

GREATER
BROADWAY
DISTRICT

2016

ANNUAL REPORT

Submitted to the City of Sacramento
pursuant to Streets and Highways
Code section 36650

Greater Broadway Property &
Business Improvement District
For the period January 1 – December 31, 2016



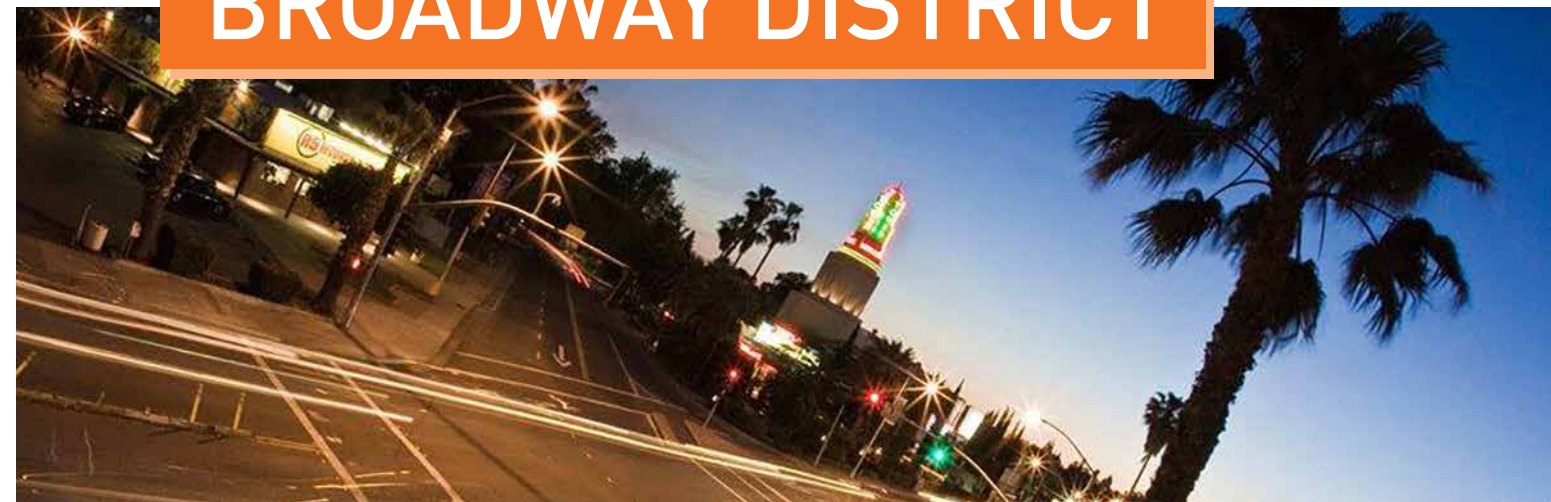
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In 2007, a coalition of property and business owners approved and formed the Greater Broadway Property and Business Improvement District (PBID) to provide services that specially benefit parcels in the business district of the Broadway corridor. The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



The Greater Broadway District (District) was formed 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 properties within the District.

A clean and safe area will help create a vibrant community. To that end, in December 2016 the District executed a new contract to more than double the hours of operation for security services. The District also has a 5-day a week maintenance team responsible for litter clean-up, graffiti/sticker removal and bulky item clean-up.

New this year was the launch of quarterly workshops aimed at engaging owners on a variety of topics including safety, social media, farm to fork and small business incentive opportunities. In 2017, we look forward to welcoming new businesses and restaurants and providing additional promotional opportunities and exposure to owners. With new projects coming online and street improvements starting, we welcome the excitement and energy that makes up the District!



The Greater Broadway District is comprised of three sub-districts: The Marina, Tower, and Upper Broadway. Each of these sub-districts has a unique history, character, and architectural style.

