

20
21

ANNUAL
REPORT



WE ARE
RESILIENT



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

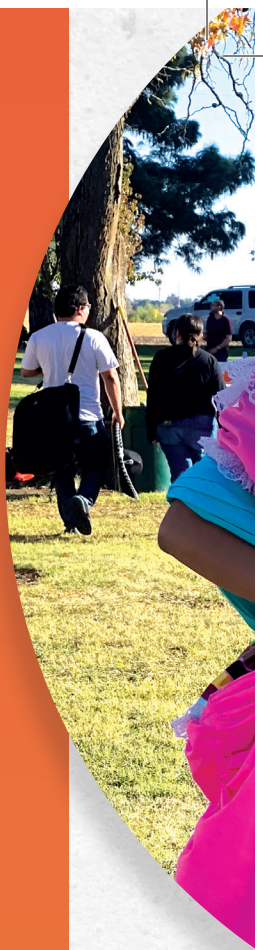




TABLE OF CONTENTS

Letter from the Board President & Executive Director	1
Maintenance Achievement	3
Security Task Force	4
Economic Report	5
Financial Position	7
Services Provided	7
Florin Road Foundation	8

LETTER FROM THE BOARD PRESIDENT & EXECUTIVE DIRECTOR

Coming out of a difficult 2020 and into a hopeful 2021, we began to shift our focus from crisis-mode into recovery mode. This community revival took many forms, from advocacy with our local government on topics such as County Health Ordinances, the “no bail order” in our courts, SacSolutions, IEDC, chamber of commerce partners, business community liaisons to targeted technical support for businesses, outreach, grants, and more. For our neighbors in and around the district, we focused on free COVID-19 vaccinations for all every Friday, linking our communities’ elders to early vaccine access at Anderson Brothers Pharmacy via Vietnamese translators. At a time when a computer or smart phone was necessary to make a vaccine appointment, we went directly to our communities’ members to help set up their appointments for them. We did not want any barriers to service for any member of the local community.

As we have done since our founding in 1997, we remained solid in our commitment for a clean and safe district. The clean and safe services we provide help paint the picture to Sacramento and its visitors that we are able to foster an environment conducive to business success. So well maintained, in fact, that we had at least a dozen new business grand openings. Wayward shopping carts, illegal dumping, solar powered trashcans, pole painting, and landscaping services for our property owners and CPO District security rounded out the value for private property support provided by the PBID.



Late summer and early fall found us in “festival season” with many opportunities for us to market our district’s brand

both within our district boundaries and out in the rest of Sacramento. From the west side of the district at Tamoshanter near 24th and Florin, to the east side in Little Saigon at Lindale Drive near 65th and Stockton Blvd...WE WERE THERE. We represented our PBID at the Business Educational Summit and 3rd Annual Black Food Festival at Florin Square, the 2021 South Sac Festival in Meadowview and the 2021 Mid-Autumn Festival in Little Saigon.



Moving forward into 2022, we have already some big plans in the works.

Our collaborative venture in the Caltrans Clean California grant called "The Florin Road Beautification Project" has been awarded for nearly \$1.2 Million. Plans for this grant include upgraded public trashcans, litter education and surveying, new tree canopy and landscaping, creative bus shelters, student-designed banners, youth arts-based activities with our partners, and at least three new murals. This grant project will produce some big results in enhancing the image of Florin Road. We'd like to express our grateful appreciation to our partners at the City of Sacramento, Florin Square Community Development Corporation, and the Sojourner Truth African Heritage Museum in this effort.

2022 is going to be an exciting year on Florin Road.



Barbara Etrick
*State Farm Agent and
Florin Road Partnership Board President*



Corey DeRoo
Florin Road Partnership Executive Director

**We are strong and resilient.
We are survivors.
We are Florin.**



MAINTENANCE ACHIEVEMENTS

2,586  
BAGS OF TRASH




412 
ILLEGAL DUMPING

31 
STICKERS

 **728**
CARTS RETRIEVED

29 
GRAFFITI
REMOVAL


516
ILLEGAL SIGNAGE

85,900   
TO LANDFILL IN LBS



FLORIN ROAD SECURITY TASK FORCE

Since 2018, California Patrol Operations has been Florin Road Partnership's private district security service. This extra security support for our business community and property owners acted in the capacity of providing additional coordinated help with both local law enforcements. As in years past, they not only met, but exceeded expectations for this demanding and difficult 24/7 job. They are the eyes and ears of our community - throughout 2021, 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 **1,860** security calls in 2021. Of this number, the top calls included the following categories:

47

THEFT AND
SHOPLIFTING

1,610

MAINTANING ORDER

1,050

LOITERING

146

TRESPASSING

49

DISORDERLY
CONDUCT

128

REFUSAL
TO LEAVE

10

FIRE
ILLEGAL BURNING

24

BURGLARY/ALARM

14

PROPERTY DAMAGE

13

ARRESTS

82

SUSPICIOUS

2

ROBBERY/
BURGLARY



ECONOMIC IMPACT REPORT

THE FLORIN BUSINESS COMMUNITY
DIRECTLY AND INDIRECTLY SUPPORTS NEARLY

9,000 JOBS



\$676.1 
MILLION IN WAGES

\$1.68 
BILLION IN OUTPUT

THE FLORIN AREA GENERATES:

 **109** OF VACANT/
UNDERUTILIZED
PARCELS

 **\$696** SALES TAX
REVENUE*
THOUSAND
*2019

OUR GEOGRAPHIC AREA COVERS:

 **25**
MILLION
SQUARE FEET OF REAL ESTATE

755 
CONSTITUENTS

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





22.6%
EDUCATIONAL
SERVICES
1,578 JOBS



19.7%
HEALTH &
SOCIAL SERVICES
1,376 JOBS



12.6%
RETAIL
881 JOBS

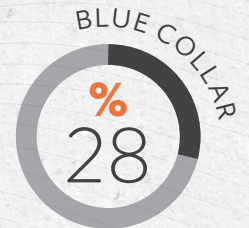
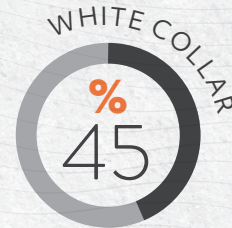


9.3%
PUBLIC
ADMINISTRATION
658 JOBS

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, 2021 and 2020

FLORIN ROAD PARTNERSHIP, INC. STATEMENT OF FINANCIAL POSITION

2021 brought in an additional \$30,000 from various fundraising efforts. We do anticipate bringing in another \$350,000 in 2022.

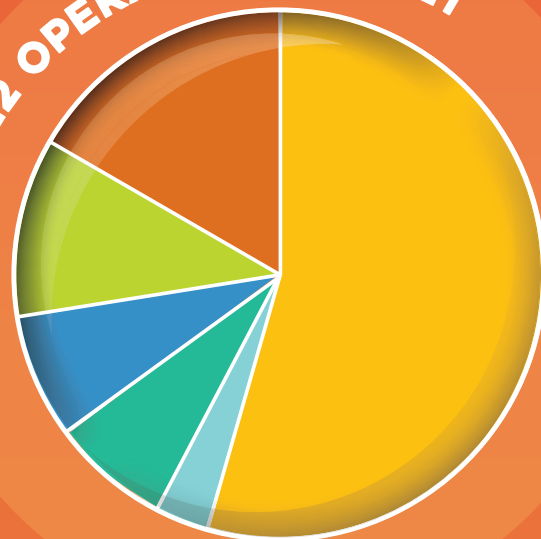
ASSETS

Current assets:	2021	2020
Cash	28,626	30,068
Other Receivable	—	—
Total current assets	28,626	30,068
Property and equipment		
Office furniture and equipment	20,241	20,241
Leasehold improvements	33,016	33,016
Less, accumulated depreciation	(35,196)	(28,480)
Total property and equipment	18,061	24,777
Other assets:		
Renewal costs, less \$17,948 and \$13,461 amortization	26,920	31,407
Total other assets	26,920	31,407
Total Assets	73,607	86,252

LIABILITIES AND NET ASSETS

Current liabilities:		
Accounts payable	—	—
Due to Florin Road Foundation	485	34
Total current liabilities	485	34
Net assets - unrestricted	73,122	86,218
Total liabilities and net assets	73,607	86,252

2022 OPERATING BUDGET



- **54%** Clean and Safe / \$276,010
- **18%** Marketing / \$92,003
- **10%** Capital Improvements / \$51,113
- **8%** Advocacy & Economic Development / \$40,890
- **7%** Administration / \$35,779
- **3%** Contingency/Reserve / \$15,334

TOTAL = \$511,129

THE SERVICES WE PROVIDE

- Marketing
- Installations
- Business support
- Advocacy
- Landscape maintenance
- Clean-up crews
- District maintenance
- Special events





FLORIN ROAD FOUNDATION: ALWAYS HERE FOR YOU

“The Florin Road Foundation, our 501(c)3 non-profit, made an exceptional effort in 2021 to garner needed donations and partnerships on behalf of the district”.

The Florin Road Foundation serves community programs that are beyond the mission of the Florin Road Partnership. An elected board of directors governs Florin Road Foundation and Florin Road Partnership staff manage daily operations. This year, the Florin Road Foundation, our 501(c)3 non-profit, made an exceptional effort in 2021 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 & sponsorship.



DIRECTORS AND STAFF

2021 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

Lucrecio Rodriguez, Bower Properties

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

Jamie R. Cervantes, City of Sacramento, Councilmember Mai Vang, D8

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

Chase Stremsterfer, County of Sacramento, BERC

2021 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 (cPALSS)

Michael Pierce, F&M Bank

Pearline Horne, Golf Course Terrace Estates Neighborhood

Jim Peterson, Luther Burbank High School

2021 Staff

Corey De Roo, MBA-Marketing

Executive Director, Florin Road Partnership




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#WEAREFLORIN
#OPENFORBUSINESS
#TODAYTOMORROWTOGETHER