

GREATER BROADWAY DISTRICT

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Property-Based Business
Improvement District

Dear Fellow Property and Business Owners,

Ten years ago we reached out to you to renew our Property-Based Business Improvement District (PBID), in order to create a clean, safe, vibrant, prosperous Greater Broadway District. You approved our first PBID renewal for a term of ten years, January 2012 through December 2022.

While challenges remain, particularly with problematic street behavior and homeless encampments, we have made significant strides in the past ten years. And while we cannot take all the credit, we have experienced a significant decrease in vacancy rates, an increase in lease rates, and new investment with almost 200 new housing units added and planned for Greater Broadway. And soon we will enjoy the benefits of a redesigned Broadway “complete streets” that will provide greater pedestrian access and calm traffic.

Our PBID is now up for renewal again. For the past year, our board and staff have been engaged in a strategic planning process to continue the work of the PBID for another decade. We have established the following goals in support for the continuation of PBID services:

- ▶ Make Greater Broadway safer and more welcoming with an emphasis on reducing homelessness and disruptive street behaviors
- ▶ Continue daily efforts to keep Broadway clean and inviting
- ▶ Invest in placemaking to create better public amenities and more walkable/bikeable streets

As a first step for PBID renewal we hope that fellow property owners will join us by signing the enclosed petition to initiate the PBID renewal process. In late spring 2022, you will then vote by ballot whether to formally adopt the new PBID. This is a two-step process.

Thank you for your support in helping to create and sustain a more welcoming, vibrant, and prosperous Greater Broadway.

Greater Broadway District Board of Directors





WHO WE ARE

In 2007, a coalition of property and business owners approved and formed the Greater Broadway Property Business Improvement District (GBP BID), to provide services that specially benefit parcels in the business district of the Broadway corridor.

The current PBID was renewed in 2012 and will expire at the end of 2022 unless the property owners approve another ten-year extension. Greater Broadway District was renewed pursuant to the state law known as the *Property and Business Improvement District Law of 1994, Streets and Highways Code, Section 36600*, as amended. The purpose of the GBP BID is to provide services and activities through clean, safe and economic enhancements that are above and beyond what the City currently provides. This program is designed to meet the goals of the District; to improve the cleanliness and safety of each individual parcel within the District; to increase building occupancy and lease rates; to encourage new business development and attract ancillary businesses and services for parcels within the District.

GBP BID is approximately 2.5 miles long. It is roughly bounded by Broadway to the South, X Street to the north, I-5 to the west and Franklin Boulevard to the east.

