



**STOCKTON
BOULEVARD
PARTNERSHIP**
2016 ANNUAL REPORT



BOARD OF DIRECTORS

Property Owners

Elgin Bradley

4217 Stockton Blvd Property Owner

Sotiris Kolokotronis

4401 Broadway Property Owner

Laura Niznik

UC Davis Health System
Representative

Manny Perez

Lotus Casino Representative

Suying Plaskett

Vinh Phat Market

King Smith

3701 Stockton Blvd Property Owner

Thai Tran

Saigon Bay Restaurant

Non-Property Owners

Liane Bruckstein, Secretary

Harm Reduction Services

Mai Nguyen

Copy Print Design Center

Community Organization

Bill Knowlton, Chairman

Sacramento Steps Forward

Terri Galvan

Community Against Sexual Harm

Public Sector

Phil Serna

Sacramento County Board of
Supervisors District

Patrick Kennedy, Secretary

Sacramento County Board of
Supervisors–District 2

Eric Guerra

Sacramento City Council–District 6

Jay Schinerer

Sacramento City Council–District 5

Neighborhood Representative

Martin Rosenberg, Vice Chairman

Lawrence Park Representative

Don Meyers

Neighborhood Representative

STAFF

Frank Louie

Executive Director

Lisa Cordell

Project/Office Manager

MISSION STATEMENT

To advocate on behalf of property and business owners in matters of public policy and economic development; to implement programs that improve security, safety, cleanliness, and positively impact the public image of the Stockton Boulevard Business corridor.



CHAIRMAN'S MESSAGE

Our organization is committed to being an agent of positive change for our business district and is committed to enhancing the viability of our community for all who work, who live, or who visit here. With your support, we are looking to accomplish great things going forward.

BILL KNOWLTON, CHAIRMAN



ECONOMIC DEVELOPMENT

In 2016, the Stockton Boulevard Partnership completed fifteen successful years as a PBID (property and business improvement district). During this time, the SBP Board and Staff have brought over 90 million dollars in economic development projects to the area—including the \$23 million dollar streetscape median improvement project in 2006—assisted in various property development projects estimated at \$70 million, and have used our own funds to do community-based projects along Stockton Boulevard.

ADVOCACY

Acting as the business advocate, the Stockton Boulevard Partnership staff attended more than 300 meetings in 2016 representing PBID property owners, which included meetings regarding code enforcement, streetscape improvements, the City and County General Plans, Neighborhood Services, Security and Safety, the City Council, the County Supervisors, Sacramento City and Sacramento Economic Development Departments, homelessness, prostitution abatement, and, of course, meetings with individual property owners.

In 2016, the SBP collaborated with the Metro Chamber of Commerce to conduct a Business Walk which allowed us to connect with business owners along the Boulevard. We gathered much needed information about business in our district. This information allows us to make educated decisions about what is needed to increase our economic vitality.

The SBP also completes an annual business directory starting in 2006 and continues to update and print 5000 copies each year. Listings include names, phone numbers and addresses of business within the PBID boundaries and the BIA. The directories are handed out at UC Davis Medical Center to encourage their employees to eat or shop along the Blvd during their lunch breaks. We also hand the directory out at local businesses, events, meetings and to patrons who request them.

IMAGE

The Stockton Blvd Partnership continues to contract with the SBP Maintenance Crew headed by Hilary Gould, a former County Neighborhoods Services Representative, to control litter along the Boulevard, improving the look of the area. This much-needed service helps keep the sidewalks, curb and gutters clean from litter. They also have removed dozens of mattresses, chairs, bikes, and other debris and are responsible for removing 717 shopping carts.

The SBP staff made over 100 calls to City and County Code Enforcement on illegal dumping piles. It's a proven fact, that a neat, well-maintained storefront, and in our case, a clean Boulevard, attracts more customers.

The Board of Directors and Staff worked to create 66 new streetlight banners focusing on the Historic Highway 99. Installed in September 2016, the 25 designs display vintage pictures from the Sacramento archives and feature the messages "Live, Work, Play" and "Invested in the Boulevard."

The SBP Board of Directors has focused on rebranding Stockton Boulevard in order to bring a new positive brand to the area. Our focus is on creating a positive identity to market new development and encourage business owners to choose our area for commerce. Bringing new creative ideas to the Boulevard helps refresh the look, making the Boulevard more attractive.

SECURITY

The SBP security patrol continues to be instrumental in reducing area crime. The Paladin Security team is now on the Boulevard over 70 hours per week, which equals over 7,000 man hours per year. On many occasions, the SBP security has provided valuable information to the Sacramento City Police and the Sacramento County Sheriff that has resulted in the immediate apprehension of suspects.

The SBP continues to keep the business corridor safe for property owners, employees, and customers in the area. Some of the patrol successes include apprehending a suspect in the middle of retail burglary, aiding Sacramento PD in the arrest of kidnapping suspects involved in an ATM robbery, as well as assisting several property and business owners with completing individual sweeps of homeless camps in conjunction with the Sacramento Code enforcement.

Continuing in 2017, the very successful monthly S.O.S. (Safety on Stockton) meetings held every first Thursday in the SBP Conference room provide an opportunity for property and business owners to speak directly with law enforcement officials about specific issues at their respective locations. This is also a forum for different agencies in the area to coordinate enforcement efforts. Attendees now include Sac City and Sac County neighborhood services representatives, code enforcement officials, SMUD representatives, and staff from city council and county supervisor offices, Sacramento County Sherriff's Department, Sacramento Police Department, as well as the Sacramento County D.A.

