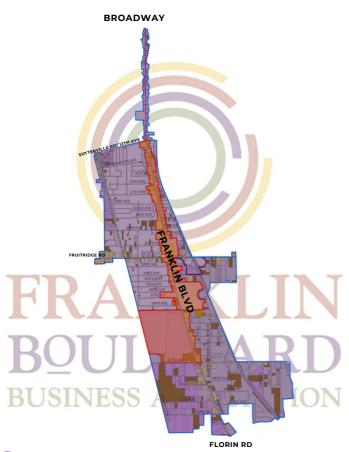


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Business Improvement Area 600+ Businesses



Property-based Business Improvement District 155+ Property Owners

BOARD OF DIRECTORS

Jorge Plasencia, President

Brad Clark, Vice-President

Frank Cable, Secretary

Connie Herrera, Treasurer La Pantera Club

Aniceto Balingit, Jr., Director Guardian Self-Storage

Victor Batovac, Director

Aaron Chong, Director

Nate Ellis, Director

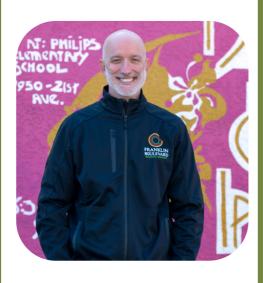
Julio Ortiz, Director Self-Credit Union/Gaspachos

Keaton Riley, Director

Rene Cornejo, Director Acme Tops & Tunes

Henry Ramos, Director Bodyworks Unlimited

Ryan K. Brown, Director



STAFF

Mike Bokan

Executive Director

Kendra Macias Reed

Deputy Director

Liliana Ruíz

District Brand Manager

Josilyn Porras

Research and Office Administrator



METHOD AND BASIS OF LEVIED BIA **ASSESSMENTS**

The Business District serves both a Property and Business Improvement District (PBID) and a frontage, square footage, and zone. Assessments for businesses in the Business Improvement Area (BIA) for Fiscal Year 2022/2023 are calculated based on the following formula:

Retail

\$71 minimum to a maximum of \$728

gross sales and receipts would be multiplied by would be \$107.

Non-Retail

\$71 flat rate.

PROJECTED 2022/2023 BUDGET

TOTAL REVENUES	BIA	PBID	TOTAL
Beginning Balances (April 1, 2022)	\$35,776	\$235,667	\$271,443
Reserves Balance	\$20,000	\$20,000	\$40,000
Projected Assessment	\$78,900	\$196,366	\$275,266
TOTAL EXPENSES	BIA	PBID	TOTAL
Program Mgmt and Operations	\$45,000	\$74,602	\$119,602
Clean Up and Beautification	\$1,000	\$100,000	\$101,000
District Identity	\$20,000	\$10,000	\$30,000
Marketing, Business Wksp & Trainings	\$10,000	\$4,000	\$14,000
City/County Billing	\$171	\$2,738	\$2,909
Contingency	\$1,857	\$3,437	\$5,294





Raymond Gonzalez, Business Community Liasion

SACRAMENTO INCLUSIVE ECONOMIC DEVELOPMENT COLLABORATIVE



Small businesses, and in particular minority owned businesses, were hit hard during the Covid 19 pandemic within the City's aging corridors. With the help of the Sacramento Inclusive Economic Development Council (Sac IEDC), the City of Sacramento, and Federal American Rescue Plan Act (ARPA) funds, the FBBA was able to offer free technical assistance to businesses trying to make it through these tough times.

With this partnership, we were able to hire a Business Community Liaison to join our team. Raymond Gonzalez has been instrumental in reaching out to our businesses on the boulevard. His work has ensured we are offering businesses the technical and financial assistance they need to maintain future success.



232
TOTAL BUSINESS
CONTACTS



82
BUSINESSES
SIGNED UP FOR
TECHNICAL
ASSISTANCE

SMUD SHINE GRANT



The last year brought an expanded partnership between the District and SMUD (Sacramento Municipal Utility District).

A \$15,000 SMUD SHINE Grant, paired with matching funds from FBBA, supported outdoor lighting improvements at 16 businesses along Franklin Blvd. and by Hwy 99 that have increased safety and security in the District.

SMUD also actively supported the District with a 10K Economic Development Partnership, which helped extend to our Clean & Safe and Beautification work within the PBID.



BUSINESSES
ASSISTED WITH
OUTDOOR
LIGHTING
IMPROVEMENTS



DISTRICT EVENTS

Back to the Boulevard

Back to the Boulevard returned in 2022 and even the rain could not stop it. The annual Show and Shine/Cruise event covers a 1.2 mile stretch of Franklin Blvd. from 12th Ave to Fruitridge Rd. 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 is on full display as over 15,000 attendees make their way through the district each September.





National Night Out

National Night Out (NNO) is another important PBID event as we showcase local law enforcement's relationship with the District and North City Farms community. It promotes not only our relationship with local law enforcement agencies 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, it is a staple event for our District.



FRANKLIN BLVD COMPLETE STREET

The Franklin Boulevard Complete Street project is continuing to move forward. The project will transform Franklin Blvd. from Sutterville Rd./12th Ave. to 38th Ave. into a safer and more comfortable street for people to drive, bike, walk, or roll, and a more attractive commercial corridor for businesses and new investment. The City of Sacramento is working with FBBA on final design for the Sutterville Rd to 32nd Avenue segment, with construction expected to begin in 2024. The City was also awarded nearly \$1.6 million in state Active Transportation Program funds for final design of the segment from 32nd to 38th Avenues, which will complete the project. Future construction of that section will complete the project.

CLEAN & SAFE STATS

1,024 Bags of trash collected

Carts retrieved

140 Illegal signs removed

57

113 Illegal dumps cleaned

fags of graffiti removed

45 Illegal stickers removed





5383 Franklin Blvd, Suite C Sacramento, CA 95820 (916) 455-2124 | info@franklinblvddistrict.com | Franklinblvddistrict.com #finditonfranklin



