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ANNUAL REPORT
**TODAY.
TOMORROW.
TOGETHER.**

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2

#WEAREFLORIN



LETTER FROM THE BOARD PRESIDENT



In 2019, the Florin Road Partnership (FRP) continued to accomplish several milestones as it met and exceeded the measurable goals it has established each year for improvements in the district.

From the beginning, when the partnership established its first Property and Business

Improvement District in 1997, the goal has always been to provide a stable funding source for improvements and much needed services to the Florin Road Business Corridor's property owners, managers, and businesses.

With the energetic hands-on leadership of Corey De Roo, the Partnership's Executive Director, along with an experienced and multi-faceted board of directors, FRP has brought dynamic progress to the Florin Road corridor, neighborhood, and business communities.

Want to see and hear about the progress first hand? Simply attend one of the monthly "standing room only" Security Task Force meetings at the FRP office to meet proponents from neighborhood leaders, government agencies, small and large business/property owners, and more who are committed to working together for the same goals of the improvement and service for Florin Road.

The teamwork and diversity of these multiple partnerships are key components to maintaining local successful programs, thus securing the future vitality of the Florin Road Partnership corridor. It is necessary to continue to meet the expectations of our stakeholders however, costs associated with the programs and services keep rising, necessitating

the increase in assessments due. In December 2019, our Board of Directors voted to increase the annual revenue by a mere 5%, pennies on the dollar for property owners. This allows us to maintain the current programs in place, while adding more beneficial programs such as streetscape beautification, robust security patrols, immediate response maintenance calls for service, graffiti abatement, crime prevention techniques, storefront safety guidelines, local government advocacy programs, and more. Our 2018 annual budget was \$440,000, with an annual increase of 5% became \$462,000 in 2019, and will be \$485,000 in 2020 with the same annual increase of 5%. These small, but necessary increases in assessment allows us to keep up with both the costs and demands of our dynamic district.

We will continue to work for our Florin Road community and ensure we continue to thrive as a district.

There is strength in our numbers, and we are proud of our South Sacramento roots.

#WeAreFlorin

Today, Tomorrow, Together: #WeAreFlorin.

Barbara Etrick

State Farm Agent and Florin Road Partnership Board President

MAINTENANCE ACHIEVEMENTS



1,437

Bags of Trash



66

Graffiti



483

Carts Retrieved



24

Illegal Dumping



403

Illegal Signage



117,000

to Landfill in lbs.



71

Stickers

BEFORE

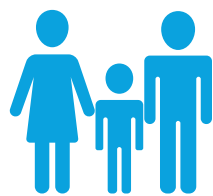
AFTER



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 2019.

- Reached out to 1,650 people for services
- Provided income assistance for 13 people
- Connected 72 people with shelter
- Provided transportation for 27 people
- Helped 2 people obtain health insurance
- Connected 19 people to behavioral health services
- Primary health care for 8 people
- Connected 40 people to basic needs



21
Families



136
Total Clients Served



102
Individuals



Florin Road Partnership, Inc.

Statement of Financial Position, December 31, 2019 and 2018

2019 brought in an additional \$25,000 from fundraising efforts.

We do anticipate to bring in another \$25,000 in 2020.

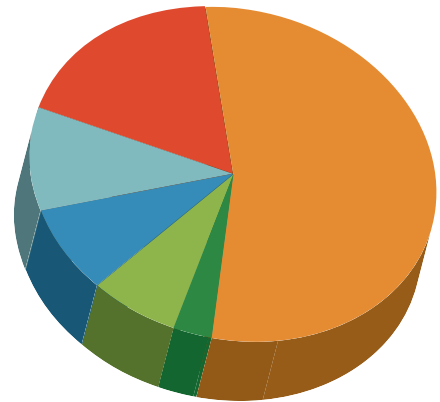
ASSETS

	2019	2018
Current assets:		
Cash	24,514	\$115,014
Other Receivable	267	-
Total current assets	24,781	115,014
Property and equipment:		
Office furniture and equipment	19,072	19,072
Leasehold improvements	33,016	33,016
Less, accumulated depreciation	(21,169)	(14,053)
Total property and equipment	30,919	38,035
Other assets:		
Renewal costs, less \$4,487 and \$-0- amortization	35,894	40,381
Total other assets	35,894	40,381
Total assets	91,594	\$193,430

LIABILITIES AND NET ASSETS

Current liabilities:		
Accounts payable	7,164	\$ 19,041
Due to Florin Road Foundation	774	-
Total current liabilities	7,938	19,041
Net assets - unrestricted	83,656	174,389
Total liabilities and net assets	91,594	\$193,430

2020 Operating Budget



- 54% Clean and Safe - \$262,266
- 18% Marketing - \$87,422
- 10% Capital Improvements - \$48,567
- 8% Advocacy & Economic Development - \$38,854
- 7% Administration - \$33,997
- 3% Contingency/Reserve - \$14,570
- TOTAL - \$485,678**

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





Over the years, The Florin Road Foundation 501(c)3 has granted more than \$150,000 to charitable causes and local students. We also provide food, safe services advocacy, marketing, and streetscape improvements to business owners and the neighboring community. The Florin Road Foundation was formed by business and property owners in 1998 to support community social and economic activities and we continue our support of local arts and educational activities, community-building, and social development.

Sponsorship support included Florin Historical Society, Sacramento Sheriff Department Volunteers in Partnership (VIPS), National Night Out: Parkway Estates North Neighborhood Association (PENNA) and Golf Course Terrace Estates Neighborhood (GCTENA), National Association of Hispanic Real Estate (NAHREP), The Wellness & Recovery Center South, and of course Luther Burbank High School. Special Event highlights; Golf Course Terrace Estates Neighborhood's Ice Cream Social, Tet Festival & Lunar New Year Festival in conjunction with the Greater Sacramento Vietnamese American Chamber of Commerce (GSVACC) & Vietnamese American Community of Sacramento (VACOS). Our Foundation was graced with a generous \$10,000 private donation made in support of continuing our good work within our South Sacramento area.

The Foundation serves community programs that are beyond the mission of the Florin Road Partnership. The Foundation is governed by an elected board of directors and daily operations are managed by Florin Road Partnership staff.



One of the simple things members of a security team have to do is just be visible. California Patrol Operations was hired this year to take over the role of providing private security patrols for the Florin Road PBID and not only have they met the demands of this task but have exceeded all expectations of what is required for this 24/7 job. Coordinating and assisting both local law-enforcement and our designated area Homeless Outreach Navigators, CPO are the eyes and ears of the community. Maintaining a high-visibility presence to deter illegal activities within our district, and coordination and monitoring of day to date security issues on the Florin Road Corridor, has prevented areas from falling into what were previously designated as probable trouble spots. Their consistent style of "hands-on" and highly experienced troubleshooting and prevention have been key components in securing a safe and stable environment on the Florin Road Corridor.

Over 1500 calls that included:

Loitering	559 calls
Illegal lodging	210 calls
Trespassing	246 calls
Disorderly conduct	112 calls
Theft and shoplifting	55 calls



Directors & Staff

2019 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, D2

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

2019 Staff

Corey De Roo, MBA-Marketing
Executive Director, Florin Road Partnership

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2019 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

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