WHAT'S NEW on Broadway

Completed Projects

5th and Broadway

The Mill at Broadway
CSI Construction Relocation

915 Broadway

Bike Dog Brewing
Sellands

1309/1313 Broadway

Sunh Fish

16th and Broadway

Sourdough Sandwich
Noah's NY Bagels
Chipotle

1632 Broadway

Broadway Veterinary

1710 Broadway

New Helvetia Brewing
STAB! Comedy Theatre

2421 17th

Improvements at
Bukwild Marketing

1818 X St

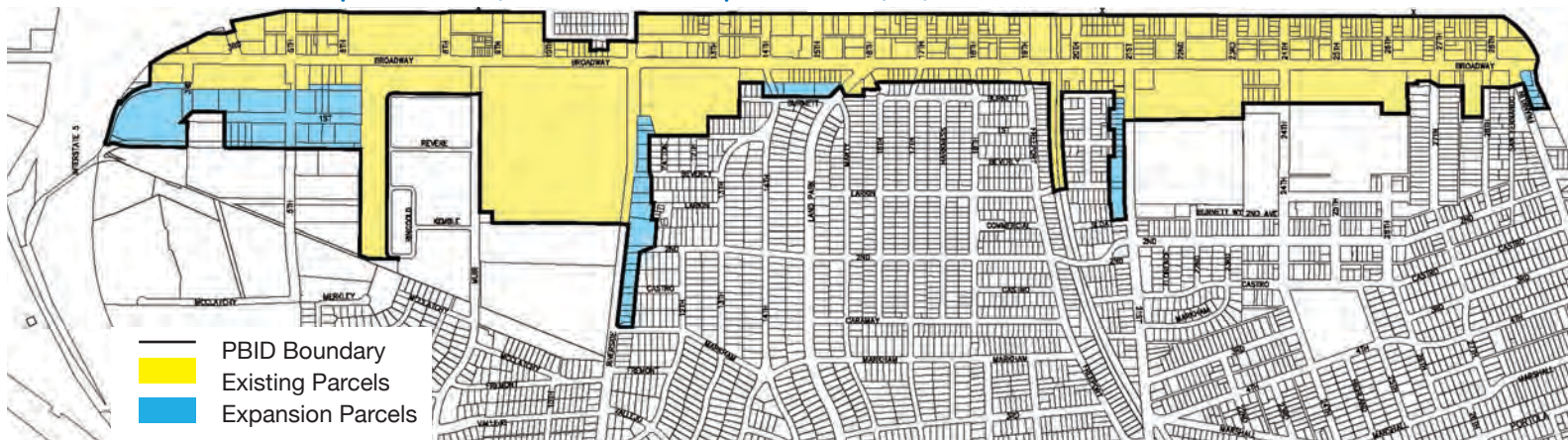
41 apartments
geared to foodies

2417 21st

Square Root Academy

24th and Broadway

The Real Pie Co
Hoppy Brewing



Proposed Boundaries of the Greater Broadway Property-Based Business Improvement District
City and County of Sacramento, CA

In the Pipeline

Broadway Bridge

West Broadway Specific Plan

Broadway Complete Streets

Two travel lanes, pedestrian improvements
and bicycle lanes

401 Broadway

4-story 59-unit apartments, retail, storage

Broadway and I-5

84 apartments proposed at The Mill

8th and Broadway

Indie Capital, 17 duplexes planned

1701 Broadway

New eatery proposed

1702 Broadway

Addition of ground floor retail (2) and
second-floor apartments

2010 Broadway

Addition of 3-story mixed-use apartment building
with ground floor retail and 8 single-family homes

2500 16th

5-story mixed use development

Northwest Corner of 19th and Broadway

51 apartments and retail

Northeast Corner of Broadway & 19th

Future affordable housing for lease

Broadway between 20th & 21st

Indie Capital, units planned for vacant lot

2026 Broadway and Vacant Lot

12 new apartments planned on vacant land;
Remodel of existing 2-story retail with apartments

2701 Broadway

5-story mixed use with 31 dwelling units

PROGRAMS & SERVICES

Both the City's Broadway Complete Streets Plan and the Master Siting Plan to Address Homelessness will have a major impact on the future of the district. To address both projects, the GBP BID needs to be responsive to the services it provides to maintain a safe and clean experience as pedestrians navigate through the district. As determined by GBP BID property and business owners, the top priority for services and activities within the GBP BID area include: Cleanliness, Safety, Beauty and Economic Vitality.

Clean, Safe & Beautiful

To respond to stakeholder priorities and guiding principles to make the Broadway corridor safer, cleaner and more beautiful, the renewed GBP BID will fund an expansion of the existing Security Team as well as increased maintenance and beautification efforts. These activities are intended to improve commerce and quality of life by making each individually assessed parcel safer, cleaner, and more attractive, which will encourage investment dollars and generate additional pedestrian traffic. The following is a multi-dimensional approach for providing a safer, cleaner, and more aesthetically appealing Broadway corridor.

Security Team

The Security Team will provide security services for the individual parcels located within the GBP BID in the form of vehicle and/or bike patrols. The purpose of the Security Team is to prevent, deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking lots, and public alleys. The presence of the Security Team is intended to deter such illegal activities as vandalism, graffiti, narcotic use or sales, public urination, trespassing, drinking in public, prostitution, illegal panhandling, and illegal



dumping. The safety activities will supplement, not replace, other ongoing City police, security, and patrol efforts within the GBP BID.

Homeless Outreach

Addressing those that are experiencing homelessness and addressing disruptive behaviors from street populations is another top priority among property and business owners, citing concerns with nuisance crimes, compounding maintenance issues, and creating an intimidating street atmosphere. To assist those experiencing homelessness, the GBP BID may fund a multi-faceted approach that enhances the resources already provided by the business community, City, County of Sacramento ("County"), and social service agencies. Elements of this initiative that may be supported by GBP BID assessments include Navigators trained to address issues of concern that require more nuance. This may include connecting homeless individuals with local community

service programs and facilitating access to care, social services, and housing. The Navigators would train with social service providers to assist in connecting street populations to appropriate services. The Navigators will supplement, not replace, other ongoing social services provided by the City, County, or social service agencies.

