

## 2016 Community Support: The Florin Road Foundation

The Florin Road Foundation, our 501(c)3 non-profit successfully held the 14th Annual Beach Blanket Bingo in October. Much fun was had by all, with Comedian John Boyle keeping the evening entertaining. Special Guest appearance by local Sacramento-based Ms. California United States Elena Michel. Through the support of businesses and our community, Foundation funding efforts were able to continue throughout 2016. Grants were awarded to Friends of Martin Luther King Jr. Library, the Phoenix Park CEC After School Program, Student Spelling Bee/Speech Contests, National Night Out Neighborhood Associations, Vietnamese Tet Festival/Lunar Flower Festival, Sheriff's Volunteers in Partnership with the Sheriff (V.I.P.S.), Florin Historical Society, and of course: college scholarships for students at Luther Burbank High School.

We have proudly served the South Sacramento community since 1998, granting over \$150,000 in scholarships and financial support to local non-profits in the community. Our programs support community building activities, local K-12 enrichment programs, a scholarship program, and safety and beautification events for the Florin Road community.



## Directors & Staff

### 2016 Board of Directors

**Barbara Etrick, President**, State Farm Insurance

**Geoffrey Ross, Vice President**, SHRA

**Tiffani Fink, Secretary/Treasurer**, Paratransit, Inc.

**Tom Donaldson**, Florin Road Arts & Business Complex

**Salwa Hashwa**, Oxford Street

**Scott Rogalski**, SBDC Consulting

**Doug Bailey**, Ethan Conrad Properties

**Bobby Phan**, iPan

**Mariane Santos**, NewMark Merrill Companies

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

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

**Chase Stremsterfer**, Business Environmental Resource Center County of Sacramento

**Chuck Beigh**, F&M Bank

### 2016 Staff

**Corey De Roo, MBA-Marketing**

**Executive Director**, Florin Road Partnership

**Verna Sulpizio**

**Special Projects Consultant**

5501 66th Avenue #200

Sacramento, CA 95823

(916) 424-4230

info@FlorinRoad.com

FlorinRoad.com

twitter: @FlorinRoad

facebook.com/FlorinRdPtshp

~ In memory of Board Member Tom Burruss ~

## #WeAreFlorin



## 2016 Annual Report

#WeAreFlorin



24 Hour On-Call Security Services

Street Banners

Illegal Dumping Clean-Up

Street Graffiti Removal

Homeless Navigator

Security Task Force

Trash and Litter Clean-Up

Retrieving Shopping Carts

Illegal Sign Removal

Safer Streets

**FlorinRoad.com**



Letter from the Board President



Change is in the air! In 2016, Florin Road Partnership began the groundwork to create historic change once again. We already have a long history of setting the standard for other PBIDs in California since our 1997 inception, and roots that run deep within our South Sacramento community. We changed history when we became the first commercial corridor PBID in California, and we were the first PBID to renew for a 10 year term in the state.

Last year, we continued to enact change in impactful ways for our property owners and business community: Florin Road Partnership once again set the pace for other PBIDs by launching the first district-wide eco-friendly Big Belly Solar Trash Compactors, thus reducing the amount of litter in public areas. An internal change such as our new energetic Executive Director Corey A. De Roo, who not only has vast non-profit and entrepreneurial experience, but also holds a Master of Business Administration degree from prestigious Drexel University.

FRP is extremely proud of our multicultural district. Since the 1990s, the Partnership has played a vital role in economic development and in maintaining the cleanliness and safety of our district which spans approximately 24.1 million square feet and encompasses more than 215 property owners and well over 400 merchants. Florin Road PBID already provides many services to our business and property owners, with more positive changes on the horizon through our maintenance, marketing, streetscape, advocacy, and security programs. Together, we make this a great place to do business.