THE DISTRICT

The Marina

The Marina is the western-most portion of the District, and is near access to the Sacramento River and Interstate 5. Because of its location near major water and road transport networks, the Marina developed early-on in Sacramento's history as a major industrial center. Industrial uses persist in the Marina's many warehouses and industrial yards, but, with the rise of The Mill at Broadway community project, a transition is happening in this district.

The Marina sub-district also hosts a variety of public uses including two popular farmers' markets, Sacramento Fire Station No. 5, neighborhood parks, and public gardens, including the Sacramento Historic City Cemetery, Sacramento's oldest existing cemetery and one of the City's earliest green spaces.

Visitors are invited to take a break from the bustle of the City and enjoy the cemetery's lush and shady park-like setting that is crisscrossed by former horse-drawn carriage roads and pathways and adorned with beautiful statues and dramatic markers. The cemetery and the three volunteer-managed gardens are open to the public and are easily accessed by foot, bike, or car.

The Sacramento Historic Rose Garden features antique and old roses that were popular from the Gold Rush Era through the Victorian/Edwardian era. The Hamilton Square Perennial Garden plays with foliage textures and showy blooms of perennials from the five Mediterranean regions of the world. The California Native Plant

Demonstration Garden showcases the beauty and benefits of water-wise and wildlife-friendly California native plants from across the state

Tower

Tower Theater opened on Broadway in 1938, and has since had an immeasurable impact on the Tower sub-district and the corridor. The area between Riverside and 21st has been strongly influenced by the art-deco architecture of the Theater, and has thrived on entertainment and the arts.

Today the Tower sub-district is a mecca for artists, musicians, collectors, and interested on-lookers. Here you can wander through galleries, find your favorite LP's and comic books, listen to live music, and taste a variety of international cuisines, among other activities.

Upper Broadway

Upper Broadway is typified by 1950's and 60's office buildings, and a truly unique auto-oriented urban design. Upper Broadway is located near the junction of I-80 and Highways 50 and 99, allowing for easy auto access.

Many state offices have located here over time, including the DMV, the Department of Corrections, and the Department of Real Estate. State and private business employees' appetites support a plethora of both independently-owned and franchise restaurants.



GREATER BROADWAY DISTRICT

BOUNDARIES & BENEFIT ZONES



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

There are no proposed changes in the boundaries or assessment for 2017. On November 9, 2016, the Board of Directors approved a 5% annual assessment increase which will be reflected in the 2018 budget.

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.



The improvements and activities to be provided for 2017 are consistent with the Management District Plan. There are no proposed changes.

IMPROVEMENTS & ACTIVITIES

Clean, Safe & Physical Enhancements

Enhanced Maintenance

To effectively and consistently deal with increased street maintenance issues, the clean team continues to provide services throughout the District. The District contracts with a provider to clean up litter, remove illegal signs/posters/stickers, remove graffiti and remove illegal dumping.

2016 Litter, Graffiti and Illegal Dumping Removal Totals

SERVICE TYPE	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals 2016
Bags of Trash Collected	74	69	45	79	90	81	73	84	87	88	83	83	936 bags of trash
Graffiti Removed/Covered	55	51	45	44	90	77	69	73	91	78	64	51	788 tags
Stickers Removed/Covered	72	47	48	121	97	72	70	86	45	37	53	65	813 stickers removed
Signage /Posters Removed	20	49	14	41	0	125	21	83	37	167	86	53	696 posters removed
Illegal Dumping	0	0	0	0	0	5	0	0	15	0	11	0	31 illegal items removed
Carts	75	41	46	45	59	64	27	31	45	67	37	51	588 other incidents handled

Enhanced Security

The Safety Program provides security services for the individual assessed parcels located within the District in the form of car patrols. The purpose of the Safe Team Program is to prevent, deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking lots and public alleys. The presence of the Safe Team is intended to deter such illegal activities as vandalism, graffiti, blocked sidewalks, encampments, narcotic use or sales, public urination, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping. The Program supplements, not replaces, other ongoing police, security and patrol efforts within the District. The Safe Team Program maintains communication with

the Sacramento Police Department area patrols and reports illegal activities. The Safe Team also reports quality-of-life violations to the appropriate government agencies.

