

2009 Annual Report



Florin Road
Partnership

Focus Area: Economic Development and Revitalization

The Florin Road Partnership met with property owners, agency staff, consultants, and elected officials to review economic development strategies, including:

- ◆ Florin Road Corridor Study (a joint city-county effort),
- ◆ Florin Road Implementation Plan, South of Florin Area (SoFA) Study, and possible redevelopment area expansion (Sacramento Housing and Redevelopment Agency),
- ◆ Transit Oriented Development Study (Sacramento Regional Transit District).

We coordinated communication between commercial property owners, real estate brokers, and potential investors, buyers and tenants.

The Partnership publicized the grand openings of the Walmart Super Center at Florin Towne Centre (the former Florin Mall) and



The Shops at Florin (a once vacant lot at the southeast corner of Stockton Boulevard and Florin Road).

We participated in the groundbreaking of the Luther Burbank High School Sports Complex, a \$24.5 million, multiyear project.

The complex will feature a new football stadium bordered by an all-weather track. There will be three soccer fields, two softball diamonds and two baseball fields, and six lighted tennis courts for use by both students and the community.

We worked with key stakeholders on redevelopment proposals for 45 acres of former auto dealer properties in the city-portion of our district.

Discussions included the possibility of a mixed-use master development. Planning will continue in 2010.

The Partnership staff reviewed existing and proposed employment development programs. Areas of interest included day laborers, workforce re-entrants, and at-risk youth.

We met with community leaders and local businesses to discuss the feasibility of creating a business improvement district for the Mack Road commercial corridor in south Sacramento.

Focus Area: Marketing and Public Relations

The Florin Road Partnership's updated website (www.florinroad.com) now has an easier-to-use, downloadable merchant directory and a listing of available commercial properties. New features will be added to the site in 2010.

We continued to advocate for an electronic reader board along Highway 99 to promote Florin Road corridor businesses and to generate revenue for our district's operations.

We worked with local media to feature our district's restaurants in online and print publications. Favorable reviews appeared in *The Sacramento Bee*, the *Midtown Monthly Magazine*, and the nationally distributed *Saveur* magazine. Copies are available from our office.



Our staff assisted the Florin Road Foundation with its 7th Annual "Beach Blanket Bingo" fundraiser. This event brings over 200 attendees to Florin Road each year to support education and community development programs in our area.

The Partnership's annual holiday tradition continued with corridor banners to welcome shoppers. The banners were in place from October 2009 through January 2010.

Focus Area: Advocacy for Business and Community

The Florin Road Partnership met with five other south Sacramento business associations to discuss the impact of ADA (Americans with Disabilities Act) legislation and litigation on small businesses.



The Greater Broadway Partnership, the Oak Park Business Association, the North Franklin District Business Association, the Power Inn Alliance, and the Stockton Boulevard Partnership participated.

Representatives from the CalChamber, the office of State Senator Darrell Steinberg, a public relations firm, and a law firm addressed the attendees. A small business owner spoke about his experiences as a defendant in ADA litigation.

The Florin Road Partnership followed-up this meeting with a letter to our commercial property owners regarding the need to be aware of ADA requirements.

Our staff worked with the Sacramento City Unified School District on the maintenance of existing sites and the appropriate location of new school facilities.

We supported the efforts of local chambers of commerce and neighborhood groups to improve our community.

Focus Area: Safety and Security

The Florin Road Partnership met with local elected officials, law enforcement, and south area business associations to advocate for an integrated, corridor-wide security camera system.

The Florin Road Partnership continued to investigate best practices regarding corridor safety and security. Now in its ninth year, our Security Task Force met quarterly in 2009. Representatives from local government agencies and community groups, the

California Highway Patrol, the Sacramento County Sheriff's Department, the Sacramento City Police Department, and private security companies participated along with corridor merchants and commercial property owners.

Attendees discussed issues of mutual concern, including safety, security, code enforcement, and environmental health. The task force reviewed practical and cost-effective solutions



to maximize existing district resources.

The 2010 task force meeting schedule is available at www.florinroad.com and from our office. Meetings are open to the public and are held at locations on or near the Florin Road corridor.

Focus Area: Streetscape Enhancements



The Partnership contracted with House of Hope for corridor cleanup services on weekdays throughout the year.

They removed 2,634 bags of trash, 535 noncompliant signs, and 653 shopping

carts from the public right-of-way. The carts were returned to merchants, resulting in an estimated \$752,000 annual savings based on the cost of replacement carts.

The Florin Road Partnership worked with local and regional agencies to pursue federal stimulus funds for corridor improvements.

We continued to advocate for underground utility line conversions to improve the aesthetics of the corridor and

to encourage walking, biking, and access for persons with disabilities.

Our staff assisted merchants and commercial property owners with filing service requests with the appropriate city and county agencies.

Requests included graffiti abatement, citing/towing of illegally parked and abandoned vehicles, removal of noncompliant signs and illegally dumped items, shopping cart retrieval, and street light repair.

The Florin Road Partnership

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We're on the Web!
www.florinroad.com

Board of Directors and Staff

*Blake Snider, *FRP President*, Elk Grove Toyota Scion
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*Patty Fitzgerald, *FRP Treasurer*, Elk Grove Toyota Scion

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Darren Poppe, Burlington Coat Factory
Dr. Paul Vu, Pacific Rim Plaza

* denotes Executive Committee members

Larry Carr, Executive Director, Florin Road Partnership
Siegrid Voelkel, Associate Director, Florin Road Ptshp.

2009 Financial Statement

Revenues

Property Assessments	\$302,997
Interest Income	<u>193</u>
<i>Total Revenues</i>	\$303,190

Expenses

Streetscape	\$ 52,538
Marketing	3,493
Advocacy/Security	1,521
Administration	<u>172,280</u>
<i>Total Expenses</i>	\$229,832

Assets

Net Assets 01/01/09	\$ 33,185
Expenses Over Revenues	<u>73,358</u>
<i>Net Assets 12/31/09</i>	\$106,543