

TOGETHER WE RISE



2020
ANNUAL REPORT



OUR PURPOSE

The Florin Road Partnership provides leadership services and programs to improve the image and economic vitality of the Florin Road Business District. These include clean and safe, marketing, capital improvements, advocacy and economic development programs, and related administration directly and only to assessed parcels within its boundaries.

#WEAREFLORIN
#OPENFORBUSINESS
#TODAYTOMORROWTOGETHER



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LETTER FROM THE BOARD PRESIDENT:

The extraordinary challenges of 2020 for Florin Road Partnership (FRP)

The goals for improvement projects in the Florin Road Partnership's district were already in motion when the

Covid-19 pandemic warnings

were first happening in the nation in January and February. Unfortunately, by March and from then on, the impact of a worldwide health crisis was well on its way of turning life as we knew it upside down. In addition to this unfolding global crisis, a nationwide cultural reckoning became a local day-to-day, week-to-week and month-to-month crisis in Sacramento and many other large cities in America and in the world. Protests, marches, vandalism and general disruptions of business as usual became commonplace and created a volatile environment for the community at large. Add the ongoing and growing homeless problems in ALL Sacramento areas, including ours, and you have a recipe for disaster, especially for businesses & properties.

Responsibility and Leadership in Transformative Times.

Corey DeRoo, FRP's Executive Director, along with an experienced and multifaceted Board of Directors, immediately refocused FRP's priorities in the direction of what could & needed to be done to assist & protect the Florin Road corridor business communities and neighborhoods. As the national, state and local governments scrambled to put plans in motion for financial and legal aid amid all the chaotic changes, Corey strategically focused on daily, weekly and monthly updates from all the government agencies to stay on top of and ahead of their legal and recommended directives.

While social distancing and "stay at home" orders essentially closed the FRP office and stopped all in-person meetings, this also created new challenges to meet the day-to-day organizational work requirements; but Corey, along with limited staff and the Board, NEVER stopped working. In addition to core Clean & Safe Services of street maintenance and private security, FRP focused on helping our business community stay open, operate safely and remain healthy by providing the following: one-on-one business assistance & webinars; facilitated distributing grants to businesses; and, acquired large quantities of much needed Personal Protective Equipment (PPE) that were distributed to numerous businesses in the district.

Additionally, thanks to a generous grant donation, the Florin Road Foundation was able to continue its support of several educational, social & community activities even amid all the ongoing changes, uncertainty and disruption.

Now, one year later, we have a renewed commitment to continue empowering & revitalizing the Florin Road district businesses & neighborhoods as we collectively rebuild and flourish in a post pandemic economy and lifestyle. As we continue the hard work in our district, we are seeing some big payoffs. In fact, during the pandemic, the Florin Road Partnership district has new businesses, new business growth and we are excited to welcome future growth in our district for 2021!

A handwritten signature in black ink that reads "Barbara Etrick".

Barbara Etrick

State Farm Agent and

Florin Road Partnership Board President



LETTER FROM THE EXECUTIVE DIRECTOR

The year 2020 will forever be in our memories. We were all pushed to our limits and faced challenges that we never imagined possible. We looked at our world in a new way and saw that we were all in this together. Because of a worldwide pandemic, we were tested, challenged, and concerned for tomorrow. There was so much of the unknown that we had to face. However, reality set in. We are strong. We are resilient. We can work together to survive anything that life throws at us. Although tested, we pushed forward to come together as a community, rich in diversity and determined to succeed.

The year was not easy, but we showed that as a community, we had the ability to rise again. We celebrated the 10th Anniversary of the TET Festival, provided trainings to our businesses, and enjoyed farmer's markets, just to name a few. When the pandemic hit, we came together to provide free PPE, small business grants, and food for seniors. Our determination showed as new businesses opened and thrived within the district. We never faltered in our main objective to provide a clean and safe community to do business. We are still standing and we are moving forward.

We are strong and resilient.

We are survivors.

We are Florin.

