

Included Special Insert:
Guiding Principles
Going Forward pg. 13



**POWER INN
ALLIANCE**

ADVOCATES FOR BUSINESS,
TRANSPORTATION AND COMMUNITY

“What’s past is prologue.”

- Wm. Shakespeare

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To our Members and Stakeholders



Mr. Shakespeare was right; what's gone before is just an introduction to what's to come. This Annual Report for the Year 2009 outlines the major accomplishments of the Power Inn Alliance, a Property-based Business Improvement District (PBID) of over 600 members and business property owners joining together to make this a better place to grow jobs and do business.

This was our third year in the five-year span of the PBID. (It renews in 2012, and we're already at work to make it bigger and better). Our contract with the City calls for specific accomplishments in five major areas: Advocacy and Communications, Security and Crime Abatement, Beautification and Clean-up, and Economic Development. In addition, as a Transportation Management Association, The Alliance works with SACOG to improve transportation and reduce VMT (Vehicle Miles Travelled) throughout the area.

We had many notable accomplishments this past year. We worked with City Economic Development to bring companies and jobs, such as Nestle Waters, to the area. We held our second Business Walk with the Metro Chamber to contact over 150 local businesses in a single day. We attracted SARTA (Sacramento Area Regional Technology Alliance) to relocate here. But perhaps most significant of all, we created the Vision Task Force to define the kind of area and opportunities we foresee for Power Inn. (Their findings are part of this report.)

All this and more is outlined in this report. We hope you will note these accomplishments and give us the benefit of your thoughts and ideas. And we thank you for your continuing support.



Dave Sikich
Chairman



Alliance Executive Director Jerry Vorpahl testifies before City Council on need to draft a Specific Plan for the Innovation/Technology Village off Ramona Ave. The Council awarded \$450,000 for the plan.



Mayor Kevin Johnson gives his first address to the Power Inn Alliance at the 15th Annual Awards Luncheon.

Advocacy: *The art of pleading or arguing in favor of a cause, idea or policy*

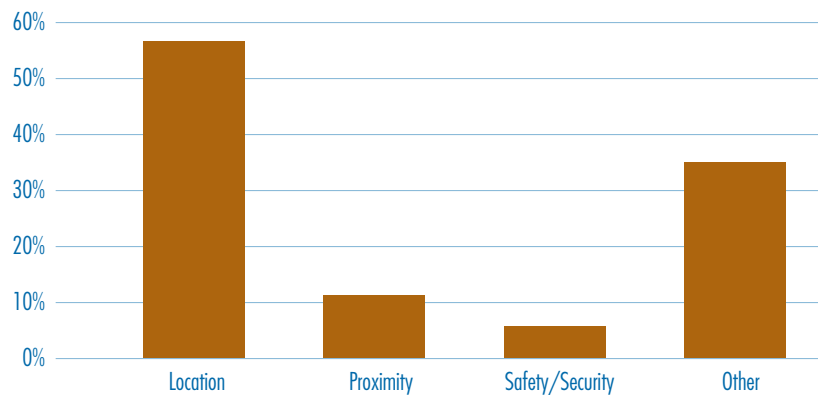
Alliance staff and members advocated on many issues in several forums – testifying before City Council and the State Solid Waste Management Commission; sending letters of support to city, county, state and federal officials on many business issues; and meeting with elected officials at every level, including traveling to Washington, D.C. on Cap-to-Cap to seek stimulus funding for shovel-ready projects. Among the highlights of our Advocacy and Communications efforts in 2009 were the following:

