

2019

**POWERING**  
FORWARD

ANNUAL REPORT  
 **POWER**  
**INN**  
ALLIANCE

# MISSION

Power Inn Alliance creates and strengthens the physical, business and economic conditions of the Power Inn community. This is achieved through a collaborative approach to advocacy, beautification, civic partnership, security, transportation, marketing and communication.

# IMPACT

To increase property values, create a vibrant community and reduce crime and blight.

# POWER INN ALLIANCE HISTORY

Power Inn Alliance originally was founded as a Business and Transportation Association in 1994. It then became a Property and Business Improvement District (PBID) in 2006 to “Advocate for business, transportation and community”. The district is located in the southeastern quadrant of the City of Sacramento and is home to over 10,000 businesses which creates over 29,000 direct jobs and produces over \$3.2 billion in annual economic output. It serves as the city’s manufacturing core with over 62% of the city’s manufacturing base taking place in the 6.2 mile area. It is also home to the Sacramento Center for Innovation.



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# LETTER FROM THE BOARD CHAIR

2019 proved to be a pivotal year of change for Power Inn Alliance, with significant accomplishments in our key areas of beautification, safety, community and economic development, transportation, and advocacy.

In transportation, we were excited to announce the opening of the Ramona Avenue extension road project. This has been twenty years in the making and will enhance access from Folsom Boulevard and State University Drive into the portion of our area known as the Sacramento Center for Innovation (SCI). We continue to work with city and county stakeholders to keep plans on track to improve mobility through our major corridors.

In advocacy, the Alliance worked in partnership with the City of Sacramento and completed a Strategic Planning session in the Fall with city leadership. We also worked closely with City staff on its cannabis-related policies, playing a pivotal role in developing best practices on an industry that could have enormous impact on the economic life of our area, meanwhile ensuring a level playing field for growth for all businesses. In safety, we continued our partnership with the Sacramento Police Department to assist them with keeping the lowest

crime rates of any commercial corridor in the City of Sacramento by educating our members on safety practices and addressing nuisance properties.

We are proud of the work we have done.

As 2019 closed, The Alliance said a fond farewell to outgoing Executive Director, Tracey Schaal, and our Director of Business Development, Laura Fickle. After an extensive search for our next Executive Director, we selected Steve Blanton as our new Executive Director in late December. Lastly, we have included information about last year's Annual Luncheon award winners. We now have three awards we present to leaders in our community. I invite you to learn about their efforts in helping the improve the economic vitality in the Power Inn Alliance district.

Thank you for your support in *Powering Forward* in 2020.

Sincerely,

**GREG HRIBAR**  
Sacramento Municipal Utility District  
2019/20 Board Chair



# PROGRAMS & SERVICES OVERVIEW

## ADVOCACY AND COMMUNICATIONS

- Promotes the district as a thriving commercial center with many great opportunities.
- Educates and collaborates with stakeholders, government officials, and community leaders on the importance of the Power Inn area in the economic prosperity of the city and region.
- Improves the climate for doing business in the district by leveraging district funds for capital improvements; advocating for district property and business owners; and striving for positive business climate practices and policies.

## SECURITY AND CODE ENFORCEMENT

- Leads task forces, committees, and other coordinating elements to address crime and code violations.
- Educates members on security and code enforcement best practices, especially after-hours business break-ins.
- Liaison between the Sacramento Police Department, private security patrols, and stakeholders.
- Communicates to ensure prompt response to and reporting of violations.
- Investigates potential methods of increasing security presence throughout the district, and other possible methods of preventing property crimes.

## ECONOMIC DEVELOPMENT AND MARKETING

- Primary focus on attracting new business and stimulating job growth.
- Collaborates with area-wide development agencies including the City of Sacramento's Economic Development Department, Sacramento State, Valley Vision, the Metro Chamber, and other entities concerned with business development.
- Serves as the point of contact for all prospective businesses looking to call the district home.
- Membership engagement to retain businesses and a diverse climate.

## MAINTENANCE AND BEAUTIFICATION

- Provides debris and litter collection, removal of illegal signage and dumping, and abatement of weeds in public places.
- Encourages owners to have a sense of pride in their business environment.
- Watchful eyes on the community who report suspicious activities.
- Oversees the beautification of 36 miles of the city.

## TRANSPORTATION IMPROVEMENTS

- Focuses on critical transportation improvements by creating better connectivity to quickly and safely move people and commerce from place to place.
- Advocates for connecting streets and improving access by installing curbs, sidewalks, and gutters.
- Strategies to reduce vehicle miles traveled (VMT) and other ways to encourage alternative modes of transportation, such as light rail and bus services.



