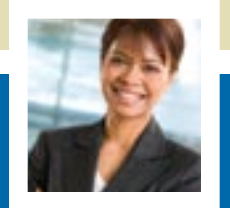




**POWER INN
ALLIANCE**

ADVOCATES FOR BUSINESS,
TRANSPORTATION AND COMMUNITY

2008 Annual Report



“It was a very good year.”

- Frank Sinatra

Sponsors

A. Teichert & Son, Inc.
City of Sacramento
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Stonebridge Properties
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CSU Sacramento
County of Sacramento
Golden 1 Credit Union
Jackson Properties
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Sacramento Recycling
Team Power Forklifts
Waste Management

Directors Emeritus

Dain Domich
Senator Darrell Steinberg
Trong Nguyen

Executive Director

Jerry Vorpahl



To our Members and Stakeholders

This Annual Report for the Year 2008 outlines the major accomplishments of the Power Inn Alliance as a Property-based Business Improvement District (PBID). The Alliance is a coalition of over 600 members and business property owners joining in a collaborative effort to make this a better place to work and do business.

In our first year, 2007, we accomplished much, from updating our name and image to reflect our new goals, to developing a new professional staff and activating new committees. In our second year, we capitalized on that momentum and took the organization to higher levels. We initiated a major economic development program to promote this area and its potential for new business and the jobs they bring.

The Alliance fought hard to prevent reopening of a once illegal landfill. We conducted our first Business Walk in cooperation with the Metro Chamber and Department of Economic Development, connecting with over 150 local business people in a single day. And we held many member and networking events, including the Annual Awards Luncheon, Dinner at the Warehouse, two Enterprise Zone Seminars and two large Crime & Dine seminars.

Perhaps the biggest news of the year was our move to a new, highly visible location where we created the Economic Development Center, complete with modern meeting space for committees and groups up to 30.

We invite you to take note of our accomplishments featured in these pages and give us the benefit of your thoughts and ideas. Thank you for your interest and continuing support.

Sincerely,

Jerry Vorpahl
Executive Director





Advocacy & Communications
Economic Development
Security and
Crime Abatement
Beautification
and Clean Up
Transportation



In 2006, the Power Inn Business and Transportation Association became a Property-based Business Improvement District (PBID). Many changes to programs, bylaws and policies ensued in the following year, including the name, staff and mission. As a coalition of over 600 business property owners and members, today's Power Inn Alliance realizes a positive impact and effectiveness on major issues and policies. This is a report on that impact and effectiveness of the five major programs of The Alliance featured above.



Advocating for business and community; communicating a powerful message

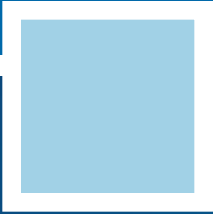
- Regularly attended City Council and commission meetings; testified four times before City Council on issues impacting the Power Inn Area.
- Testified before County LEA and California Integrated Waste Management Board to prevent reopening of Florin Perkins Landfill without proper CEQA review and improvements.
- Initiated on-going meetings with key City departments, i.e. Development Services, Economic Development, Code Enforcement, Solid Waste, Planning, DOT, et al. Met regularly with agency heads who spoke often at Alliance committees and functions.
- Initiated “eALERT,” regular email newsletter to members, community and advocates on current issues. Enjoyed an astonishing “open rate,” often exceeding 100%.
- Generated local coverage, primarily Bee and Business Journal on key issues, i.e. Salvation Army, landfill law suit, etc. Journal ran major story, *Power Inn Alliance revs up economic development engine*. Scored TV coverage for events such as Business Walk, Annual Dinner and Lunch.
- Completely redesigned web site to reflect contemporary, practical appearance allowing visitors to easily discover all the Alliance is doing. Added Community Calendar to highlight local, non-Alliance events. Gets average of 1500 hits/wk. Currently adding on-line registration and bill-pay capabilities.
- Worked closely with Sacramento Housing and Redevelopment Authority, 65th St. and Army Depot RACs leveraging money for additional capitol improvements. SHRA staff sit on PZAC and attend all Board meetings.
- Advocated for sound land use policies and against establishing an Alcohol and Drug Rehabilitation Center in the middle of an area zoned for heavy industry.
- Successfully advocated before City and County to install medians and semaphore at intersection of Watt and Fruitridge.