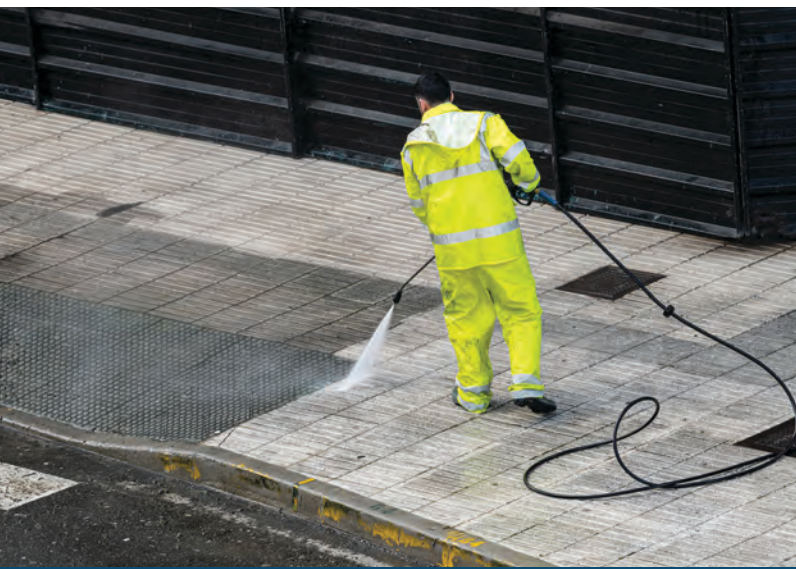
Maintenance Services

The Clean Team consistently deals with maintenance issues within the GBP BID by providing the following cleaning and maintenance activities:

Sidewalk Maintenance: Uniformed, radio-equipped personnel sweep litter, debris, and refuse from sidewalks, and gutters, as well as public spaces of the GBP BID, and clean all sidewalk hardscape such as trash receptacles, benches, and parking meters.

Trash Collection: Collector truck personnel collect trash from sidewalk trash receptacles as needed. They are also dispatched to collect stolen shopping carts and large bulky items illegally dumped in the GBP BID.

Graffiti Removal: The Clean Team can remove graffiti using solvent and pressure washing. The GBP BID will maintain a zero-tolerance graffiti policy. All tags will aim to be removed within 48 hours of notification.



TRACK RECORD

10-Year Stats

Garbage/Safety Stats

MAINTENANCE

Cubic Yards of Trash Collected . . .	12,480
Stickers/Graffiti Removed	11,620
Illegal Dumping Removed	380

Security

Call for Service	26,860
Officer Initiated Incidents	2,120
Police Referrals	428
EMS Referrals	212

Sidewalk Pressure Washing: Pressure wash all sidewalks and public spaces on an as needed basis with areas of high pedestrian traffic receiving the highest concentration. However, during drought years pressure washing may not be permitted.

Landscape Maintenance: Public landscape areas including tree wells and planters will be maintained and kept free of litter and weeds.

Special Projects

Special projects will be initiated to tackle issues that are overlooked or items that can leave a lasting impression on stakeholders in the GBP BID. Special project opportunities include painting of street fixtures to include utility boxes, benches, light poles, etc., thorough cleaning of tree wells, power washing and repair of waste cans, and thorough scrubbing and cleaning of street fixtures.



Beautification & Placemaking

In addition to clean and safe services, the GBP BID budget may include funds for beautification and placemaking improvements that are defined as cosmetic enhancements that improve the appearance and walkability within the GBP BID, in turn encouraging customer traffic and improved quality of life for residents. Examples of beautification improvements might include:

- ▶ Street furniture and amenities, such as benches, kiosks and lighting
- ▶ Design and installation of flowering planters and baskets
- ▶ Design and installation of art and decorative elements
- ▶ Holiday décor or tree lighting
- ▶ Bicycle racks and other hardware
- ▶ Urban design and/or planning services to advance beautification efforts
- ▶ Other cosmetic enhancements that improve the GBP BID's appearance

Economic Vitality

In addition to the Clean, Safe and Beautiful activities, a comprehensive economic vitality program has been included as a key component for commercial use parcels. As the Broadway corridor comes out of the COVID-19 pandemic and there is a more favorable economic climate, activities for enhancements include:

Economic Development

The special benefit to property owners from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce.

