

FOUNDATION HIGHLIGHTS

Throughout 2017, the Florin Road Foundation focused on bringing our Florin Road community together via economic and space activation events. As always, we continued 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), The Wellness & Recovery Center South, and of course Luther Burbank High School.

2017 Special Event highlights featured Golf Course Terrace Estates Neighborhood's 25th Anniversary 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); We ended the year with the introduction of SoFar Sounds pop-up music concerts, a global initiative aimed bringing back the magic of live music while activating spaces in unconventional ways.

Fundraising efforts pivoted during our yearly renewal period, utilizing digital technology such as Network



For Good to bring in funds from the greater Sacramento region. Our Foundation was graced with a generous \$10,000 private donation made in support of continuing our good work within our South Sacramento area.

BIG BELLY SMART WASTE SYSTEM

In 2017, our 30 Big Belly trash bins collected more waste than ever. We are proud to be making Florin Road a better place, one Big Belly at a time.

- 124,470 gallons of trash collected
- 56% reduction in collections
- 89% increased efficiency of collection times

Keeping Florin Road Cleaner in 2017



In 2017, 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 3,035 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 11 calls
- Alarm 7 calls
- Anti-Social Behavior 2,319 calls
- Administrative 18 calls
- General Security 137 calls
- Public Safety 50 calls
- Property Crime 68 calls
- Quality of Life 115 calls
- Sex Crime 23 calls
- Traffic 74 calls
- Violent Crime 213 calls

Directors & Staff

2017 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 Investments

Mariane Santos, NewMark Merrill Companies

Keaton Riley, 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

Eva Gonzalez, F&M Bank

2017 Florin Road Foundation Board Members

Scott Rogalski, SBDC Consulting

Jim Peterson, Luther Burbank High School

Evelia Marquez, Keller Williams

Angela Coxeff-Tanner, Safetyville USA

#WeAreFlorin

2017 Staff

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

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ANNUAL
REPORT
2017
#WeAreFlorin



Letter from the Board President



A new era has begun on Florin Road and we are excited!

Although founded in 1997 as one of the oldest business corridors in California, Florin Road Partnership is on the move and setting the standard for PBIDs everywhere. From our innovative fleet of Big Belly solar trash compactors, fresh website, increased maintenance, locally designed utility box art wraps, and our new district banners, FRP is demonstrating to the rest of the Sacramento region that something old can become new again with a little hard work.

In 2017, our energetic Executive Director Corey DeRoo successfully led us through our 10-year renewal plan which solidified our future. She continues to advocate for our businesses and property owners at the city, state, and federal level.

There's more work to be done. Future projects include increased security, monument signage, refreshed landscaping, holiday light displays, marketing programs, real estate development, micro-transit options, and more arts and economic programs aimed at activating our vibrant colorful district. In order to make these projects a reality, we will need your help. A 5% annual assessment increase will help us meet our goals together and continue to make the improvements that will take our district to the next level.

Together we stand, together we make a difference, and together we move forward.

This is why we say: #WeAreFlorin!

Barbara Etrick,
Broker-Owner, State Farm Insurance &
President, Florin Road Partnership Board of Directors

MAINTENANCE ACHIEVEMENTS



1,572

Bags of trash collected



1,043

Shopping carts retrieved from street



623

Illegal signs removed



436

Illegal dumping cleaned up



80

Illegal stickers removed



106

graffiti tags removed



"Everyone has a story. My job is to help them find their happy ending."

—Cheryl Coley
Homeless Navigator
Sacramento Steps Forward

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 2017.

Helping **99** people obtain needed documents (SS Card, Birth Certificate, Valid ID)

Shelter for **32** people

Mental health treatment/placement for **53** people

Connecting **14** people to AOD services

Securing a bus pass for **47** people

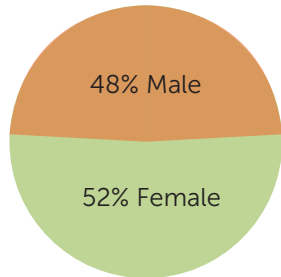
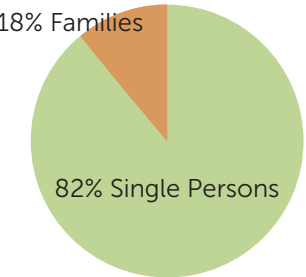
Helping **36** people obtain health insurance

Primary Care for **40** people

Helping **53** people obtain income

TB testing for **12** people

Here is a basic demographic breakdown of our homeless residents in the Florin Area.



2017 A YEAR OF BIG THINGS IN THE DISTRICT

JAN. - FEB.



Hot pot clean up
Tet Fest & Lunar New Year

MAR. - APR.



Office Remodel
Reduced needles on streets
Big Belly trash bins

MAY - JUN.



Packed meetings
Revived Foundation board
Annual report release

JUL. - AUG.



New street banners go up
National Night Out

SEPT. - OCT.



Tenant packets go out
SouthSac Positive image
Utility box art on streets

NOV. - DEC.



SoFar Sounds pop-up concert
River Oaks Center clean up

Florin Road Partnership, Inc.
Statement of Financial Position, December 31, 2017

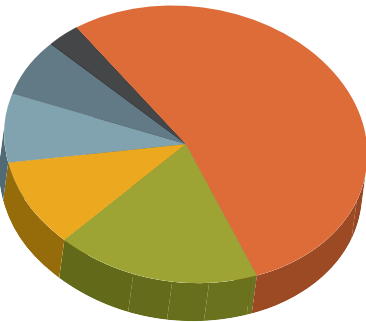
ASSETS

Current Assets:	
Cash	\$85,640
Total Current Assets	\$85,640
Property and Equipment:	
Office Furniture and Equipment	\$19,072
Leasehold improvements	\$29,416
Less, Accumulated Depreciation	(\$7,297)
Total Property and Equipment	\$41,191
Other Assets:	
Renewal costs, less \$-0-amortization	\$44,868
Total Other Assets	\$44,868
Total Assets	\$171,699

LIABILITIES AND NET ASSETS

Current Liabilities:	
Accounts Payable	\$26,379
Due to Florin Road Foundation	\$6,682
Total Current Liabilities	\$33,061
Net Assets - Unrestricted	\$138,638
Total Liabilities and Net Assets	\$171,699

2018 Operating Budget



54%	Clean and Safe - \$243,000
18%	Marketing - \$81,000
10%	Capital Improvements - \$45,000
8%	Advocacy & Economic Development - \$36,000
7%	Administration - \$31,500
3%	Contingency/Reserve - \$13,500

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

