

2015 Community Support: The Florin Road Foundation

The Florin Road Foundation has been proudly serving the South Sacramento community since 1998. Our 501(c)3 annual grant program supports community building activities, local K-12 enrichment programs, safety and beautification events, and a scholarship program which has donated over \$140,000 to graduating seniors from Luther Burbank High School. In 2015, we increased Foundation funding by 50% through reimagining the annual fundraising event Beach Blanket Bingo, which was held at Florin Road Bingo. In its 13th year, this sold-out community event featured the first Florin Road Fellow Award, presented to District 8 City Council Member Larry Carr, for his many years of community service. Community partners Walmart and other local businesses teamed up to provide Luther Burbank High School Counseling Center with a mobile computer lab, funded by the event. The mobile computer lab has been in use every day since it was delivered and is creating better internet access for students to apply for college and find scholarship opportunities.

Directors & Staff

2015 Officers

Linda Deavens, Paratransit, Inc., President

Scott Rogalski, Capital Region SBDC, Vice-President

Tom Burruss, Burruss & Associates, Secretary/Treasurer

2015 Board of Directors

Emily Brantley, The Home Depot

Doug Bailey, Ethan Conrad Properties

Tom Donaldson, Florin Road Arts & Business Complex

Barbara Etrick, State Farm Insurance

Patty Fitzgerald, Elk Grove Toyota Scion

Salwa Hashwa, Oxford Street

Susan H. McKee, County of Sacramento, Supervisor Patrick Kennedy, D2

Geoffrey Ross, SHRA

Blake Snider, Elk Grove Toyota Scion

Chase Stremsterfer, Business Environmental Resource Center, County of Sacramento

Mai Y. Vang, City of Sacramento, Councilmember Larry Carr, D8

2015 Staff

Verna Sulpizio, Executive Director

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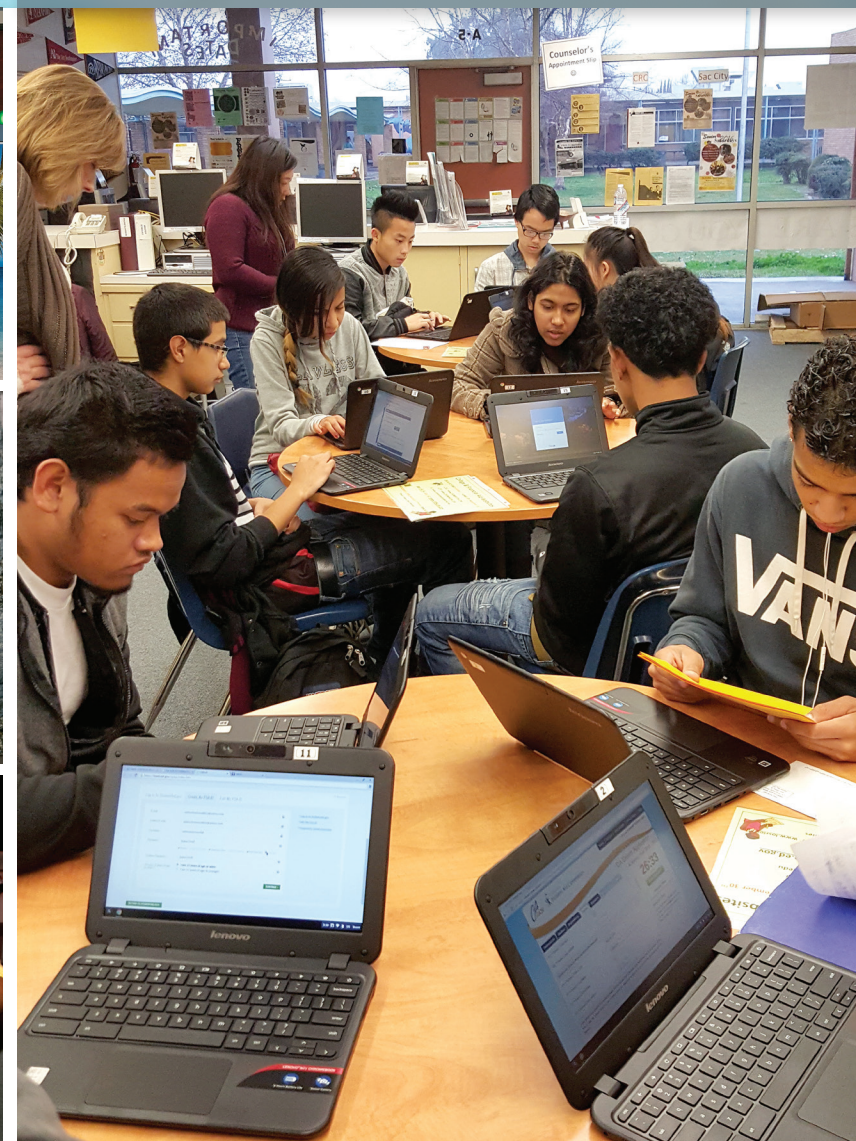
facebook.com/FlorinRdPtshp

