

GREATER BROADWAY DISTRICT

2017

ANNUAL REPORT

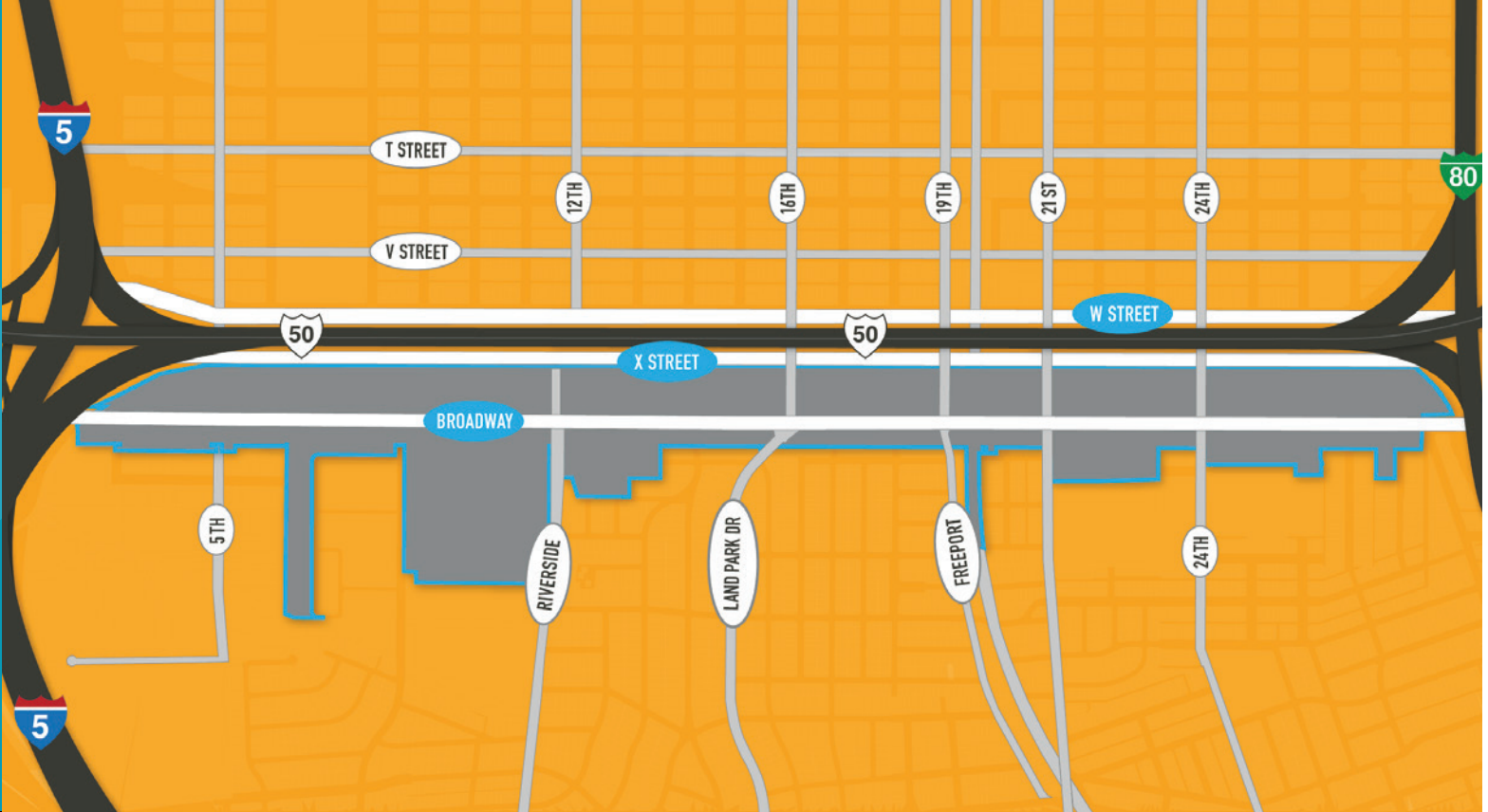


➤➤➤ Greater Broadway Property & Business Improvement District

For the period January 1 - December 31, 2017



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THE GREATER BROADWAY DISTRICT
 In 2007, a coalition of property and business owners approved and formed the Greater Broadway Business Improvement District (PBID) to provide services that specially benefit parcels in the business district of the Broadway corridor. 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. 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.



