



**TODAY.
TOMORROW.
TOGETHER.**

LETTER FROM THE BOARD PRESIDENT



2018 has been an exciting and productive year of accomplishments for the Florin Road Partnership.

With the ongoing & measurable success of our numerous, well established programs that continue to provide services and added value to the Florin corridor, it is this momentum of improvement that defines a strong Property and Business Improvement

District (PBID) service area.

Here are just a few, but important examples of what has happened in a strong Florin PBID:

Starbucks (Area 49) – Florin location is the second busiest store and first most profitable store in the Sacramento area.

Banks – Bank of America's Florin Branch and Wells Fargo's Florin Branch are the two busiest branches in all Northern California.

Walmart – Florin store does the most volume of all their Northern Calif Stores

The Florin Road Partnership continues to provide a highly coordinated effort to produce a safe business and residential community environment. From private security patrols to consistent monitoring & follow up by our Homeless Outreach Navigator, these services are enhanced by the hands on partnership with local law enforcement agencies.

The monumental task of cleaning and maintaining the corridor on a daily basis has been nothing short of miraculous when looking at the sheer numbers and volume of work done by the few members of our highly dedicated maintenance staff. From servicing the Big Belly solar trash compactors, to picking up truckloads of discarded trash, to hazardous materials clean up, to ongoing interactions with many of the people creating

these problems, our maintenance staff has provided an invaluable service that is seen on a daily basis to hundreds of businesses and people.

Looking to the future, under the creative and experienced leadership of our Executive Director, Corey DeRoo, she is coordinating projects that include increased security, refreshed landscaping, holiday light displays, marketing programs, real estate development, micro-transit options, monument signage and more public arts & economic development programs, all vital to adding increased value to the area.

In order to continue this steady momentum of improvement and take the Florin Road Partnership district to the next level of vitality and added value to investors, an annual assessment increase of 5% to property owners is necessary to meet these goals.

Why the assessment increase? For over 20 years, The Florin Road Partnership has worked hard to establish a vibrant, diverse and profitable commercial business environment in order to attract more investment and redevelopment in the corridor.

The cost of doing business in a safe, clean and vibrant community is the number one priority of the business community and our Partnership is strongly committed to making sure every dollar going to our programs is well spent.

Today, Tomorrow, Together: #WeAreFlorin.

Barbara Etrick

State Farm Owner Agent and Florin Road Partnership Board President

MAINTENANCE ACHIEVEMENTS



1,742

Bags of Trash



73,725

to Landfill in lbs.



1,038

Carts Retrieved



345

Illegal dumping



524

Illegal Signage



126

Graffiti



72

Stickers

HOMELESS NAVIGATOR SUCCESS

Our Homeless Navigator, Cheryl, is out in the District each day, making positive changes for those who need it most. Here are some of the highlights of 2018.

Helping **110** people obtain needed documents (SS Card, Birth Certificate, Valid ID)

Shelter for **42** people

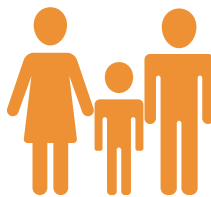
Connecting **4** people to AOD services

Transportation for **31** people

Helping **2** people obtain health insurance

Primary Care for **12** people

Helping **2** people obtain income



22

Families



153

Individuals



177

Total Client Served



Florin Road Partnership, Inc.

Statement of Financial Position, December 31, 2018

ASSETS

Current assets:

Cash	\$115,014
Total current assets	115,014

Property and equipment:

Office furniture and equipment	19,072
Leasehold improvements	33,016
Less, accumulated depreciation	(14,053)
Total property and equipment	38,035

Other assets:

Renewal costs, less \$4,487 and \$-0- amortization	40,381
Total other assets	40,381
Total assets	\$193,430

LIABILITIES AND NET ASSETS

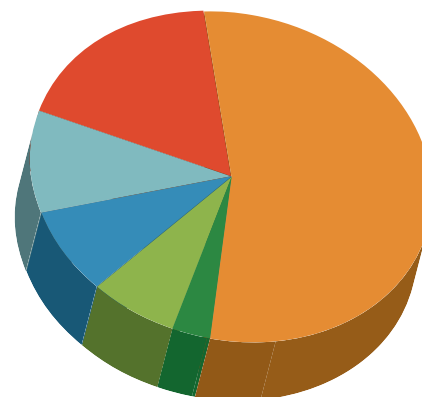
Current liabilities:

Accounts payable	\$ 19,041
Due to Florin Road Foundation	-
Total current liabilities	19,041

Net assets - unrestricted

	174,389
Total liabilities and net assets	\$193,430

2019 Operating Budget



- 54% Clean and Safe - \$250,000
- 18% Marketing - \$83,000
- 10% Capital Improvements - \$46,000
- 8% Advocacy & Economic Development - \$37,000
- 7% Administration - \$32,000
- 3% Contingency/Reserve - \$14,000
- TOTAL - \$462,000**

THE SERVICES WE PROVIDE

Private Security patrols – 12-Hour Shifts for Holiday 24/7 on-call armed guards, security escort, and alarm activation checks for businesses

Clean-up crews – large dumps, furniture, and displaced shopping carts

Street ambassadors and homeless navigators

Marketing and advertising to increase a positive image for South Sacramento

Advocacy at the government level and at business chamber meetings

District maintenance – street and sidewalk sweeping, graffiti removal

Installation of bus benches, tree wells, and public art

Landscape maintenance – tree trimming, watering, weed removal, and new plantings

Special events sponsorship

Business attraction and retention

District banners and utility art wraps

Tet Festival and Lunar Flower Festival Sponsorships

Solar-powered holiday lights

Big Belly solar powered trash compactors





Foundation for Annual Report 2018

The Florin Road Foundation, our 501(c)3 nonprofit annual grant & donation program, continues to provide much needed financial support for local community groups and schools, thanks to generous donations from local businesses and our fundraising efforts. Our Foundation beneficiaries include local K-12 school enrichment programs, school, park & neighborhood beautification and safety events, and an ongoing scholarship program for graduating seniors of Luther Burbank High School.

The Florin Road Foundation, founded in 1998, proudly has donated more than \$150,000 in the form of grants to local community programs as follows:

- Luther Burbank High School
- Friends of Martin Luther King, Jr. Library
- Phoenix Park CEC After School Programs/ Spelling Bee & Speech Competitions
- Neighborhood National Night Out events
- Florin Historical Society
- Wellness & Recovery Center
- Vietnamese Tet Festival & Lunar Flower Festival
- Sacramento County Sheriff Volunteers in Partnership program
- So Far Sounds
- Sacramento Tree Foundation
- California Association of Student Councils

This kind of teamwork and diversity of partnerships with the Florin Road Foundation are key components to maintaining these vital programs and securing the future vitality of the Florin Road Business Corridor.



In 2018, our district security provided by Paladin Private Security, worked in conjunction with local law enforcement to abate crime in our district. Responding to a total of 2362 calls for service from property owners, business tenants, and the community. Through the direct efforts of our fully armed trained guards, crime in the following categories was drastically reduced:

Vehicle Sales	10 calls
Alarm	7 calls
Anti-Social Behavior	1938 calls
Administrative	21 calls
General Security	59 calls
Public Safety	51 calls
Property Crime	78 calls
Quality of Life	101 calls
Sex Crime	29 calls
Traffic	48 calls
Violent Crime	51 calls

Directors & Staff

2018 Board of Directors

Barbara Etrick, President, State Farm Insurance
Bobby Phan, Vice President, iPan Investments
Tiffani Fink, Secretary/Treasurer, Paratransit, Inc.
Tom Donaldson, Florin Road Arts & Business Complex
Salwa Hashwa, Oxford Street
Mariane Santos, NewMark Merrill Companies
Keaton Riley, County of Sacramento, Supervisor Patrick Kennedy
Jaime R. Cervantes, City of Sacramento, Councilmember Larry Carr, D8
Chase Stremsterfer, County of Sacramento, BERC
Eva Gonzalez, F&M Bank
Lucrecio "Luke" Rodriguez, Bower Properties

2018 Staff

Corey De Roo, MBA-Marketing
Executive Director, Florin Road Partnership
5501 66th Avenue #200
Sacramento, CA 95823
(916) 424-4230

info@FlorinRoad.com

FlorinRoad.com

[@FlorinRoad](https://twitter.com/FlorinRoad)

facebook.com/FlorinRdPtshp

2018 Florin Road Foundation Board Members

Angela Coxeff-Tanner, Safetyville USA
Evelia Marquez, Keller Williams
Jim Peterson, Luther Burbank High School
Sergio Robles, Office of Congressman Ami Bera
Mai Vang, Sacramento City School District

#WeAreFlorin