A handwritten signature in black ink, appearing to read 'Corey DeRoo', written in a cursive, flowing style.

Corey DeRoo

Florin Road Partnership Executive Director

MAINTENANCE ACHIEVEMENTS

2,471  
BAGS OF TRASH




441 
ILLEGAL DUMPING

64 
STICKERS

  **598**
CARTS RETRIEVED

75 
GRAFFITI
REMOVAL

232 
ILLEGAL SIGNAGE

77,520   
TO LANDFILL IN LBS



HOMELESS NAVIGATOR SUCCESS

Our Sacramento Steps Forward District Homeless Navigator, Cheryl, often has a very busy year. This year proved to be especially challenging, as she also had to divide her time in the early days of the pandemic working homeless outreach triage and supporting the 2-1-1 phone lines. Despite all logistical challenges, we continued to provide valuable services to our unhoused neighbors within the Florin Road community. Here are some of the highlights for 2020.

Reached out to **289** people for services.

Connected **45** people to basic needs.

Helped **42** people obtain health insurance.

Connected **23** people with housing or shelter.

Provided income assistance for **22** people.

Connected **12** people to behavioral health services.

Provided transportation for **4** people.

Primary health care for **3** people.

COVID-19 RECOVERY STATS

 **18,000** PPE MASKS DISTRIBUTED

 **21,400** PAIRS OF GLOVES

 **50** CASES OF COMMERCIAL GRADE SOAPS & DISINFECTANTS

 **20** CASES OF INDUSTRIAL GRADE WIPE SHEETS

 **1,700** HAND SANITIZERS

 **30** CLEARSCAN G-7000 TEMPERATURE SCANNERS



FLORIN ROAD SECURITY TASK FORCE

Florin Road Partnership's private district security service, provided by California Patrol Operations, filled the role of providing additional security support for our business community. As in years past, they not only met, but exceeded expectations for this demanding and difficult 24/7 job. They coordinated and assisted both local law enforcement and our designated area Homeless

Outreach Navigators. They are the eyes and ears of our community – and last year, more than ever before. They should get special recognition. In 2020, they also served our community as first responders during a pandemic. Their jobs came with unprecedented risks. However, they continued to protect and serve the district, working hard to keep Florin Road a safe place to live, work, and do business.

There were a total of **1,293** security calls in 2020. Of this number, the top calls included the following categories:

33
THEFT AND SHOPLIFTING

81
SUSPICIOUS/
UNAUTHORIZED PERSON

496
LOITERING

145
TRESPASSING

100
DISORDERLY CONDUCT

211
ILLEGAL LODGING



ECONOMIC IMPACT REPORT

THE FLORIN BUSINESS COMMUNITY
DIRECTLY AND INDIRECTLY SUPPORTS NEARLY

9,000 JOBS



THE FLORIN AREA GENERATES:



109 OF VACANT/
UNDERUTILIZED
PARCELS



\$696 SALES TAX
REVENUE*
THOUSAND
*2019

COMPANIES LOCATED IN THE FLORIN
AREA CREATE NEARLY:

\$569.3 MILLION IN LABOR

\$1.04 BILLION IN DIRECT OUTPUT

\$324.3 MILLION IN INDIRECT OUTPUT

\$676.1 
MILLION IN WAGES

\$1.68 
BILLION IN OUTPUT

OUR GEOGRAPHIC AREA COVERS:



25
MILLION

SQUARE FEET OF REAL ESTATE

755 
CONSTITUENTS





22.6%
EDUCATIONAL
SERVICES
1,578 JOBS



19.7%
HEALTH &
SOCIAL SERVICES
1,376 JOBS



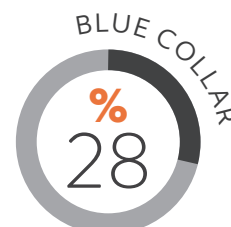
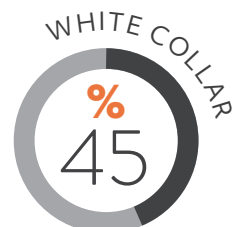
12.6%
RETAIL
881 JOBS



