

# Power Inn Area Property and Business Improvement District

District No. 2011-03



## 2017 Annual Report

Prepared pursuant to the State of California Property and Business Improvement  
District Law of 1994, Streets and Highways Code section 36650

Submitted by the Power Inn Alliance

March, 2016

# **Power Inn Area Property and Business Improvement District #2011-03**

## **2017 Annual Report**

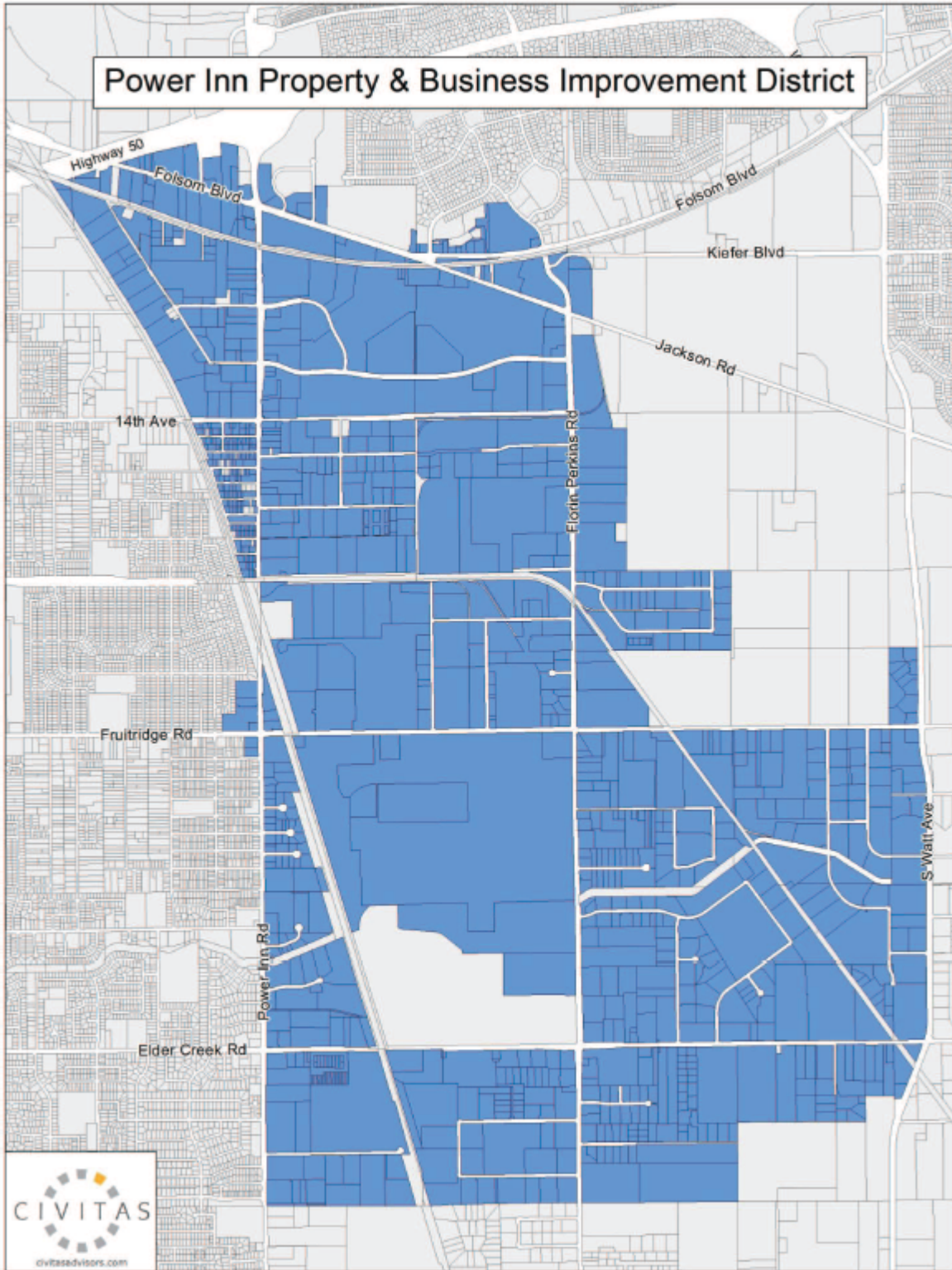
### **PBID SUMMARY**

The boundaries and benefit zones of the Power Inn Area Property and Business Improvement District (PBID) remain unchanged for the 2017 year. The annual assessment rate remains unchanged for the 2017 year. The PBID anticipates contributions in the amount of \$203,000 to be made to the PBID from sources other than assessments during the 2017 year.