This is why we say: **#WeAreFlorin!**

*Barbara R. Etrick*  
**Barbara Etrick,**  
State Farm Owner Agent and Florin Road Partnership Board President

*“The Florin Road Partnership is amazing! I don’t know where our community would be without them. I am overjoyed at the amount of support brought to local businesses and property owners. I’m ecstatic about current projects and looking forward to many more achievements.”*

—Sabrina Currie, Regional Manager  
Security Public Storage

2016 MAINTENANCE SUCCESSES

 **1,110**  
Bags of trash collected

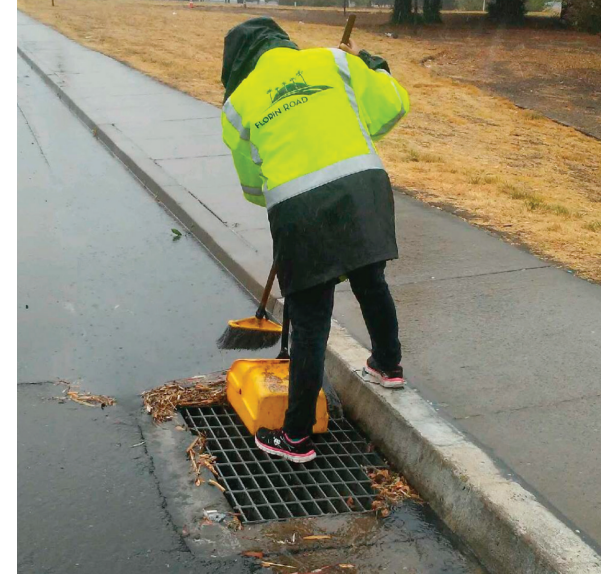
 **853**  
Shopping carts retrieved from street

**721** Illegal signs removed

 **185**  
Illegal dumping cleaned up

**99** Illegal stickers removed

 **74**  
graffiti tags removed



In 2016, 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 2,583 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 1 call
- Alarm 16 calls
- Anti-Social Behavior 2030 calls
- Administrative 10 calls
- General Security 141 calls
- Public Safety 17 calls
- Property Crime 89 calls
- Quality of Life 93 calls
- Sex Crime 23 calls
- Traffic 58 calls
- Violent Crime 106 calls

*“Our job is not only rewarding... it’s satisfying, knowing we are part of shaping our community into a better and safer place.”*

—Maria, PBID Maintenance



- THE SERVICES WE PROVIDE**
- Paladin Private Security patrols – 12-Hour Holiday Shifts, 24/7 on-call armed guards, security escort, and alarm activation checks for businesses
  - Clean-up crews for large dumps, furniture, and displaced shopping carts
  - Street ambassadors and homeless navigators
  - Marketing and advertising for South Sacramento
  - Government and local chamber advocacy
  - District-wide street and sidewalk sweeping and graffiti removal
  - Installation of bus benches, tree wells, and public art
  - Landscape maintenance including tree trimming, watering, weed removal, and new plantings
  - Tet Festival, Lunar Flower Festival and other event sponsorships
  - Business attraction and retention
  - District banners, utility art wraps and hydro-powered holiday lights
  - Big Belly solar powered trash compactors

Florin Road Partnership, Inc.  
Statement of Financial Position, December 31, 2016

ASSETS	
Current Assets:	
Cash	\$208,508
Other Assets	-
Total Current Assets	<u>\$208,508</u>
Property and Equipment:	
Office Furniture and Equipment	\$19,072
Leasehold Improvements	\$21,616
Less, Accumulated Depreciation	(\$996)
Total Property and Equipment	<u>\$39,692</u>
Other Assets	
2017 Renewal Costs, less \$-0-Amortization	<u>\$30,236</u>
Total Other Assets	<u>\$30,236</u>
Total Assets	<u>\$278,436</u>

LIABILITIES AND NET ASSETS	
Current Liabilities:	
Accounts Payable	<u>\$19,684</u>
Due to Florin Road Foundation	\$6,682
Total Current Liabilities	\$26,366
Net Assets - Unrestricted	\$252,070
Total Liabilities and Net Assets	<u>\$278,436</u>