- Regularly attend and testify City Council and Commissions on issues impacting Power Inn Area; i.e. Nestles Water, Planning, Specific Plan, etc.
- Initiated on-going meetings with key City agencies and Dept. Heads, i.e. Development Services, Economic Development, Code Enforcement, Solid Waste, Planning and DOT. Meet regularly with agency heads who speak often at Alliance committees and functions.
- Heavily involved with City and Long Range Planning for New 2030 General Plan, and negotiated with property owners to mitigate impacts of rezoning.
- Created *Vision Task Force* under chairmanship of Mr. Dain Domich and with area businesses and civic leaders to design the over-arching principles for future growth. (See document)
- Work closely with SHRA, 65th St. and Army Depot RACs leveraging money for additional capitol improvements. SHRA staff now sit on PZAC and Board meetings.
- Hosted signature community events: Dinner at the Warehouse, Annual Awards Luncheon, Christmas Toy Mixer, Labor Law Seminars, Crime & Dine Luncheons.
- With City Economic Development and Metro Chamber, sponsored second annual *Business Walk*, contacting over 150 businesses in a single morning.
- Planning and Zoning Advisory Committee (PZAC) continuously monitors and reviews all major permits and improvement projects.
- Published 18 *eALERTS* giving members notice of important events and issues.

Business Walk Series

Post Evaluation Summary

What do you like best about doing businesses in the area?



Location, location, location is a key asset for businesses in the Power Inn Area, an area once known as "The Saddle" for its proximity to north/south and east/west highways and freeways.



Looking West from Power Inn Rd., the many underzoned properties hold rich potential for the Innovation/Technology Village being planned.

Jobs and economic development are what it's all about.

The obvious purpose of a Business Improvement District is to improve conditions for business, but the end result is to attract more and better businesses and the jobs they produce. In this economy, jobs are the key to recovery. The Alliance works closely with job-creating organizations such as City Economic Development, the Metro Chamber, SARTA and SACTO to promote the benefits of the Power Inn Area to business prospects.

- Created Economic Development Committee; meeting quarterly.
- Held Business Walk with Metro Chamber and City Economic Development Dept. and visited over 150 local businesses. Acclaimed as the “Best PR move the Alliance ever made.”
- As a resource for the *Clean Technology Enterprise Zone*, and in cooperation with City Economic Development, held free “Doing Business in the Enterprise Zone” seminars for local businesses.
- Co-sponsored Clean Tech Summit with Councilman Kevin McCarty. Planning similar events in the future.
- Exhibited Alliance value as business development area at several trade shows including, Metro Expo, Clean Energy Showcase and City General Plan events.
- Member of Green Capitol Alliance and Advisory Board.
- Work closely with principals of City and County Economic Developments to promote the Power Inn Area to prospective businesses and Industries, such as Nestle’s Water and Rex Moore Electric.
- Have become source of information for many news reporters (*Bee, Business Journal*, etc.) seeking business and economic data.
- Forged close relationship with CSUS in support of their technology development and connection with the business community.
- With City Long Range Planning, SHRA and CSUS, created concept of “Innovation/Technology Village” and successfully initiated a Specific Plan for the area.
- Attended Cap-to-Cap mission to Washington DC to obtain support for area improvement.
- Initiated effort to relocate SARTA to Power Inn and support and attract incubator companies.
- Advocated with City officials for *Facilitated Permitting Process* revisions to stimulate economic growth.
- Created Vision Task Force to set direction and goals in improving the Power Inn area.
- Launched flight of radio ads on KFBK promoting the Power Inn Area as site for technology companies.



K9 Police Dogs are always a big hit at the *Crime & Dine Luncheons.*



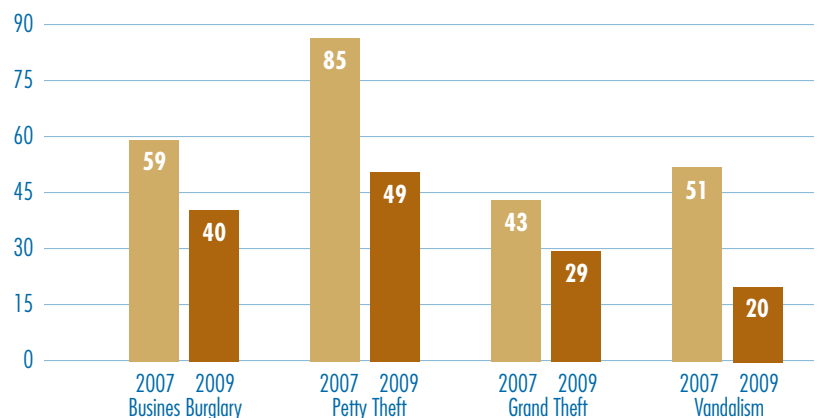
Fire Chief Ray Jones and Sacramento Police Chief Rick Braziel speak to a meeting of *Crime & Dine.*