#FindItOnFlorin



ANNUAL
REPORT

2015



Letter from the Board President

What a fresh and exciting year it has been! The Florin Road Partnership has continued to grow in numerous ways this year under the guidance and leadership of our new Executive Director, Verna Sulpizio. We are proud to say that in this past year participation in our Security Task Force has more than quadrupled, several task forces have been convened and successfully executed, we have enhanced our maintenance services, increased security patrols, and streamlined our operations and administration procedures. Also unveiled this year was the new Florin Road Partnership logo, branding, and enhanced social media presence. Additionally, we increased the Florin Road Foundation's funding by 50% and have been working on new and impactful ways to give back to the Florin Road community and non-profits who serve it.

As many of you know, the Florin Road Partnership established its first Property and Business Improvement District (PBID) in 1996. Created by property owners, the PBID has become a stable funding source to provide improvements and services to the properties within the Florin Road Business Corridor. Many milestones have been accomplished along the way, beginning with a comprehensive streetscape program which included street lighting, new medians, and landscaping.

Our success was followed by the renewal of the PBID in 2002 and 2008, with increasing owner support. As we enter 2016 we are beginning the process to renew our PBID again. Property owners, please engage in this renewal process and share your input about what services you would like to see and how the Partnership can better address your needs on Florin. The Board believes in the Partnership and the value it brings to the area and we look forward to working with all the owners to create the strongest service district possible.

Each day, our team of professionals are ensuring the safety and cleanliness of our treasured corridor of Sacramento history through our maintenance, marketing, streetscape, advocacy, and security programs. We are proud of the work we have accomplished and look forward to the renewal of our PBID so we can continue serving our district for another ten years. It's a great day to **#FindItOnFlorin!**

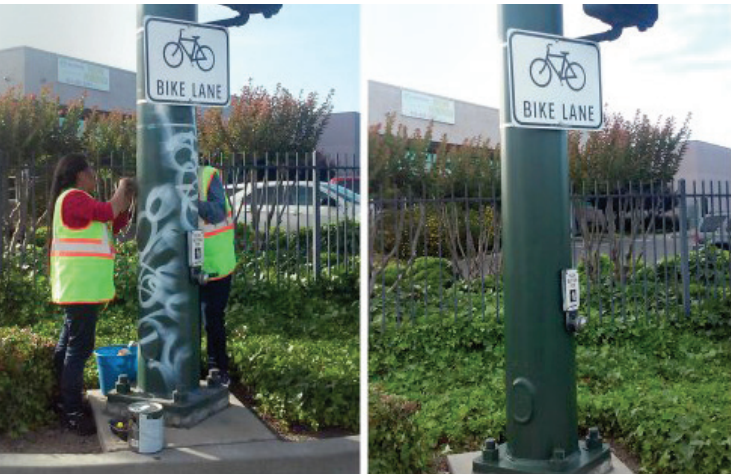
Linda Deavens,
Florin Road Partnership, 2015 President

MAINTENANCE SUCCESSES

- 1,173 Bags of trash collected
- 717 Shopping carts retrieved from street
- 687 Illegal signs removed
- 63 Illegal dumping cleaned up
- 626 Illegal stickers and graffiti tags removed

SECURITY REPORT

- 1,557 Calls for stakeholders services
- 250 Officer initiated interactions
- 110 Backup Officer Deployments
- 1,923 Total incidents reported



2015 Program Highlights

Streetscape Design & Implementation

- Continued feasibility report to bury specific district utility lines to improve the appearance and accessibility of the corridor.
- Increased daily maintenance services removing litter, displaced shopping carts, graffiti and illegal signage throughout the district by bringing on new maintenance team.
- Kicked off new street banner program to replace banner hardware and banners along the corridor to beautify space.
- Assisted businesses with reporting code enforcement issues.