GREATER BROADWAY DISTRICT BOUNDARIES AND BENEFIT ZONES

The Greater Broadway District (GBD) is a private, 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, advocacy and security services.

There are no proposed changes in the boundaries for 2018. The PBID is approximately 6 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.

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Clean & Safe

The clean and safe team works seven days a week to make the Broadway corridor an inviting place to visit.

Maintenance

To effectively and consistently maintain clean streets, the Greater Broadway District contracts with providers to clean up litter, remove illegal graffiti, bulky items, signs, posters and stickers.



Economic Enrichment

In 2017, the Greater Broadway District continued facilitating a strong and organized voice to represent the property and business owners in the commercial district.

GBD staff focused on education and advocacy efforts aimed at stimulating the Broadway corridor and to grow the area's economy and quality of life. Our team represented the District in front of public bodies and on supporting coalitions. Advocacy included efforts to secure additional funding for the area, work to expedite streetscape and development projects beneficial to the District, additional police presence and other services vital to the well-being of the District.

Some key areas of support in 2017 included:

- Created a matching grant program for artistic wrapping of utility boxes
- Installing new street pole banners
- Advancing the Broadway Complete Streets project
- Advocating for additional police presence in the District
- Providing CPTED reviews for District businesses
- Advocated for a housing first model with all necessary supportive services approach to end homelessness
- Advocated to require active storefront uses in the District
- Created a District brochure for businesses and residents
- Secured a \$10,000 grant from SMUD to pilot unique solar powered trash compactor cans
- Opposed a proposed fee on new development



Maintenance



Bags of Trash Collected

2,964 bags



Graffiti Removed

582 tags



Illegal Dumping Removed

159 items

Security

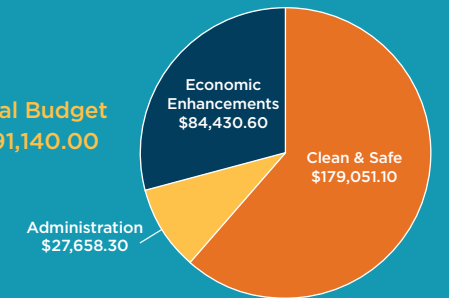
Backup	57
Call for Service	1,400
Officer Initiated	1,102
Notice of Agency on File:	52 Total
Notices of Trespass Issued:	16 Total
Arrests by Paladin Private Security	8
Persons Ejected	807
Police Referrals	29
EMS Referrals	5



Cost

The cost of providing improvements and activities FY 2017/2018 is consistent with the Management District Plan. There is no change in the method and basis of levying the assessment.

Total Budget
\$291,140.00



2017 Actuals

Category		2017 Budgeted	2017 Actual Received	2017 Actual Spent	Rollover Balance
Clean & Safe	61.5%	\$170,642.20	\$172,331.72	\$198,458.77	\$76,030.35
Economic Enhancement	29%	\$80,465.43	\$81,262.11	\$64,253.02	\$109,577.04
Management	9.5%	\$26,359.37	\$26,620.35	\$23,110.88	\$27,593.68
Contingency	5% of 9.5%	\$1,581.56	\$1,581.56	\$0	\$2,916.01
Total	100%	\$277,467.00	\$280,214.18	\$285,822.66	\$216,117.08



Economic Enrichment Continued

In addition to advocating for funding and promoting our commercial businesses, we were thrilled to see new residential projects take shape.

Built Residential

Phase 1 of the Redux (sold out!)
Phase 1 of the Mill on Broadway

Under Construction

Phase 2 of the Redux
Phase 2 of the Mill on Broadway

Planned

401 Broadway (36 condominiums)
18th and X (43 apartments)

The Greater Broadway District was busy in 2017 promoting the District through social media and events.

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| <ul style="list-style-type: none"> • Twitter #956 • Facebook #5 Sunday • Instagram #992 • Website #270 | <p><u>2017 Events!</u></p> <ul style="list-style-type: none"> • Open Streets • Art Streets • Oregon Ducks Block Party • Bike Dog Brewery Welcome Reception |
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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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