### **PBID BOUNDARIES**

There are no proposed changes to the PBID boundary. The PBID is bound to the north by Folsom Boulevard between Highway 50 and Florin Perkins Road; to the west by the railroad tracks and Power Inn Road; to the south by the parcels approximately one half mile south of Elder Creek Road between Power Inn Road and South Watt Avenue; and to the east by South Watt Avenue and Florin Perkins Road. A map of the area is included on the following page.

Power Inn Area Property and Business Improvement District No. 2011-03



## PROGRAMS AND SERVICES

The programs and services proposed to be provided in 2017 are consistent with the Management District Plan. Services will include:

**A. Advocacy and Communications** will continue to promote the district as a thriving commercial center with many great opportunities. Several types of communications may be used, including newsletters, eALERTS, and an interactive website. Power Inn Alliance staff will continue to coordinate with and educate stakeholders, government officials, and education leaders on the importance of the Power Inn Area.

The primary focus of the advocacy program will be to improve the climate for doing business in the district. Efforts will be undertaken to leverage district funds into additional money for capital improvements. The additional resources provided by the PBID will allow the Power Inn Alliance to continue advocating for district property and business owners. The Power Inn Alliance will further its efforts to market the district to new businesses and the jobs they create.

Other programs and services funded with the Advocacy and Communications budget include:

- Testifying regularly on behalf of Power Inn Area businesses to the Sacramento City Council, Sacramento Board of Supervisors, and various other board, committees, and commissions;
- Representing the interests of the Power Inn Area on General Plan and local zoning issues;
- Maintaining close coordination with the City of Sacramento on issues including litter control, illegal dumping, non-compliant signage, and landscape maintenance;
- Creation of strong media relations to garner positive coverage of area news, events, and developments; and
- Regular publication of eALERTS, and maintaining an interactive website and database.

**B. Security and Code Enforcement** will continue to form task forces, committees, and other coordinating elements to address crime and code violations. Coordination with the Sacramento Police Department, private security patrols, and stakeholders will remain a key aspect of the Security and Code Enforcement program.

The Security and Code Enforcement program will also maintain the Power Inn Alliance's efforts to work closely with stakeholders to ensure prompt response to and reporting of violations. The Power Inn Alliance will also investigate potential methods of increasing public and private security presence throughout the district, and other possible methods of preventing property crimes – with a focus on reducing after-hours businesses break-ins.

Other Security and Code Enforcement programs include:

- Holding regular meetings with property owners, business owners, law enforcement, and security entities to coordinate efforts;
- Working with the City of Sacramento's Community Development Department to mitigate non-compliant signs and other code violations;
- Investigating the feasibility and effectiveness of random private security patrols throughout the district;
- Holding quarterly crime prevention events, such as *Crime and Dine* luncheons which address security issues and educate members on effective prevention methods; and
- Recognizing and rewarding excellence in police work and law enforcement.

**C. Economic Development and Marketing** programs will focus primarily on attracting new business and stimulating job growth. Activities will include collaborating with area-wide development agencies including the City of Sacramento's Economic Development Department, California Chamber of Commerce, the Metro Chamber, and other entities concerned with business development.

Additional Economic Development and Marketing activities include:

- Creating a sense of awareness and identity of Power Inn as conducive to innovation and new technologies;
- Supporting, planning, and developing the Sacramento Center for Innovation;
- Creating marketing and media campaigns and advertising to attract businesses to the district;
- Working with the City of Sacramento, SMUD, and CSUS to provide amenities and support for start-up incubator companies and facilitate transfer of technology from local research and educational facilities;
- Attracting new businesses and retaining existing businesses and jobs by fostering a business-friendly climate in which the private sector can succeed without a heavy burden of taxation and regulation; and
- Working closely with developers, commercial brokers, and prospects to showcase district properties and attract outside investment.