# THE IMPACT OF ECONOMIC ACTIVITIES IN THE POWER INN ALLIANCE AREA

**IN 2019**

THE ALLIANCE, ITS BOARD OF DIRECTORS AND COMMITTEES PLAYED KEY ROLES IN THE FOLLOWING ACCOMPLISHMENTS:



Opening of the long-awaited **RAMONA AVENUE EXTENSION**.



**BEAUTIFICATION** and **CLEANLINESS** of the 36 mile district.

Influential role in the development and **IMPLEMENTATION OF THE CANNABIS INDUSTRY**.



Continued advocacy for the **14TH AVENUE EXTENSION** and widening of South Watt. Pre-construction set to begin in 2020.



**CLEAN UP** and improved **SAFETY** of nuisance and blighted properties.



Active partner with **INCLUSIVE ECONOMY PROGRAM**.

**PARTNERSHIP** IN THE **GET IN & GO (GIG)** carshare moving people from the Power Inn Lightrail station into the area's employers and services.



Participation in **REGIONAL TRANSIT'S MICROTRANSIT WORKSHOP** and planning.



THE POWER INN BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY

**58,000** JOBS



**\$3.2** BILLION IN WAGES

BILLION IN WAGES

**\$10.4** BILLION + IN OUTPUT

BILLION + IN OUTPUT

THE POWER INN AREA IS THE LARGEST EMPLOYMENT HUB FOR:



**CONSTRUCTION**



**MANUFACTURING**

IN THE CITY OF SACRAMENTO

OUR GEOGRAPHIC AREA COVERS



**6.2** SQUARE MILES

**1.1K** CONSTITUENTS



COMPANIES LOCATED IN THE POWER INN AREA CREATE NEARLY

**\$1.7 BILLION** IN **LABOR INCOME**

**\$2.3 BILLION** IN **DIRECT OUTPUT**

**\$6.2 BILLION** IN **INDIRECT OUTPUT**

LARGEST EMPLOYMENT SECTORS IN THE AREA INCLUDE:

**62%** **MANUFACTURING**  
**5,300 JOBS**  
TOTAL CITY EMPLOYMENT

**81%** **CONSTRUCTION**  
**7,400 JOBS**  
TOTAL CITY EMPLOYMENT

**WHOLESALE TRADE**  
**4,800 JOBS**

**RETAIL TRADE**  
**7,000 JOBS**

THE POWER INN AREA IS HOME TO

**29,512** JOBS



REPRESENT THE CITY OF SACRAMENTO'S PRIVATE SECTOR



ARE IN THE PRIVATE SECTOR

# INTRODUCING 2019 AWARD WINNERS

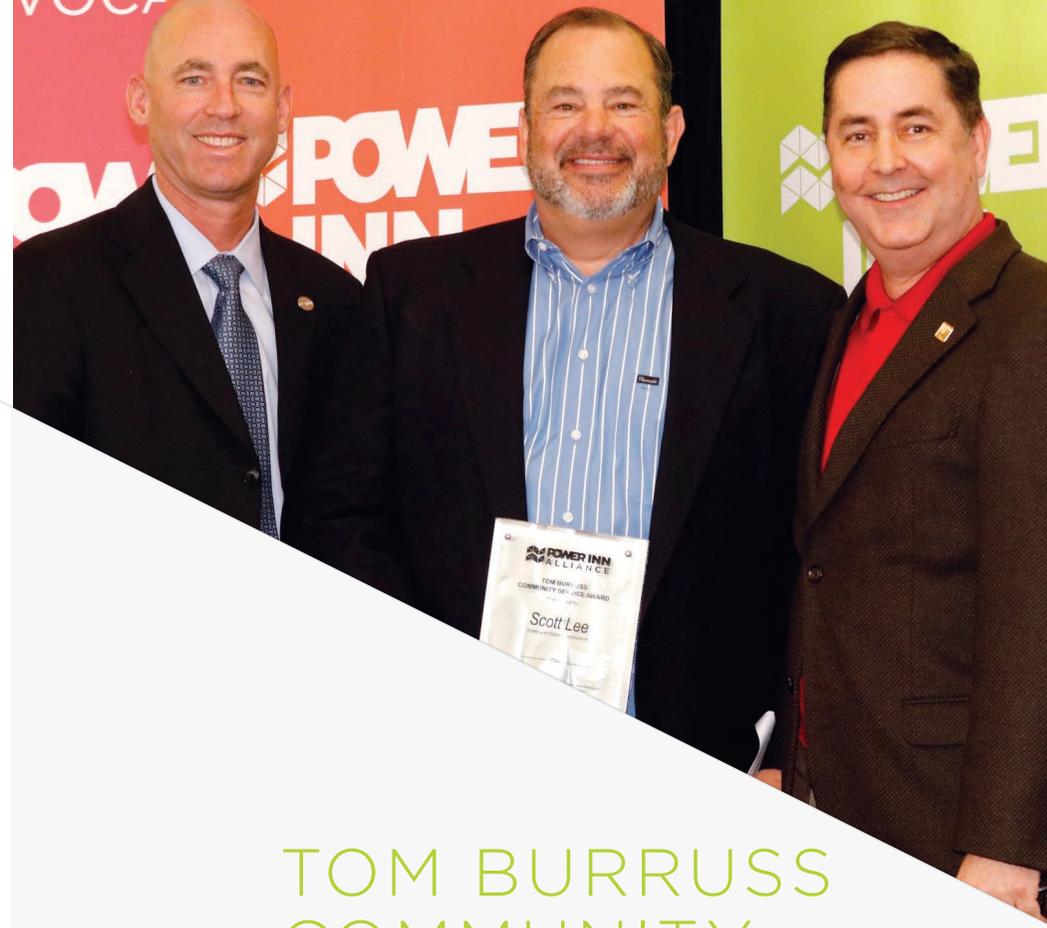
The 2019 awardees all went above and beyond to make significant impacts in the district exemplifying leadership, collaboration and vision. On behalf of the Alliance Board of Directors, we thank them and offer our appreciation for their efforts.