Effective January 1, 2017, the Greater Broadway District increased the level of security service from 4 hours per day to 7 hours per day and will continue offering property and business owners the opportunity to call for service when necessary. The increased level of service will result in a marginal increase in expenditures; however, because the Board has prudently managed the budget for many years, there are significant reserve funds available to cover these increased services and other activities to occur in 2017 and beyond.



Economic Enhancements

Marketing

2016 was the most active year to date for the Communications Committee. The Committee undertook some big items including hiring a firm to update the website, engage in social media, launched a series of community workshops, and partnered with others to bring exciting events like Art Street to the District. The charge of the Committee is to build a strong marketing program as part of an overall effort to economically enhance the Greater Broadway corridor. Marketing efforts aim to support business retention and recruitment efforts as well as encourage both locals and visitors to explore the District.

Advocacy / Land Use

In 2016, the PBID continued facilitating a strong and organized voice to represent the property and business owners in the commercial district. PBID staff 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 street-scape 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 2016 included:

- SACOG Flexible Funding Project Allocation
- Street Topper Ordinance
- Cannabis Cultivation Ordinance
- Tree Ordinance
- Parking Fee Changes
- Parking Time Changes
- The Downtown Specific Plan
- Alder Creek Marina Vista Project

Management

Like any business, the PBID requires a professional staff to properly manage programs, communicate with stakeholders and provide leadership. The PBID supports professional staff that delivers programs and advocates on behalf of the parcels in the Greater Broadway corridor.

The management team is responsible for providing the day-to-day operations of the PBID. Additional administrative costs include: accounting and annual financial reviews, insurance, program support costs including supplies, equipment and rent, City PBID assessment collection fee, estimated at 1% of assessments, and other administration costs associated with the overhead and administrative support of programs.

A 5% reserve fund is also budgeted to provide a contingency for unforeseen program needs and to provide a cushion for assessment delinquencies.

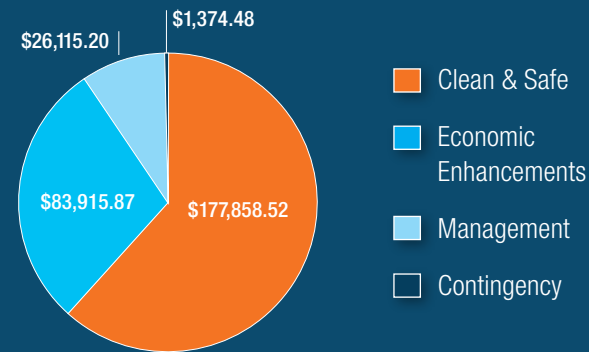
“Marketing efforts aim to support business retention and recruitment efforts as well as encourage both locals and visitors to explore the District.”



COST

2017 Projections

The cost of providing improvements and activities for 2017 is consistent with the Management District Plan. The total budget for fiscal year 2017/2018 will increase by 5%. The categorical breakdown is to the right.



2016 Actuals

2016 expenses were consistent with the Management District Plan. Budgeted and actual 2016 expenses are shown below.

Category	2016 Budgeted		2016 Actual Received	2016 Actual Spent	Rollover	Total Rollover Balance
Clean & Safe	61.5%	\$172,776.24	\$172,776.24	\$168,073.26	\$4,702.98	\$102,157.39
Economic Enhancement	29%	\$81,471.72	\$81,471.72	\$34,857.88	\$46,613.84	\$92,567.95
Management	9.5%	\$25,354.56	\$25,354.56	\$16,077.18	\$9,277.38	\$23,578.62
Contingency	5% of 9.5%	\$1,334.45	\$1,334.45	\$0	\$1,334.45	\$2,087.15
Total	100%	\$280,936.97	\$280,936.97	\$219,008.32	\$61,928.65	\$220,391.11



There is no change in the method and basis of levying the assessment.