Long Range Planning Manager Tom Pace (above) discusses 2030 General Plan with Alliance Directors Susan McKee and Tom Burruss. Chairman Dave Sikich (below) and Treasurer Jerry Mayberry review actions planned for 2009.



Senate President Pro Tem Darrell Steinberg addresses Alliance members at the 14th. Annual Awards Luncheon.



Attracting Business, Industry, Technology and Jobs through Economic Development





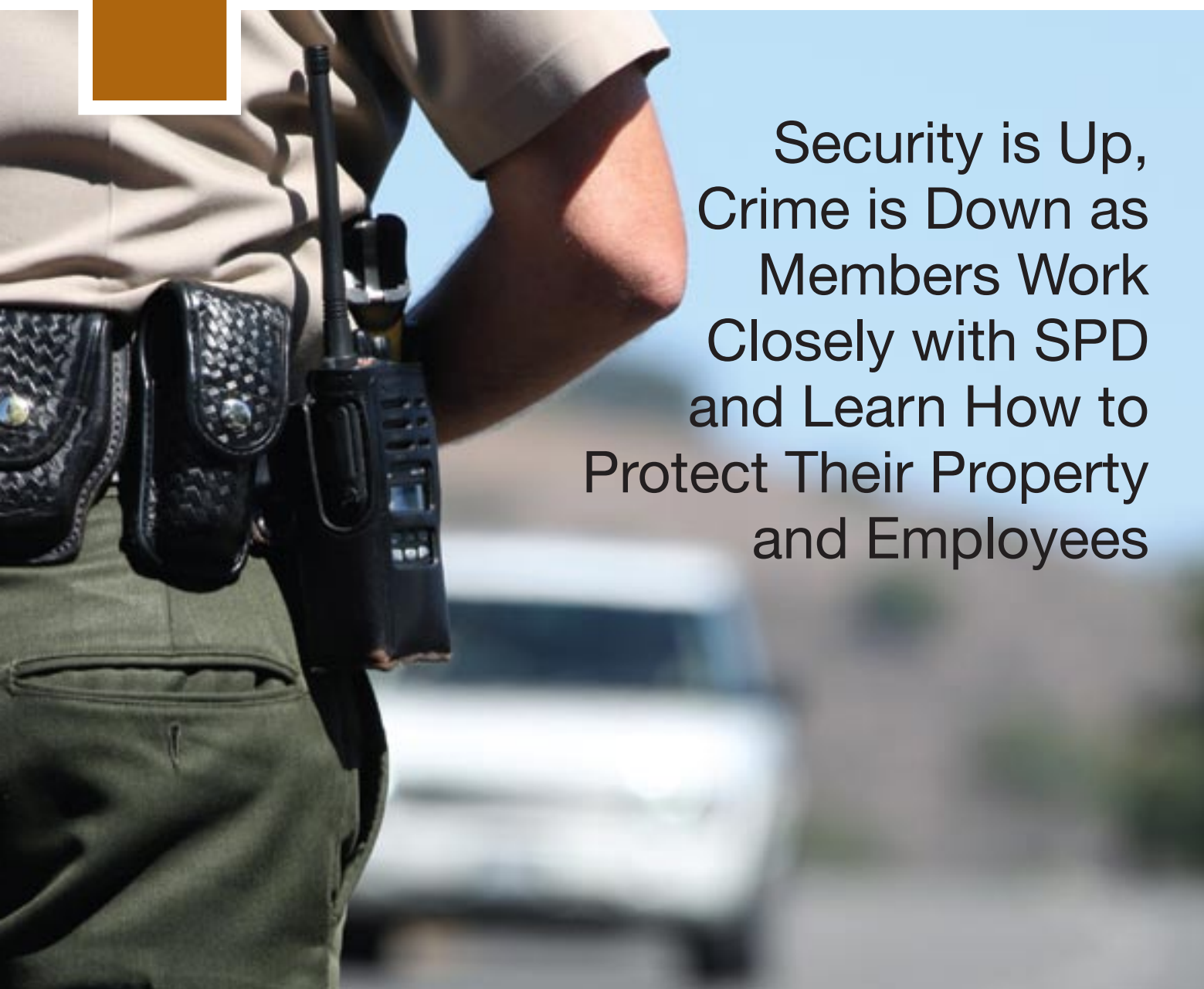
- Created first Alliance Economic Development Committee with members who meet quarterly.
- Produced first Economic Development marketing campaign, “Heart of Sacramento’s Green, Clean Technology Zone,” which were kept in prominent display in the Mayor’s office and carried to Washington, D.C. by Cap-To-Cap delegates.
- Became a reciprocal member of the Metro Chamber, working closely with them on business retention issues.
- Held first-ever Business Walk with Metro Chamber and City Economic Development Dept. where some 50 participants, including the Mayor, visited over 150 local businesses in 2.5 hours to assess their potential for expansion or contraction. Acclaimed by many as the “Best PR move the Alliance ever made.”
- In cooperation with City Economic Development Dept., held two free “Doing Business in the Enterprise Zone” seminars for local businesses.
- Exhibited Alliance as prime business development area at several trade shows including, Metro Expo, Clean Energy Showcase and City General Plan events.
- Became member of Green Capitol Alliance and Advisory Board.
- Forged close relationships with SACTO, SARTA, Valley Vision and Clean Start Incubators.
- Work closely with principals of City Economic Developments to promote the Power Inn Area to prospective businesses and Industries.
- Engaged several area commercial and industrial brokers in promoting the area, and hold a special lunch for them at least twice a year.
- Became source of information for many news reporters seeking business and economic data about this area.
- Forged close relationship with CSUS in support of their technology development and connection with the business community.
- Worked closely with City Long Range Planning in support of the 2030 General Plan and to develop the *Technology/Innovation Village* plan in conjunction with Sac State.
- Initiated conversation and discussion, re: feasibility of creating Incubator Program for emerging tech companies.