Crime and Security Abatement Committee helps reduce crime by educating business and close cooperation with law enforcement

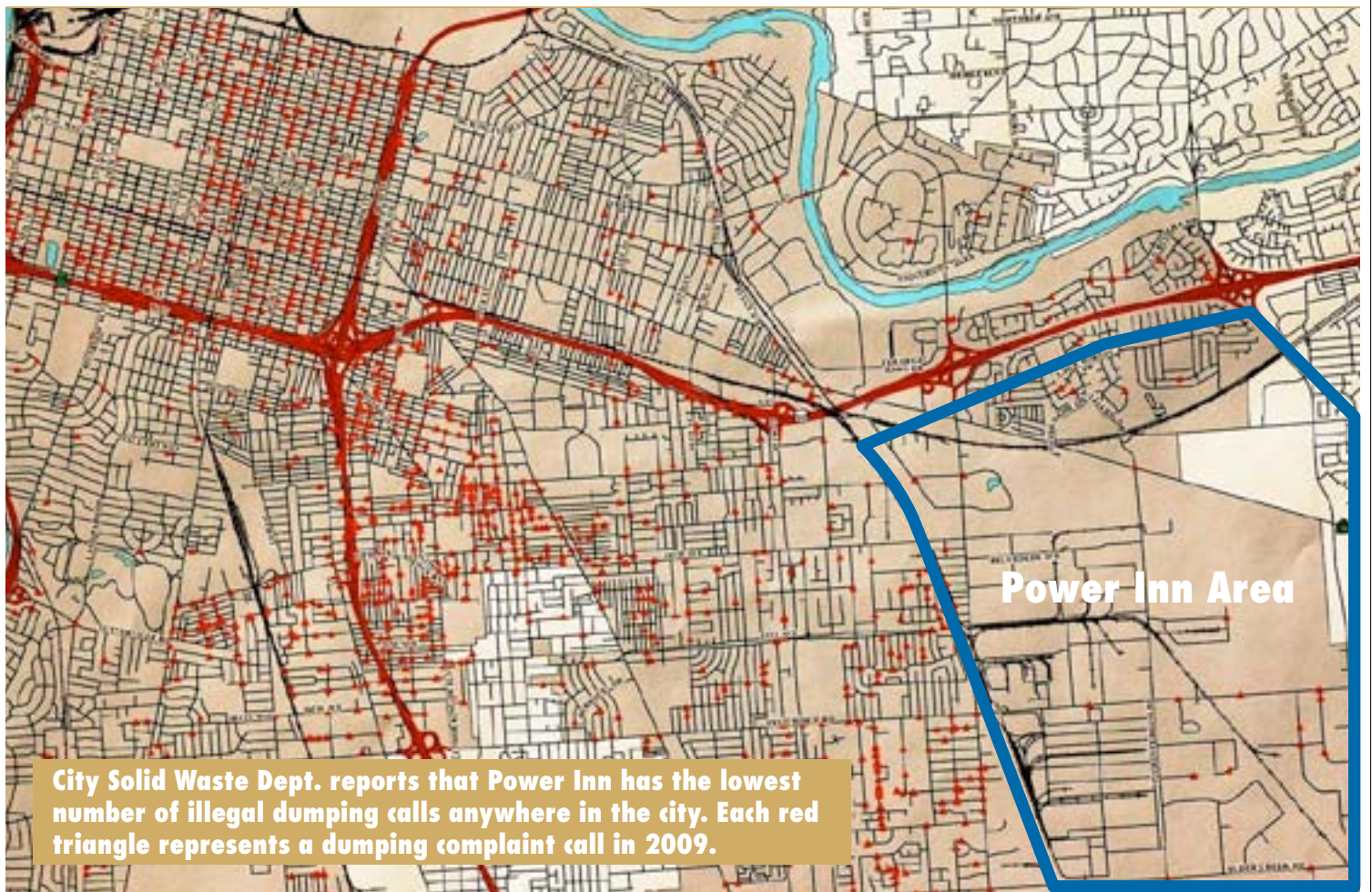
Crimes against businesses in the Power Inn Area are down since 2007 when the PBID was formed. We won't take all the credit because it was a cooperative effort between businesses that installed better crime-prevention techniques, reporting when a crime occurred and, of course, the Sacramento Police Department itself. The Alliance's popular *Crime & Dine Luncheons* educated business owners and staff about crime-prevention and introduced them to key law enforcement offices.