ASSESSMENT

Base Formula

To calculate the annual assessment for each parcel, the budget amount for each service is divided by the appropriate lot footages within each benefit zone. The tables below indicate the lot square footage for each land use type within each benefit zone and the assessment rates per lot square foot per benefit zone and land use category.

Annual Assessments	Assessment Per Lot Sq.
ZONE 1	
Commercial	\$0.059962
Tax Exempt	\$0.028194
ZONE 2	
Commercial	\$0.048471
Tax Exempt	\$0.02819
Residential	\$0.014097

Benefit Zones

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.

Zone 1

Zone 1, also known as the Tower District, has the highest concentration of pedestrian traffic and therefore requires additional safety and maintenance services over and above the safety and maintenance service levels in Zone 2. Likely the additional services may include such things as; higher concentration of security; supplementary sidewalk pressure washing and litter removal. Zone 1 will receive the same level of service from the economic enhancements as those parcels in Zone 2. Since the parcels in Zone 1 will receive a higher level of safety and maintenance services and benefit they will be assessed the cost for that additional service.

Zone 2

Zone 2 is all other parcels in the district boundary and will receive the standard level of service from the clean, safe and economic enhancements. All parcels in the district boundary will receive the same level of service from economic enhancements.

ASSESSMENT CONT.

Surplus & Other Funding

Surplus

The amount of money to be carried over from 2016 is \$61,928.65

2016 Board of Directors

CHAIR
DAVID GULL
New Helvetia Brewery

VICE CHAIR
SCOTT MAXWELL
Unger Construction

SECRETARY
TRISH KELLY
Valley Vision

TREASURER
GARY SACCANI
Saccani Distributing

ROYCE ANN BURKS
Ruhkala Monuments

JOSH NELSON
Selland Family Restaurants

KEVIN GRIMES
ARC Printing

GREG TAYLOR
Willie's Burgers

JEFF SETZER
Setzer Forest

ANDREW SKANCHY
Best Best & Krieger LLP

CELIA YNIGUEZ
SHRA

DAN KAUFMAN
Kaufman Company

TINA REYNOLDS
Uptown Studios

ERIKA BJORK
Sacramento Republic FC

STEVE HANSEN
Sacramento City Council,
District 4



Property owners along the Broadway corridor renewed the Property and Business Improvement District (PBID) in 2012 for several very compelling reasons.

THE GREATER BROADWAY DISTRICT

WHY THE PARTNERSHIP WAS RENEWED

The Broadway PBID Was Renewed To:

Be Proactive in Determining the Future of Broadway

In order to protect their investment, property owners wanted to be partners in the process that determines how new development projects are implemented. The PBID allows these owners to lead and shape future developments.

Attract New Business and Investment Throughout Broadway

If Broadway is to compete as a successful commercial district it must develop its own well-financed, proactive strategy to retain businesses and tenants as well as attract new business and investment. The PBID provides the financial resources to develop and implement a focused strategy that will work to fill vacancies and attract new businesses to all areas of Broadway.