9.3%
PUBLIC
ADMINISTRATION
658 JOBS

THE FLORIN AREA IS HOME TO:

6,980
DIRECT **J**  **BS**



RESIDENTIAL DEMOGRAPHICS:

NUMBER OF HOUSEHOLDS: **21,460**
MEDIAN HOUSEHOLD INCOME: **\$40,837**
UNEMPLOYMENT RATE: **10.9%**

EDUCATIONAL ATTAINMENT:

- ✓ No Diploma: **28%**
- ✓ High School Graduate: **31%**
- ✓ Some College: **30%**
- ✓ Bachelors or Higher: **11%**

POPULATION BREAKDOWN:

POPULATION REPORTING ONE RACE: **62,742 / 93.0%**

- ✓ White: **18,490 / 27.4%**
- ✓ Black: **13,990 / 20.7%**
- ✓ American Indian: **770 / 1.1%**
- ✓ Asian: **15,868 / 23.5%**
- ✓ Pacific Islander: **1,649 / 2.4%**
- ✓ Some Other Race: **11,975 / 17.8%**

POPULATION REPORTING
TWO OR MORE RACES: **4,690 / 7.0%**

TOTAL HISPANIC POPULATION: **22,976 / 34.1%**

December 31, 2020 and 2019

FLORIN ROAD PARTNERSHIP, INC. STATEMENT OF FINANCIAL POSITION

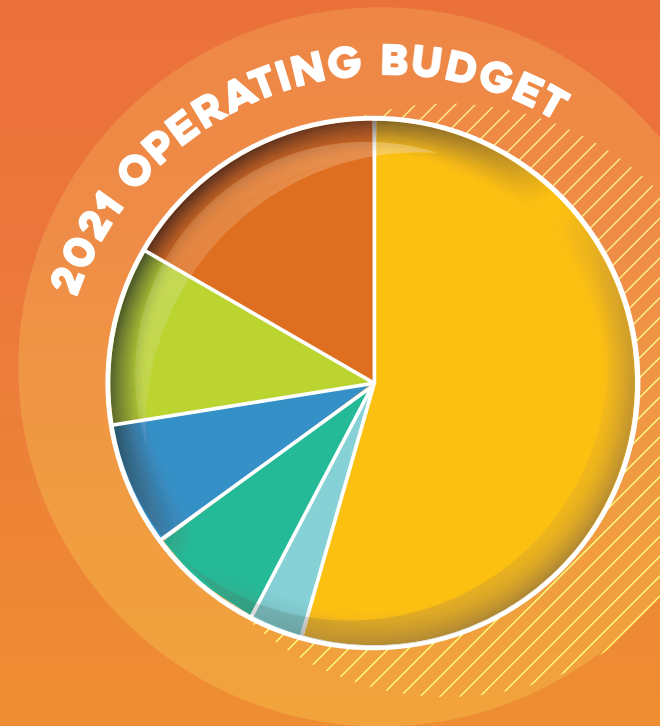
2020 brought in an additional \$126,000 from fundraising efforts. We do anticipate to bring in another \$30,000 in 2021.

ASSETS

Current assets:	2020	2019
Cash	30,068	24,514
Other Receivable	–	267
Total current assets	30,068	24,781
Property and equipment		
Office furniture and equipment	20,241	19,072
Leasehold improvements	33,016	33,016
Less, accumulated depreciation	(28,480)	(21,169)
Total property and equipment	24,777	30,919
Other assets:		
Renewal costs, less \$13,461 and \$8,974 amortization	31,407	35,894
Total other assets	31,407	35,894
Total Assets	86,252	91,594

LIABILITIES AND NET ASSETS

Current liabilities:		
Accounts payable	–	7,164
Due to Florin Road Foundation	34	774
Total current liabilities	34	7,938
Net assets - unrestricted	86,218	83,656
Total liabilities and net assets	86,252	91,594