SBP staff increased security measures in 2016. During a period when Asian Business Owners were being targeted by armed robbers, the SBP Staff conducted several community meetings to address the issue. "Keep Your Business Safe," was a highly-attended meeting led by the SBP Staff in partner with the Sacramento Police department and the Sacramento Sherriff's Office. The meeting addressed safety concerns and provided tips to keep businesses safe.

SBP Board of Directors approved funds to purchase a P.O.D. (Police Observation Device) to be installed in high crime areas as a tool for both the Sac PD and Sherriff's Department. The P.O.D. has assisted in the capture of several criminals fleeing the area. All P.O.D's are equipped with license plate readers to hit on stolen vehicles that may pass through the intersection.

SBP also financially supports Community Against Sexual Harm (CASH), a prostitution abatement project. With our support, CASH can rent a space for a Drop-in Center, open three days a week for street level prostitutes to get information about resources available to assist them in getting off the street. The prostitutes are given hygiene packets, a hot meal and positive encouragement "to leave the life of prostitution" from former street level prostitutes. Outreach to "working girls" is done several hours a week along Stockton Boulevard. This positive program gives business owners a solution to solicitation occurring in front of their property. Business owners can contact the SBP to report such activity. Staff then submits the information to CASH for outreach workers to contact the individual(s) as well as submit the report to local law enforcement.

Our positive relationship with local law enforcement decision makers allows us to keep consistent pressure on criminal elements in the area with great success. These are just some of the ways the PBID helps eliminate nuisances to make positive change towards a safe environment for our employees, customers, and residents to live, work and play.



ONGOING SERVICES IN 2017

- Paladin Security Patrol: Dispatch Number 916-331-3175
- District Maintenance Street Litter Removal Program
- Business Crime Watch Program
- Safety on Stockton Meetings every 1st Thursday at 12:00 noon (open to the public)
- Advertisement through the 2017-2018 Directory
- Meeting Space available to businesses and non-profits located on the PBID Boundary
- No Loitering and Crime Watch signs available for purchase at discounted rate
- Free abandoned vehicle towing—report to (916) 454-2469

NEW PROGRAMS IN 2017

The Stockton Blvd Partnership has created a new Community Development Corporation with the purpose of engaging in economic development activities that lead to and promote community revitalization in the Stockton Blvd Commercial corridor; and facilitates the implementation of the District's Community Economic Development Plan and strategy including but not limited to: Increase Tax Base, Job Development, Business Retention, Economic Diversification, Self Sufficiency, Productive Use of Property, Quality of Life, and Recognition of Local Products and Services.

The purpose of the Block by Block Program is to identify and assess blocks with high crime statistics, chronic homelessness, prostitution issues, or extreme blight using Crime Prevention Through Environmental Design (CPTED). This program will address specific issues such as lighting, security, trash clean up, graffiti, facade updates, and code issues. The Block by Block program will enhance the physical environment of Stockton Boulevard in order to reduce criminal activity and encourage a safe environment for businesses to thrive and residents and patrons to live, work, and play.

MAINTENANCE SUCCESS

727

illegal signage
removed

7

illegal dumping
removed

718

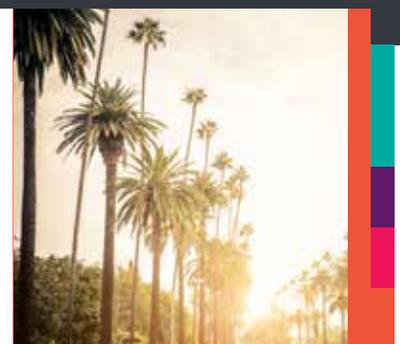
shopping carts
removed

1,350

graffiti tags and
illegal stickers
removed

977

bags of trash
collected

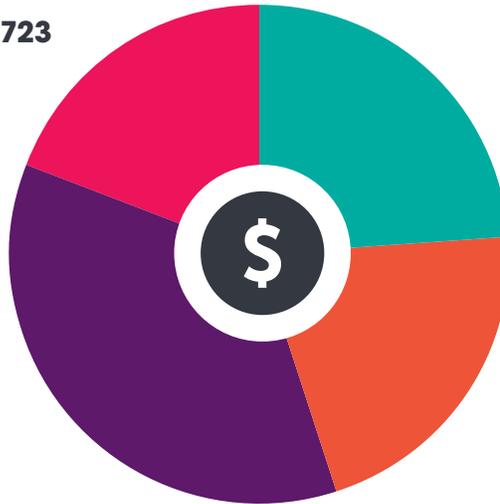


2016 REVENUE RESOURCES

2016 Funding = \$382,723

Total 2016 Spending Allocation = \$382,723

- General Operations (19%)
- Advocacy and Economic Development (24%)
- Image (21%)
- Security (36%)



BALANCE SHEET, DECEMBER 31, 2016

ASSETS

Cash	\$369,219
Net depreciable assets	111,174
Other	2,330
	\$382,723

LIABILITIES

	275
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NET ASSETS

	\$382,448
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STATEMENT OF ACTIVITIES FOR 2016 REVENUE

REVENUE

PBID	\$305,839
BIA	71,966
Interest	229
	378,034

PROGRAM SERVICES AND EXPENSES

Advocacy and Economic Development	86,075
Image Enhancement	75,443
Security and Safety	128,507
Management and General	65,728
	355,753

INCREASE IN NET ASSETS

	\$22,281
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SECURITY REPORT

Total incidents reported 4,961

- Calls for stakeholder services 3,486
- Officer Initiated Interactions 1,082
- Backup Officer Deployments 393





STOCKTON BOULEVARD PARTNERSHIP

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Sacramento CA 95824

916.4542469

stocktonblvdpartnership.org