- Through efforts with various law enforcement agencies and community awareness, have proven results of decreased crime statistics.
- Revitalized Crime & Dine events and engaged police, fire and other departments to serve and participate.
- Sponsor three Crime & Dine luncheons per year, connecting area with law enforcement, including a "state of the City" with Chief of Police, Rick Braziel and Fire Chief Ray Jones.
- Meet regularly with officers of Police Division assigned to this area and forged a close, working relationship with precinct leadership.
- Encourage member and non-member business alike to repost all crimes to police so that accurate records and statistics can be kept.
- Continued campaign in cooperation with police, County Sheriffs, the District Attorney, and major recycling companies to reduce incidence of metal theft.
- Awarded second annual "Top Cop" to honor all officers by calling attention to singular acts of police protection and crime control in this area.
- Assisted Alliance members with police response and filing crime reports.
- Created "Code Enforcement Task Force," comprised of Security and Crime Abatement Committee members who act as a community "watch dog."
- Working closely with City and RT police to mitigate vagrants.
- Removed graffiti from Power Inn area and tracked repeated offenders.

SPD statistics from 2007 to 2009



Business Burglary: down 32%; Petty Theft: down 79%; Grand Theft: down 33%; and Vandalism: down 61%.



Clean Up Crew and Beautification programs give Power Inn a spanking new look

Looking good is what it's all about and the map on opposite page says it all.

- The Alliance spends over \$80,000 PBID funds annually to clear junk and debris from streets, sidewalks and cul de sacs, clearing traffic hazards.
- Clean Up Crew cleans fields, walk ways and mows weeds over 16" high all year.
- The Alliance will maintain landscaping at the "Bowtie," where Power Inn Rd. crosses the RR tracks, after it has been installed by SHRA.
- Adopt-A-Road program also helps fund and contributes to awareness of clean up campaign.
- The combination of 22 Adopt-A-Road signs and visible presence of Clean Up Crew is probably the best, continuous exposure for the Alliance.
- Alliance staff works with area businesses to improve storefront and street side appearance, mitigate weeds and debris, and remove noncompliant signs.
- Staff investigation of dumped debris caught three responsible parties in 2009.
- Close relations with City Code Enforcement insures that hazards are removed quickly.
- Began a graffiti removal program to serve as a visual enhancement and discourage tagging.
- The Clean Up Crew clears accidental dumping and discarded materials from roads and intersections that create traffic hazards.



All in a day's work to keep Power Inn looking good.



Transportation Program Manager Dawn Carlson works with employees of Sacramento Recycling to set up Ride Share, car pools and Emergency Ride Home.

CalSTRS lunchtime "Bridge-to-Bridge" ride organized by The Alliance for *May is Bike Month*.



Transportation Management improves the movement of people and goods, and clears the air

A critical component of the Power Inn Alliance is its Transportation Program. Funded by SACOG (Sacramento Area Council of Governments) rather than the PBID, transportation management goes back to the early days of the organization when it was a Business and Transportation Association only.

Better transportation means better connectivity – getting people to and from faster, safer and not always in their cars. Connected streets and “complete streets” (curbs, walks and gutters) are the first order, followed closely by public transportation, van pools, car pools and bike riding. The whole idea, and the aim of sustainable communities such as Sacramento, is to reduce total vehicle miles traveled which, in turn, reduces congestion, saves energy and clears the air – all good.

