



# City of Sacramento City Council

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915 I Street, Sacramento, CA, 95814  
[www.CityofSacramento.org](http://www.CityofSacramento.org)

**Meeting Date:** 9/20/2011

**Report Type:** Staff/Discussion

**Title:** Update on Florin Road Partnership Activities

**Report ID:** 2011-00747

**Location:** Florin Road, Districts 5 and 8

**Recommendation:** Receive and file.

**Contact:** Larry Carr, Executive Director, Florin Road Partnership, (916) 424-4230

**Presenter:** Larry Carr, Executive Director, (916) 424-4230, Florin Road Partnership

**Department:** City Manager

**Division:** Government Affairs

**Dept ID:**

**Attachments:**

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1-Description/Analysis

2-2010 Florin Road Partnership Annual Report

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**City Attorney Review**

Approved as to Form

Sandra Talbott

9/7/2011 9:39:55 AM

**Approvals/Acknowledgements**

Department Director or Designee: Michelle Heppner - 9/6/2011 2:21:13 PM



## **Description/Analysis**

**Issue:** Larry Carr, Executive Director of the Florin Road Partnership, will provide an update on the Partnership's activities.

**Policy Considerations:** Not applicable

**Environmental Considerations:** Not applicable

**Sustainability:** Not applicable

**Commission/Committee Action:** Not applicable

**Rationale for Recommendation:** Not applicable

**Financial Considerations:** Not applicable

**Emerging Small Business Development (ESBD):** Not applicable



# 2010 Annual Report



The Florin Road Partnership Property and Business Improvement District welcomed a number of new, expanding, and relocating businesses to the Florin Road corridor in 2010.

These included 99 Ranch Market, A&A Tasty Restaurant, A&W/KFC, Autozone, The Boiling Crab Restaurant, Florin Farmers Market, Lazeez Foods, Little Caesars Pizza, Meat Outlet USA, MetroPCS, Slim30, State Farm Insurance, Subway Sandwiches and Salads, Wienerschnitzel, and Zavala Recycling Center (*see photos inside*).



99 Ranch Market opened on November 12th in the former Albertson's supermarket at Southgate Plaza. It is part of a chain of 28 full-service stores in California, Nevada, Texas, and Washington. The new store features a hot deli, bakery, hard-to-find imported produce, and fresh seafood. 99 Ranch Market anchors the exciting transformation under way at the shopping center.



***A store is born!***  
*Hundreds of eager shoppers lined up for the grand opening of 99 Ranch Market.*



*Foreground photo courtesy of NewMark Merrill Companies.*

## Economic Development



Our “**Shop Florin First**” print and electronic media campaign increased the public’s awareness of the economic impact of our **small and family-owned businesses**.

It encouraged customers to shop and dine at a minimum of 3 corridor businesses each week, thus reinvesting in our community about \$68 for every \$100 spent.

The Florin Road Partnership also promoted several local **career fairs** for students and re-entry job seekers.

The “**Employment and Training**” section of our website added new resources, including free job listings for corridor merchants. And our downloadable **Business Directory** was expanded to list merchants’ website addresses.



## Marketing & Public Relations

Throughout the year we added photos and content to our website at **[www.florinroad.com](http://www.florinroad.com)**.

Photo galleries, slideshows, and our monthly “**Featured Business**” promotion showcased the diversity of our **restaurants** and **retailers**.

We also used **social media** to reach a wider audience. Our blog at **<http://florinrdptshp.blogspot.com>** and our account at **[www.twitter.com/FlorinRdPtshp](http://www.twitter.com/FlorinRdPtshp)** featured regular updates on corridor activities as well as links to business news & resources.



## Advocacy for Business & Community

Our board of directors and staff represented the Florin Road corridor at **meetings** and **events** with local government agencies, special districts, chambers of commerce, neighborhood associations & schools.

We provided promotional assistance and financial support for many activities in our business district, including **transit oriented development** workshops, a year-round farmers’ market, a census rally and e-waste collections.



## Redevelopment & Revitalization

The Florin Road Partnership continued to participate in **master planning** efforts with the property owners of former **auto dealerships**, consultants and brokers, and the **City of Sacramento**.

2010 saw many property owners throughout the district make **exterior improvements**. This included parking lot repaving and restriping, new

landscaping, and new vibrant signs and paint. The Partnership recognizes these efforts through its annual **“Business of the Year”** awards program. **The Shops at Florin** received this year’s award for **“Best New Construction”**. Once a vacant lot at the SE corner of Stockton Boulevard and Florin Road, this center is now home to several new and relocated businesses.

## Media Coverage

Partnership staff tracked **print**, TV and radio **broadcast**, and **online** media coverage of the corridor throughout the year. We also responded to reporters’ requests for **data and interviews**.

*Comstock’s Magazine* devoted an entire section to business improvement districts, including the Florin Road Partnership.

The *Sacramento News and Review* selected **Florin Road Bingo** as the **“Best of Sacramento”**. And *The Sacramento Bee* and the *Sacramento Business Journal* also printed positive stories about the Florin Road corridor.

In 2010, the Florin Road business district was featured in **over 79 stories** by local media outlets.