# RECOGNITION TO THE FOUNDERS

In order for any community to truly shine and achieve greatness, it requires that many individuals step up and contribute more – more time, more ideas, more resources. Power Inn Alliance has been fortunate over the years to have so many community members and companies support our efforts and make those investments, so the area can reach its fullest potential. Four key players were critical in the formation of the Power Inn Business and Transportation Association, later to become the Alliance.



**Founders of the Power Inn Business and Transportation Association:** Wendy Hoyt, Becky Heieck, Dain Domich, and Trong Nguyen.



## SCOTT LEE, CFO SISLER & SISLER CONSTRUCTION

Presented with Greg Hribar & Dennis Raymond  
The Tom Burruss Community Service award is given to the member of the Alliance Community who has played the most selfless role on behalf of the greater community over the past year. Scott gave countless hours of service during his two years as Board Chair. Scott's energy, enthusiasm, dedication, and deliberate persistence made the Alliance, stronger, more strategic and more effective through his dedication to the community.

# TOM BURRUSS COMMUNITY SERVICE AWARD

## ABOUT TOM BURRUSS

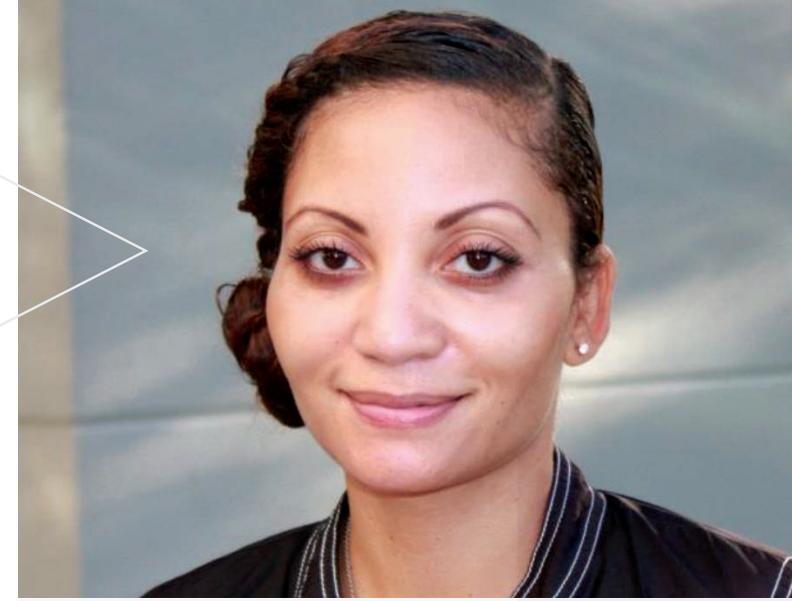
Tom was a leader in the community and was involved with many organizations including Sacramento Police Athletic League (PAL), organizing the annual "Gone Fishin" Derby, Florin Road Partnership and many more. In addition, he was the March Commander for the MLK 365 March. A self-described non-profit guru, he played a key role in assisting numerous non-profit organization startups throughout Sacramento, including Power Inn Alliance. He is greatly missed by our community.