- **54%** Clean and Safe / \$262,266
- **18%** Marketing / \$87,422
- **10%** Capital Improvements / \$48,568
- **8%** Advocacy & Economic Development / \$38,854
- **7%** Administration / \$33,998
- **3%** Contingency/Reserve / \$14,570

TOTAL = \$485,679

THE SERVICES WE PROVIDE

- Landscape maintenance
- Special events
- Business support
- District banners
- Utility box art wrap
- Big Belly solar powered trash compactors
- Clean-up crews
- Homeless navigators
- Marketing
- Advocacy
- District maintenance
- Installations



FLORIN ROAD FOUNDATION: ALWAYS HERE FOR YOU

"The Florin Road Foundation, our 501(c)3 non-profit, made an exceptional effort in 2020 to garner needed donations and partnerships on behalf of the district."

This year, the Florin Road Foundation, our 501(c)3 non-profit, made an exceptional effort in 2020 to garner much needed donations and partnerships on behalf of the corridor. We accomplished our normal tasks of community sponsorships, local neighborhood support, and special event presentations & sponsorships.

Special event highlights included the pre-pandemic celebration of the 10th Annual Tet Festival & Lunar New Year Festival in conjunction with Greater Sacramento Vietnamese American Chamber of Commerce (GSVACC) & Vietnamese American Community of Sacramento (VACOS). This annual event – complete with firecrackers, live music, dance performances, beauty pageants, and a carnival - provides a much-needed social outlet for our community to enjoy safe, family-friendly outdoor fun. It is one of many jewels in our South Sacramento community.

We may have started there.

We did not stop there.

We reached further and met the added needs created by the pandemic.

Gifts to the community came in so many forms:

- Southgate Plaza's *Waves of Kindness*, a gift card program aimed at providing the community financial relief while simultaneously supporting local businesses.
- Dozens of businesses were provided with G-7000 Clearscan Facial Scan Thermometers, and Personal Protective Equipment (PPE) such as masks, gloves, hand sanitizers, industrial cleaners, eye protection, and more.
- Local chapter of Asian Pacific American Advocates (OCA) assembled hundreds of fresh food bags provided to the community in drive thru events.
- Each Saturday morning, for more than two months, our Foundation volunteers delivered a hot bowl of traditional Vietnamese Pho soup to the elders in the community. The all-donation, all-volunteer-powered event, dubbed *Pho for Seniors* by Community Partners Advocate of Little Saigon Sacramento (cPALSSs) was created to bring a smile to the faces of individuals who were quarantined alone, or otherwise could not get out of the home due to ailments. Caring community members wanted them to know that they **are not alone**. In total, over 1365 meals were delivered.

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



DIRECTORS AND STAFF

2020 Board of Directors

Barbara Etrick, State Farm Insurance

Tiffani Fink, Paratransit, Inc.

Tom Donaldson, Florin Square/African Marketplace

Salwa Hashwa, Oxford Street

Mariane Santos, NewMark Merrill Companies

Xochitl Gomez, County of Sacramento, Supervisor Patrick Kennedy, D2

Jamie R. Cervantes, City of Sacramento, Councilmember Larry Carr, D8

Allison Joe, City of Sacramento, Councilmember Jay Schenirer, D5

Chase Stremsterfer, County of Sacramento, BERC

Lucrecio Rodriguez, Bower Properties

2020 Florin Road Foundation Board Members

Angela Coxeff-Tanner, Safetyville, USA

Evelia Marquez, Re/Max Gold

Sergio Robles, Office of Congress Member Ami Bera, D7

Mai Ngyuen, Community Partners Advocate of Little Saigon Sacramento (cPALSSs)

Michael Pierce, F&M Bank

Pearline Horne, Golf Course Terrace Estates Neighborhood

Jim Peterson, Luther Burbank High School

2020 Staff

Corey De Roo, MBA-Marketing

Executive Director, Florin Road Partnership


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