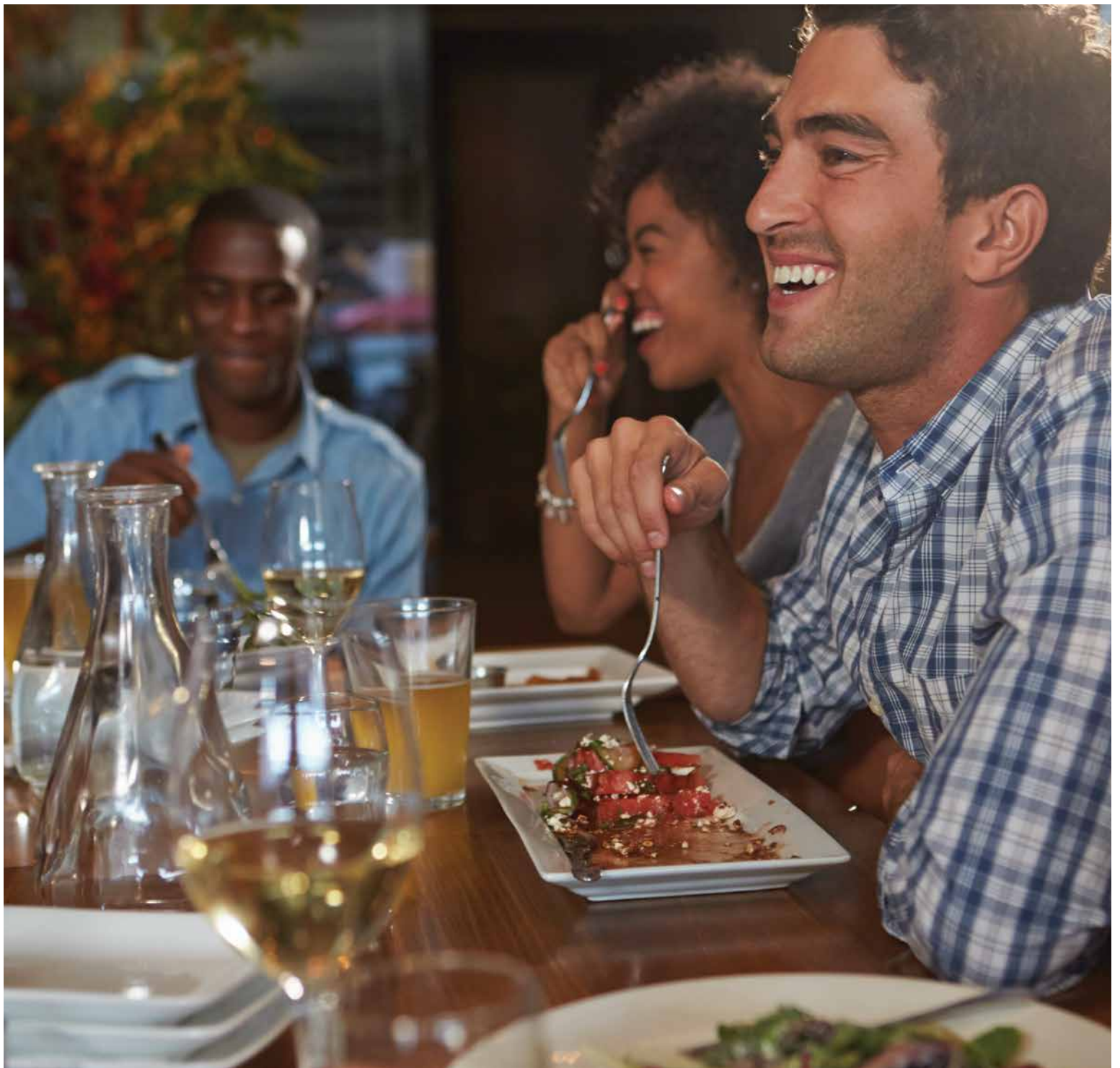
Create a Private/Public Partnership with a Unified Voice for Broadway

Because property owners chose to invest financial resources through the PBID, they are looked upon as strong partners in negotiations. This partnership will leverage the property owners' investment with additional public investment on Broadway. Property and business owners united under the PBID umbrella, have the ability to approach the public sector with a viable and unified private sector voice.

Establish Private Sector Management and Accountability

A non-profit, private-sector business organization board manages the services provided and the PBID. Annual PBID work plans and budgets are developed by the board composed of District members that own businesses and property in the Broadway area. Services are subject to performance standards, controls, and accountability.

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