- ▶ Planning Activities
- ▶ Maintain Database (Property, Business, Contact)
- ▶ Retail and Office Recruitment Programs
- ▶ Retail and Office Retention Programs
- ▶ One-stop point of contact for all potential new businesses
- ▶ Research/Studies/Data Collection

Marketing and Communication

It is important to not only provide services needed in the GBP BID, but to tell the story of improvement in the GBP BID. Some of the marketing programs currently in place or being considered are:

- ▶ Image and Marketing materials
- ▶ Media Advertising
- ▶ Website
- ▶ Meetings & Workshops
- ▶ Special Events
- ▶ Newsletter
- ▶ Maintain Social Media Outlets
- ▶ Restaurant/Retail Listing and Map

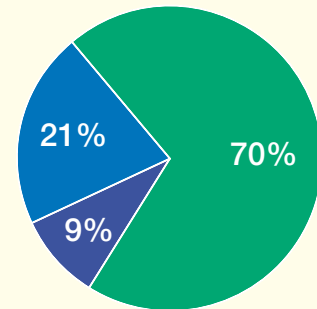


PBID Management Plan HIGHLIGHTS

2023 GBP BID Assessment Budget

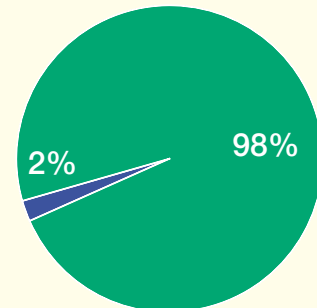
EXPENDITURES

Clean, Safe, and Beautiful	\$325,000
Economic Vitality	\$95,000
Administration and Reserve	\$40,000
TOTAL	\$460,000



REVENUES

Assessments	\$451,101
Other	\$8,899
TOTAL	\$460,000



Proposed Annual Assessment Rates

PROPERTY USE	ASSESSMENT RATE (per benefit unit)
Commercial (Lot SF)	\$0.0723
Commercial (Building SF)	\$0.0207
Tax Exempt (Lot SF)	\$0.0516
Residential (Lot SF)	\$0.0258

Q & A

Why renew for 10 years?

We decided on a 10-year renewal because of the high cost of renewal. However, we will have a mid-term review after five years to make sure the organization is using all funds in the best way to improve Broadway.

What services does PBID provide?

The PBID funds enhanced services that are over and above the basic services provided by the City of Sacramento. Clean Safe and Beautiful services include: cleaning, landscaping, placemaking, holiday decor, hospitality, homeless outreach and special placemaking projects. Economic development services include: marketing, communications, events, business support, parking and transit management.

What are the major changes to the PBID?

With renewal we have expanded services to include an expanded placemaking role to make streets more welcoming to pedestrians and cyclists. We also have expanded boundaries to include new housing projects and businesses south of Broadway on the east side of Riverside Boulevard to Markham Way, plus commercial parcels on the west of 21st Street to Sloat Way.

Why do you assess both lot and building square footage?

More services and value is provided to ground floor tenants. Hence it makes sense that higher floors are effectively assessed at a lower rate.

I already pay taxes! Why pay more?

Your assessment pays for enhanced services in addition to base level services that City cannot reduce because we have a PBID. The PBID is able to provide services at a lower cost structure than the City and is directly accountable to our board of directors.

Is this PBID unique to Broadway?

No. There are now over 1,000 business improvement districts throughout North America, as a proven model to efficiently fund, create, and sustain change in an urban environment. And there are dozens of PBID's throughout the Sacramento Area.



Will the City reduce services?

No. Under state law the City cannot reduce services because we have a PBID.

How much will it cost?

Your cost depends on your type of ownership. Commercial properties pay a higher rate because of higher services than those provided to Residential and Nonprofit/Government owned properties.

How much can it go up?

The board of directors can increase rates up to 5% per year to keep pace with inflation and other program costs.

G R E A T E R
B R O A D W A Y
D I S T R I C T

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