2008 saw the launch of a major Economic Development campaign to attract businesses and jobs to the area



Bike trails, fishing and recreation on the American River are but minutes away from the largest concentration of small businesses in the six county area.



Security is Up,
Crime is Down as
Members Work
Closely with SPD
and Learn How to
Protect Their Property
and Employees





- Transformed Crime Committee into Security and Crime Abatement Committee, retaining long-time Chairman and adding new members.
- Revitalized *Crime & Dine* events and engaged police, fire and other departments to serve and participate.
- Conducted two successful *Crime & Dine* luncheons and invited Sacramento Police.
- Met regularly with officers of Police Division assigned to this area and forged a close, working relationship with precinct leadership.
- Investigated potential of private patrol services in cooperation with police dept. Worked with Alliance members who plan to add private patrol to their service sector.
- Encouraged member and non-member businesses alike to report all crimes to police so that accurate records and statistics can be kept to ensure adequate police coverage.
- Mounted major campaign in cooperation with police and major recycling companies to reduce of metal theft through education, identification and surveillance techniques.
- Initiated very popular “*Top Cop*” Award at Annual Luncheon to call 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.”
- Encouraged business owners to remove noncompliant signs before reporting to Code Enforcement. Have removed hundreds of illegal signs on public and private property.



Joint Chiefs: Fire Chief Ray Jones and Chief of Police Rick Braziel address a *Crime & Dine* luncheon



Officer Elmer Marzan receives the first “Top Cop” Award from Alliance Chairman Bob Perrine.”



Clean Up & Beautification Keep Power Inn Area Looking Good and Thwart Illegal Dumping





- The Alliance spends over \$75,000 PBID funds annually to clear junk and debris from streets, sidewalks, cul de sacs and dead-end streets.
- Our two-man crew works four days a week and in one year alone removed 94 sofas and chairs, 202 tires, 3.5 tons of dirt, 37 mattresses, 46 pallets, 19 appliances and over 72 shopping carts.
- Clean Up Crew cleans fields, walk ways and mows weeds over 16" high throughout the year.
- Alliance agreed to maintain Bowtie landscaping after it has been installed by SHRA.
- Adopt-A-Road program helps fund and contributes to awareness of clean up campaign. Program has grown by one or two signs a year and continues to attract interest and attention.
- Crime Committee established a Code Enforcement Task Force, working with the City to eliminate unsightly and noncompliant signs.
- Combination of 22 Adopt-A-Road signs and exposure of Clean Up Crew, who distribute an informational notice to business near where they work, is probably the best, continuous exposure for the Alliance in the area.
- Alliance staff works continuously with area businesses to improve store front and curbside appearance, mitigate weeds and debris, and remove noncompliant signs.
- Staff investigation of dumped debris caught three responsible parties in 2008.