Security & Safety

- Provided 24/7 on-cell security services for property and business owners.
- Increased roaming security patrols within the district.
- With support of County Supervisor Patrick Kennedy introduced pilot Homeless Navigator program to address issues related to homelessness within the corridor.
- Continued security patrols to remove illegal street vendors, especially during key retail holidays such as Easter, Valentine's Day & Mother's Day.
- Increased meetings of Security Task Force and quadrupled participation. Monthly meetings not only included property and business owners, but also regular participation of Deputy District Attorney, Sacramento County Sheriff Central Division Captain, Sacramento Police Department Lieutenants and Officers and Sacramento County Code Enforcement Officer who quickly answered questions and addressed the needs of PBID members.
- Expanded Security Task Force to include neighborhood associations to share best practices and resources to support security and safety.

Marketing & Promotions

- Improved organization's image through rebranding campaign that included new logo, outreach and marketing materials.
- Increased social media presence and community interaction by promoting businesses and implementing "Restaurant of the Week" campaign.
- Created social media hashtag #FindItOnFlorin and increased local social media check-ins within the district.

- Published multiple times in Comstock's Magazine, Sacramento Business Journal, and other significant TV news exposure with our "Florin Road Revival" marketing campaign.
- Branded maintenance team with Florin Road Partnership logo vests to increase exposure of organization.

Economic Development / Advocacy & Business Liaison

- Significantly increased outreach to property and business owners through direct mail, email, and personal contacts.
- Strengthened relationships within city, county, and federal government agencies and elected leaders through regular meetings and ongoing communication.
- Worked closely with County of Sacramento Department of Community Development and Board of Supervisors to adopt the Abandoned Cart Prevention Plan Ordinance to address the issues related to blight by abandoned shopping carts.
- Attended the Sacramento Metro Chamber's Annual Cap-to-Cap Policy Program and advocated for Florin Road businesses through the Economic and Community Development Team meetings.
- Represented Florin Road businesses and property owners at various chambers of commerce, neighborhood association, and professional association meetings and events.
- Regularly worked one-one-one with property owners and businesses that were faced with challenges related to code enforcement, security, maintenance, and issues impacting their operations.

Administration

- Reorganized operations and reduced administration costs.
- Upgraded and enhanced IT for more efficient office management and accounting.
- Expanded the Board of Directors to include additional property owners.
- Increased frequency of board meetings to increase owner input and involvement.
- Began process to relocate the office within the district and find space which is more efficient, aesthetically pleasing, and meets the needs of our growing organization.

Florin Road Partnership, Inc.
Statement of Financial Position
December 31, 2015

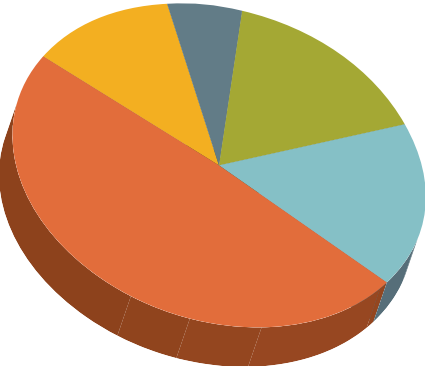
ASSETS

Current Assets:	
Cash	\$255,363
Other Assets	\$4,950
Total Current Assets	\$260,313
Property and Equipment:	
Office Equipment	\$14,486
Less, Accumulated Depreciation	(\$14,486)
Total Property and Equipment	-
Total Assets	\$260,313

LIABILITIES AND NET ASSETS

Current Liabilities:	
Accounts Payable	\$4,914
Total Current Liabilities	\$4,914
Net Assets - Unrestricted	\$255,399
Total Liabilities and Net Assets	\$260,313

EXPENSES



- 49% Streetscape Design & Implementation
- 17% Security & Safety
- 16% Marketing & Promotions
- 6% Economic Development / Advocacy & Business Liaison
- 12% Administration

Florin: Success, one block at a time.