- The Alliance is the key advocate for 14th Avenue extension to Florin Perkins Rd. and Ramona Avenue extension to Sac State.
- Review and make recommendations for roadway and sidewalk improvement, complete streets and lighting.
- Facilitated meetings with City Utilities Dept. (Southeast Water Main) and County Sewer District (Central Trunk Sewer Rehabilitation) to mitigate traffic problems.
- Advocate for improving the quality of the environment
- Encourage more carpools, vanpools, light rail and bus usage to decrease the number of drive-alone carpoolers. Active player in promoting May is Bike Month.
- Work closely with Employee Transportation Coordinators and Transportation Fairs. Host transportation information booths to assist employees.
- Established working relationships with Department of Transportation, AT&T, and public utilities to investigate road closures and work.
- Disseminate information of road closures and street work via eAlerts.
- Partner of Sacramento Area Council of Governments (SACOG) and Sacramento Region 511 to educate employees about Commuter Club resources as an incentive to take alternative modes of transportation.
- Hosted local lunchtime bike rides and bike commuter appreciation events to encourage cycling and connect bicyclists who live and work in the Power Inn area.

2009 PBID Budget

Advocacy & Communications	\$ 71,662
Security and Crime Abatement	33,075
Economic Development & Marketing	44,100
Beautification & Clean Up	93,713
City Administration Fee	11,025
TOTAL	253,575

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 Burnie Lenau, Vice Chairman, Lawnman, Inc.
 Mike Lien, Secretary, L and D Landfill
 Jerry Mayberry, Treasurer, Allied Waste Company
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 Bob Perrine, Immediate Past Chairman, A&A Concrete Supply, inc.

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 Senate Pres Pro Tem Darrell Steinberg
 Trong Nguyen, Fulcrum Industries

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 Dawn Carlson, Program Manager, dawn@powerinn.org
 Barb Nobriga, Event Manager, barb@powerinn.org
 Jamie Szutowicz, Office Manager, jamie@powerinn.org



Alliance Staff Ready To Serve

Dawn Carlson, Program Manager;
Jamie Szutowicz, Office Manager,
Jerry Vorpahl, Executive Director/CEO;
Barb Nobriga, Events Manager.

Vision Task Force

Guiding Principles Going Forward

Power Inn

Where Innovation Connects
Business, Industry and Education



**POWER INN
ALLIANCE**

Shaping the Future of the Power Inn Area



As a developer in the Power Inn Area for over 20 years, I have great faith in the continued growth and opportunities the area holds for business and industry. Even in this tough economy, I probably have more faith than ever before, largely due to the efforts of several business and city leaders who spent months studying what kind of future Power Inn should have.

Back in April, 2009, the Power Inn Alliance created the Power Inn Vision Task Force. Business owners, land owners and many City department heads met several times over six months to address key areas of concern: Development, Transportation, Education, Environment, The Innovation Village and Image. Their discussions, study, sometimes wrangling resulted in these *Guiding Principles Going Forward*.

These *Guiding Principles* were put before the members of the Power Inn Alliance and they received nearly 100% support, plus several new ideas that have been incorporated into the final document.

There is a lot going on in the Power Inn Area right now. We've been designated one of five *Priority Development Areas* in the City and we all want to shape a future that will make it the most successful business, industrial and technological proving grounds in Northern California.

Your participation and continued support is highly important to the success of the Power Inn Area.

Dain Domich, Chairman
Power Inn Alliance Vision
Task Force

Vision and Guiding Principles

Create a fully-integrated, mixed-use development zone which capitalizes on its competitive central location with access to multi-modes of transportation and distribution, proximity to higher education and technology, plus quality neighborhoods containing diverse housing stock, and the infrastructure to maintain a climate conducive to regional prosperity.

The following Guiding Principles serve as overarching goals to guide the Power Inn Alliance in attaining this vision.

Development

Become a regional hub for businesses that support innovation, sustainability and job growth.

- Capitalize on the assets and synergies of the Power Inn Area including location, access, available land and building stock, infrastructure, connectivity and Enterprise Zone benefits.
- Attract new and retain existing businesses and jobs by fostering a business-friendly environment where the private sector can succeed without a heavy overburden of restrictive regulations and costs.
- Expand and improve existing infrastructure including fiber, roads, rail, PED/bike connectivity, power, water, sewer and LEED certified buildings.