**D. Maintenance and Beautification** patrols will continue to provide debris and litter collection, and remove illegal signage and dumping. The maintenance patrol will continue to abate weeds in public places. The patrol will work and communicate with stakeholders to maintain and build upon established relationships and continue encouraging owners to have a sense of pride in their business environment.

Other Maintenance and Beautification services include:

- Clean-up crews will patrol the district and remove illegal dumping, debris, litter and graffiti on public property;
- Maintaining the Power Inn Area’s reputation for having the fewest calls for illegal dumping in the City of Sacramento;
- Mitigation of weeds in public places beyond existing City of Sacramento services;
- Augmenting City of Sacramento park maintenance by collecting trash from public parks including Granite Regional Park;
- Maintenance of landscaping along Power Inn Road at the bowtie railroad tracks; and
- Acknowledging and rewarding property and business owners who significantly improve their facilities and create pride in their business environment.

**E. Transportation Improvements** program focusing on critical transportation improvements will continue to be implemented. The program will focus on creating better connectivity, getting people and commerce from place to place faster, safer, and in alternative transportation. Connecting streets and improving access by installing curbs, sidewalks, and gutters will be priorities.

Specific projects funded by the transportation improvements will include:

- Advocating for continuously improved traffic flow in all transportation corridors throughout the district;
- Improving connectivity for all modes of transportation – cars, trucks, busses, Paratransit, light rail, bicycles, and pedestrians;
- Expanding the grid network through completion and extension of key thoroughfares, including Ramona Avenue to the CSUS campus, and 14<sup>th</sup> Avenue to Florin-Perkins;
- Implementation of an intelligent transportation system (ITS) as needed to move traffic at optimal speeds;
- Encouraging development of complete streets (curbs, sidewalks, gutters and lighting) wherever possible;
- Encouraging development of affordable housing in proximity to public transportation and employers, and promotion of pedestrian-friendly modes of transportation; and
- Supporting the 65<sup>th</sup> Street plan to connect San Joaquin Street to Cucamonga Avenue.

**F. Contingency and Renewal** budget category shall continue to provide a prudent reserve maintained for contingencies, including uncollected assessments and increased or unanticipated program costs. If there are contingency funds remaining at the expiration of the district and property owners wish to renew the district, those funds could be used for the costs of renewing the district.

## COST

The Power Inn Alliance Board of Directors has proposed an overall budget for 2017 in the amount of \$519,175.32. The budget is based upon the following projected allocation of Power Inn Area PBID revenues. All budget reallocations are consistent with the Management District Plan's authorized reallocation limit of ten percent (10%).

<b>Budget Category</b>	<b>Percent of Budget</b>	<b>Dollar Amount</b>	<b>Percent of Total Budget Reallocation From MDP Budget</b>
Advocacy and Communications	21%	\$109,560.00	1%
Security and Code Enforcement	5%	\$24,615.32	7%
Economic Development and Marketing	26%	\$136,000.00	9%
Maintenance and Beautification	36%	\$185,000.00	1%
Transportation	10%	\$54,000.00	0%
Contingency and Renewal	2%	\$10,000.00	0%
<b>TOTAL</b>	<b>100%</b>	<b>\$519.175.32</b>	<b>-</b>

## ASSESSMENT METHODOLOGY

**A. Base Formula.** Assessment rates for the 2017 year will not exceed the following:

- Privately Owned (Non-Governmental) Non-Tax Exempt Parcels: \$182.32 per acre
- City of Sacramento Owned Parcel: \$116.00 per acre
- Privately Owned (Non-Governmental) Tax Exempt Parcels: \$91.16 per acre

**B. Exemptions.** Federal government parcels will not receive services or benefits from the District and will not be assessed. Residential parcels and parcels used for mobile home parks will not be assessed.

**C. Government Assessments.** City of Sacramento-owned parcels will be assessed at a rate of \$116.00 per gross parcel acre of land.

## SURPLUS

An estimated \$50,000 of surplus revenues are carried over from 2016.

## CONTRIBUTIONS

An estimated \$203,000 of contributions from sources other than assessments is anticipated to be used to provide services and improvements for FY2016-2017.