvd, Suite C Sacramento, CA 95820  
(916) 455-2124 | [info@franklinblvddistrict.com](mailto:info@franklinblvddistrict.com) | [Franklinblvddistrict.com](http://Franklinblvddistrict.com)  
**#finditonfranklin**



[franklinblvddistrict](https://www.instagram.com/franklinblvddistrict)



[franklinblvddistrict](https://www.facebook.com/franklinblvddistrict)