Transportation

Improve connectivity and all connection modes; expand the grid network and implement Intelligent Transportation Systems.

- Improve Connectivity throughout the Power Inn Area for all modes of transportation for cars, trucks, busses, paratransit, Light Rail, High Speed Rail Transit, bicycles and pedestrians.

- Increase all connection modes in nonindustrial areas (Employment Centers, neighborhoods and commercial), including improved and more frequent bus schedules and bus shelters in areas of special need, (St. John's Shelter, PRIDE Industries, etc.)



- Expand and improve the grid network through completion and extension of key thoroughfares, (Ramona Ave. to Folsom Blvd., 14th. Ave. to Florin- Perkins Rd., and East Railroad as a through street to Power Inn Rd.)
- Implement Intelligent Transportation Systems (ITS) as needed to move traffic at optimal speed.

Innovation Village

Foster mixed use with focus on clean/green technology, highest and best land use, and facilitate transfer of technology.

- Identify the area as “Regional Innovation Technology Zone (RITZ)” and develop as mixed use with flexibility zoned “Employment Center Mid Rise,” with major concentration on Green and Clean Technology and innovation to capitalize on the Power Inn Area’s highest and best land use.



- Create the highest and best use through coordination with area land values and amenities, i.e. Granite Regional Park, CSUS, UC Davis Med Center, SARTA, transportation and relevant employment growth.
- Create and maintain an atmosphere conducive to the establishment and growth of technology companies by providing compatible facilities and amenities, opportunities for start-ups and support for incubator programs to facilitate the transfer of technology from local educational and research institutions.

Environment

Maintain a clean, attractive and sustainable environment throughout the area.

- Encourage development of housing in proximity to public transportation and job markets, and promote pedestrian-friendly modes of transportation.
- Create “Power Inn Alliance” guidelines for comprehensive recycling programs for warehouses, office buildings, retail stores, restaurants, parks and residences.
- Maintain a clean, attractive and sustainable environment by promoting LEED certified buildings, air and water quality, and enhanced landscaping, including more trees.

Education

Support the University Village concept and plans that contribute to making CSUS a destination campus.

- Support and augment the California State University Sacramento vision as an Applied Research Institution.
- Support the University Village concept as identified in the City Master Plan and actively participate in activities that contribute to making CSUS a Destination Campus.
- Create synergistic partnerships between the Power Inn business community and CSUS to maximize the value of available intellectual capital.

Image

Brand the Power Inn Area with an image beyond that of mainly industry to one supporting a mixed use of business, technology and innovation.

- Create a cohesive feel for the area, complete with definitive streetscapes, consistent visual images and a unique, marketable theme consistent with the mission.
- Build upon existing contacts and establish new alliances to foster the growth and development of the area and its vision
- Continually promote and enhance the Innovation-oriented theme through various extensions:
 - Brand the area as a hub of innovation.
“Power Inn-Where Innovation Connects Business, Industry and Education”
 - Create related support and angel investor groups:
“The Power Innovators”
 - Annual Awards: “Innovation of the Year,” “Innovator of the Year,” etc.



The Power Inn Alliance extends its profound thanks and appreciation to the Vision Task Force and Study Teams for many meetings and creative thinking over six months.

Dain Domich (Chairman), Bob Perrine (Transportation Team Leader), Burnie Lenau, Aaron Sussman, Carl Stein, Dave Sikich, Eric Edelmayer (Development Team Leader), Mike Dawson, Mike Lien, Mike O'Brien (Image Team Leader), Shawn Gutterson (Environment Team Leader), Randy Sater, Kevin Ramos, Denny Wertz, Steve Perez (Education Team Leader), Phil Garcia, Alan Porter, Tom Zeidner (Innovation Village Team Leader), Sparky Harris, Maria Alvarez, Scott Lee, Celia Yniguez, Jerry Vorpahl, Dawn Carlson.

Power Inn

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Business, Industry and Education



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