## Community Development

Our staff volunteered their time to plan the Florin Road Foundation’s **8th Annual “Beach Blanket Bingo”**.

Since it’s inception, this event has raised over **\$180,000** to directly benefit the Florin Road community through college

scholarships, educational activities, youth athletics, and events for local families.

Over **225 guests** attended this year’s event held at Florin Road Bingo. Thank you to our many generous donors, sponsors, and volunteers.

## Safety & Security

Our quarterly **security task force** meetings saw a 30% increase in attendance year-over-year. Attendees included Partnership staff and board members, business/property owners and managers, law enforcement, private security, city and county staff, and community groups. Meetings were graciously hosted by **Hometown Buffet, IHOP, and La Mision Restaurant.**

Partnership staff responded to public requests regarding **code enforcement, maintenance and security** issues. 72% of these issues were resolved in less than 30 days. We also supported a grant application by the **California Highway Patrol** for pedestrian and bicycle safety education, awareness and enforcement in our district.



## Streetscape Enhancements

The County installed **traffic monitoring cameras** at key intersections east of Franklin Boulevard to improve traffic flow.

**House of Hope** coordinated the removal of graffiti, dumped items, and illegally posted signs along the corridor. Over **2,000 bags of trash** from the

public right-of-way were collected during the year. Abandoned **shopping carts** were picked-up and returned to stores.

**Bus shelter repairs and landscaping maintenance** around the Highway 99 interchange were also completed.



## Plans for 2011

- ▲ Host a **Business Walk** to meet with 200 of our merchants to discuss their needs and to develop resources to assist them.
- ▲ Support and partner with local organizations striving to **improve our community.**
- ▲ Increase our **social media marketing** of the corridor.
- ▲ Work with local government agencies and **law enforcement** on the design and implementation of a **security camera system** for our business district.



## Pending Projects

### Luther Burbank Regional Sports Complex

The **City of Sacramento** and the **Sacramento City Unified School District** have partnered on the development of a Regional Sports Complex at Luther Burbank High School. These state-of-the-art athletic facilities will be available for use by both the school and the community.

A **groundbreaking** ceremony was held in October 2009 for the **\$9.3 million Phase 1** of the project, with completion expected in 2011.

Phase 1 plans include a synthetic football field, soccer field and track; new bleachers; a concession stand; ticket booths; and classroom space.

Funding for this portion of the project will come from Measure I bonds passed by voters in 2002.

**Phases 2 and 3** of the project (approximately \$15.2 million) plan to include tennis courts, softball and baseball fields, and a new parking lot.



### South of Florin Area (SoFA) Plan



The South of Florin Area (SoFA) Plan is a strategic effort by the **County of Sacramento** and the **Sacramento Housing and Redevelopment Agency** with input from the **Florin Road Partnership**.

The plan provides recommendations for **infill development** in an area of the county from Florin Road—between **Highway 99** and **Stockton Boulevard**—to just north of Mack Road.

Current efforts include identifying possible **streetscape enhancements** and **security improvements** that can encourage **mixed-use development** of the surrounding neighborhoods. The Florin Road Partnership will continue to work with stakeholders in the project area to leverage investments in public **infrastructure**.



**Florin Road  
Partnership**

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See page 1 for more details about the grand opening of 99 Ranch Market.

Photo courtesy of NewMark Merrill Companies.

### Board of Directors & Staff

(\* denotes Executive Committee)

- \*Blake Snider, *FRP President*, Elk Grove Toyota Scion
- Salwa Hashwa, *FRP Vice-President*, Oxford Street
- \*Patty Fitzgerald, *FRP Treasurer*, Elk Grove Toyota Scion
- \*Tom Burruss, *FRP Secretary*, Burruss & Associates

Ted Clyde, Beck's Furniture

\*Jason Craig, Walmart Super Center

Linda Deavens, Paratransit, Inc.

Tom Donaldson, Florin Road Arts & Business Complex

\*Art Gee, Office of County Supervisor Jimmie Yee, Dist. 2

Troy Givans, Sac. County Economic Development Dept.

Sarah Hansen, SHRA

\*Jeannette A. McTernan, F&M Bank

\*Ron Miller, Miller Consulting/Senator Auto Group

\*Bonnie Pannell, Sacramento City Councilmember, Dist. 8

Gary Perata, Florin TirePros

\*Mark A. Perlberger, Halbear Enterprises/Southgate Plaza

Dr. Paul Vu, Pacific Rim Plaza

*Larry Carr, Executive Director, Florin Road Partnership*

*Siegrid Voelkel, Associate Director, Florin Road Partnership*

### 2010 Financial Statement

#### Revenues

Property Assessments	\$301,360
Interest Income	<u>65</u>
<i>Total Revenues</i>	\$301,425

#### Expenses

Streetscape	\$ 52,001
Marketing	8,048
Advocacy/Security	1,050
Administration	<u>168,390</u>
<i>Total Expenses</i>	\$229,489

#### Assets

Net Assets 01/01/10	\$106,543
Expenses Over Revenues	<u>71,936</u>
<i>Net Assets 12/31/10</i>	\$178,479