



FRANKLIN
BOULEVARD
BUSINESS DISTRICT

Annual Report 2023



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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.



Raymond Gonzalez, Business Community Liaison



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.



16
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





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