Members support area clean up and beautification, plus get great visibility, through the Adopt-A-Road sign program.



Omar and Able keep the area debris-free with trash pick-up, nonconforming sign removal and weed mitigation.



Better Transportation Requires Review and Recommendations for Roadway and Sidewalk Improvement

- Fought long and hard for new traffic signal and street medians at South Watt and Fruitridge to relieve congestion and create a safer intersection. Installed November 2008.
- Member of the Southeast Area Bicycle and Pedestrian Study in 2008, advising on best methods to increase safe bike and foot passage from American River Parkway to Depot Park.
- Continued advocating for 14th Avenue expansion from 82nd Street to Florin Perkins Road, creating better accessibility and easing traffic backup at Belvedere and Power Inn Roads. (Currently 1st Priority for Army Depot RAC).
- Facilitated meetings between Alliance members and City Water District (Southeast Water Main Project) and County Sewer District (Central Trunk Sewer Rehabilitation Project) to recommend routes that will keep Power Inn Road open during repairs.

Plans, purpose and pressure are the time-tested means to insure a safe and accessible transportation network for the Power Inn Area

Advocates for Improving the Environment

- Adopt-A-Road program beautifies and keeps streets safer by clearing debris dumped on roadways. Clean-up crew recycles disposed appliances and recyclables.
- The Alliance encourages carpools, vanpools, light rail and bus usage to decrease the number of drive-alone carpoolers. We're an active player in promoting May is Bike Month, a nationwide promotion to promote the biking community.
- Transportation outreach through Employee Transportation Coordinators and Transportation Fairs. Held five transportation information Lobby Fairs at CalSTRS and County offices.
- Documented increase in number of Power Inn carpoolers choosing alternative commuting options due to outreach and education of Rideshare database.
- Thirty-five children attended a bicycle safety and bike-giveaway at the Teichert Boys and Girls Club and The Alliance donated two new bikes to the Center.





The Alliance Serves as the Primary Transportation Resource

- Made contact and established working relationships with Department of Transportation, AT&T, and public utilities to investigate road closures and work.
- Disseminated information of road closures and street work via *eAlerts*, an online newsletter, which affect all Power Inn commuters and access to business and communities.
- Assisted employees in finding carpool or vanpool partners through Rideshare database and transportation information booths.
- Partnered with 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.
- Worked with Enterprise Rideshare to begin the first vanpool at Golden 1 Credit Union.
- 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.
- Created *Go Green – Get Gold*, a biking lifestyle program with Sac State and secured a SACOG grant to fund it beginning in summer 2009.



Safety lessons are taught early to young bike riders at the Teichert Boys & Girls Club, which also received two brand new bikes to reward top students.”



CSUS students who pledge not to bring a car on campus are eligible for a free bike in the *Go Green – Get Gold* campaign.



FINANCIALS

2008 PBID Budget

Advocacy & Communications	\$ 68,250
Security and Crime Abatement	31,500
Economic Development & Marketing	42,000
Beautification & Clean Up	89,250
Contingency	10,500
TOTAL	241,500

Balance Sheet*

Dec. 31, 2008

ASSETS

Current Assets	
Bank of Sacramento	\$ 50,287.74
Merrill Lynch Mny. Mkt.	119,815.18
Merrill Lynch CD	25,128.60
Total Checking/Savings	195,231.52
Total Accounts Receivable	42,660.00
Total Current Assets	237,891.52
Fixed Assets	
Equipment	5,044.00
Accumulated Depreciation	-1,792.36
Total Fixed Assets	3,251.64
Other Assets	
Prepaid rent	3,479.30
Rent deposit	3,070.00
Total Other Assets	6,549.30
TOTAL ASSETS	247,692.46

LIABILITIES & EQUITY

Accounts Payable	2,107.15
Credit Cards (Visa)	31.06
Deferred Revenue	46,880.00
Total Current Liabilities	49,018.21
Equity	
Restricted Funds	6,000.00
Retained Earnings	145,689.23
Total Equity	198,674.25
TOTAL LIABILITIES & EQUITY	\$ 247,692.46

*Includes PBID and other income