

GREATER BROADWAY DISTRICT

2018 ANNUAL REPORT



➤➤➤ Greater Broadway Property & Business Improvement District
For the period January 1 – December 31, 2018



THE GREATER BROADWAY DISTRICT

In 2007, a coalition of property and business owners approved and formed the Greater Broadway District, a Property Business Improvement District (PBID), 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 and business owners approve another ten year extension. The PBID 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 PBID 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.



GREATER BROADWAY DISTRICT BOUNDARIES AND BENEFIT ZONE

The PBID 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. There are two benefit zones: Zone 1 and Zone 2 that require different levels of services and activities. Zone 1 encompasses every

commercial parcel that has Broadway frontage from Riverside Boulevard to 21st Street and along the corridors of 15th, 16th, 19th, 20th and 21st Streets. Zone 2 includes all other parcels in the district boundary.

“*The Greater Broadway District is designed to improve the cleanliness and safety of each individual property 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.*”



Community Workshop held at Uptown Studios.



CLEAN, SAFE, AND PHYSICAL ENHANCEMENTS

The Clean and Safe team works seven days a week to make the Broadway corridor an inviting place to visit. To effectively and consistently maintain clean streets the Greater Broadway District contracts with providers to clean up litter, weeds, and illegal dumps, remove graffiti, posters and stickers. In addition, the District contracts to provide security services to support crime prevention and reduce the incidence of nuisance crimes and encampments. During 2018, Sacramento Police Department added two patrols to the Greater Broadway District and assigned a POP Officer to the District. As a result of this supportive working relationship, safety in the District has improved.

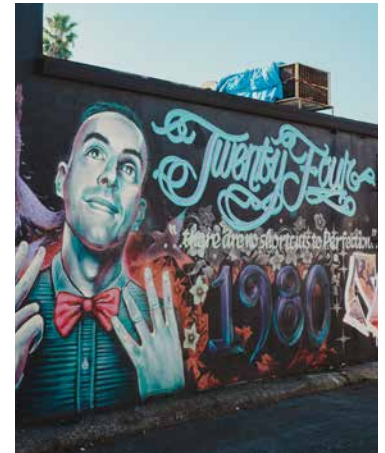


ECONOMIC ENHANCEMENTS AND EVENTS

The Greater Broadway District also strives to aid our Businesses through programs and educational workshops to attract, grow and retain businesses; parking initiatives to better manage existing parking and plan for future demands; marketing and events to improve district identity and invite consumers to the area. In 2018, the District heard from Business Owners who were struggling with adequate customer parking due to commuters who were parking for eight hours at a time. The District worked with the City of Sacramento to institute 2 hour parking zones to generate turn-over for customer parking. This is just one example of how the District works to advocate for its property and business owners.

In the Summer of 2018, The Greater Broadway District engaged a contractor to create a Placemaking Plan for the District. The objective of this placemaking plan is to enhance the unique character of Broadway, through placemaking elements such as grassroots art projects, temporary or permanent community gathering, custom site furnishings, and landscape renovations. Broadway has the potential to become a more active and inviting pedestrian thoroughfare. The next step will be to prioritize funding and projects.

The District also sponsored a workshop to update the community on the Broadway Complete Streets Project. The project will transform the Broadway Corridor by reducing lanes from 4 to 2, adding bike lanes, creating a new 29th Street to connect X Street and Broadway, and intersection and crosswalk enhancements. Construction should begin in 2021.



Maintenance



Bags of Trash Collected
2,964 bags



Graffiti Removed
582 tags



Illegal Dumping Removed
159 items

Program & Services Overview

The Greater Broadway District is a non-profit organization dedicated to the improvement of the Broadway Corridor. The GBD oversees maintenance which includes graffiti removal and litter pickup, events and promotions, and security services.

Security

Call for Service	2,122
Officer Initiated Incidents	538
Notice of Trespass Issued	28
Police Referrals	14
EMS Referrals	6

4th & Broadway
Mixed Use



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NEW CONSTRUCTION



1818
X Street
Condos

9th & Broadway
Apartments



1601
Broadway
Retail





2018 FINANCIAL STATEMENT

Current Assets

Cash & Equivalents \$220,703
TOTAL CURRENT ASSETS \$220,703

Current Liabilities

Accounts Payable \$18,564
TOTAL ACCRUED LIABILITIES \$18,564

Equity

Donor Restrictions
 2017 Rollover \$192,764
 2018 Rollover \$9,375
TOTAL EQUITY \$202,139

TOTAL LIABILITIES & EQUITY \$220,703

2019 Budgeted



Clean & Safe

\$227,174



Restricted Expenses

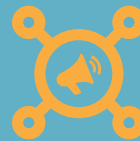
\$29,987



Administration

\$26,825

GREATER BROADWAY DISTRICT



Economic Enhancement

\$76,650



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