## POWERING THE FUTURE AWARD

**ROBERT NELSEN,  
PRESIDENT SACRAMENTO  
STATE UNIVERSITY**

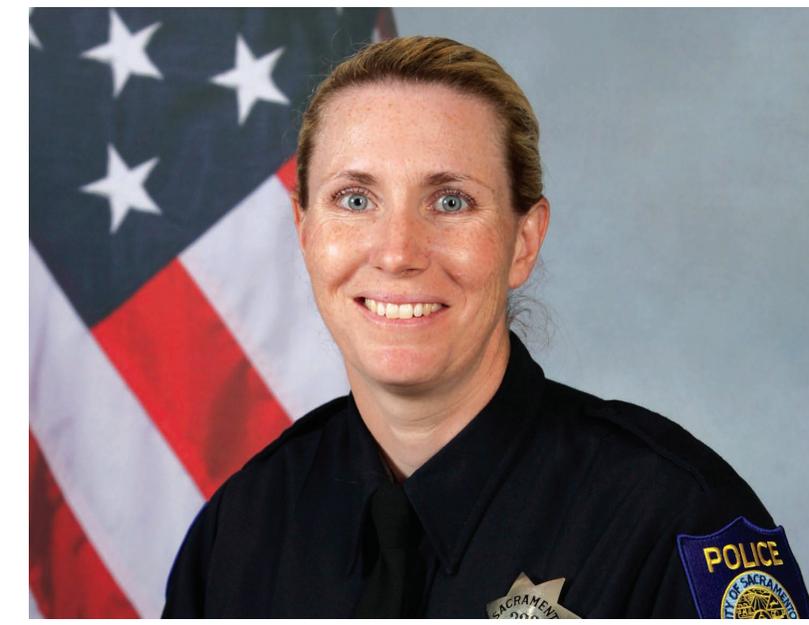
President Nelsen's mission is making the lives of the students at Sacramento State easier, more fulfilling and the best that they could be. He worked with his staff and faculty to create more opportunity for his students, including adding more classes. The Art in Public Places partnership with the Alliance is a new program that provided enriching experiences for their students. He has committed to the economic development of the Power Inn Corridor, by using Ramona Avenue to link the campus to the Sacramento Center for Innovation and what we hope will be the future CA Center for Mobility. He creates innovation and forward-thinking initiatives so that the graduates of Sac State can continue to be the leader in human capital for the Greater Sacramento Region and beyond.



## POWER PARTNER AWARD

**KEONA SAVAGE,  
CODE ENFORCEMENT  
SUPERVISOR**

Power Partner award goes to the person and/or company, who has had the greatest impact to the collective community. Keona still plays a critical role in helping ensure that the newly-integrated cannabis business is consistent and operating in the safest way possible. She works with cannabis operators who are setting up legal facilities in the district with compliance, city regulations and that illegal and non-compliant operators are held accountable so that we can have healthy, legal cannabis market in the City of Sacramento. This couldn't happen without Keona's leadership and pursuit of doing things correctly and creating the standards for the area.



## TOP COP

**TERA CARSON,  
SACRAMENTO POLICE OFFICER**

Officer Carson has taken an enforcement leadership role to mitigate ongoing nuisance issues in the Power Inn Alliance district, including addressing code violations, cleaning up blighted and unsafe properties, stopping illegal recycling operations, fighting for the rights of women in somatic facilities, property owner education, and shutting down illegal cannabis parties. Ofc. Carson held a key role in improving the district's largest retail hub.

We appreciate Tera's communication, proactive style and her drive to create change. Thank you for being a Top Cop in making our community a better, safer place.

# EXECUTIVE COMMITTEE



**GREG HRIBAR**  
Board Chair  
SMUD



**SCOTT LEE**  
Past Chair  
Sisler & Sisler Construction



**ERIC EDELMAYER**  
Vice Chair  
Jackson Properties



**MIKE LIEN**  
Secretary  
L and D Landfill



**DENNIS RAYMOND**  
Finance Chair  
Financial Consultant



**DAVE SIKICH**  
Member-at-Large  
Atlas Disposal



**MIKE NEWELL**  
Member-at-Large  
HP Hood

# BOARD OF DIRECTORS

**MELISSA ANGUIANO**  
City of Sacramento

**DR. YVONNE HARRIS**  
Sacramento State

**MIKE O'BRIEN**  
Mark III Construction, Inc.

**DEVRA SELENIS**  
Sacramento Regional  
Transit

**DAVE COHEN**  
Cohen Durrett, LLP

**BURNIE LENAU**  
Lawnman, Inc.

**KEVIN RAMOS**  
Buzz Oates Company

**DENNIS SHANAHAN**  
Shanahan's Auto  
Body & Paint

**ANNETTE DEGLOW**  
College Glen Neighborhood  
Assn.

**LISA NAVA**  
County of Sacramento

**DENNIS RAYMOND**  
Financial Consultant

**AUBRIE FONG**  
Office of Assembly member  
Kevin McCarty

**MIKE NEWELL**  
HP Hood, LLC

**RANDY SATER**  
Stonebridge Properties



**121**  
PALLETS

**249**  
ELECTRONICS

2019 CLEAN-UP  
STATISTICS

**673** REPORTS

**56** TONS OF DEBRIS

**254**  
PIECES OF FURNITURE

**61**  
MATTRESSES AND  
BOX SPRINGS  
RECYCLED

**475**  
SHOPPING CARTS

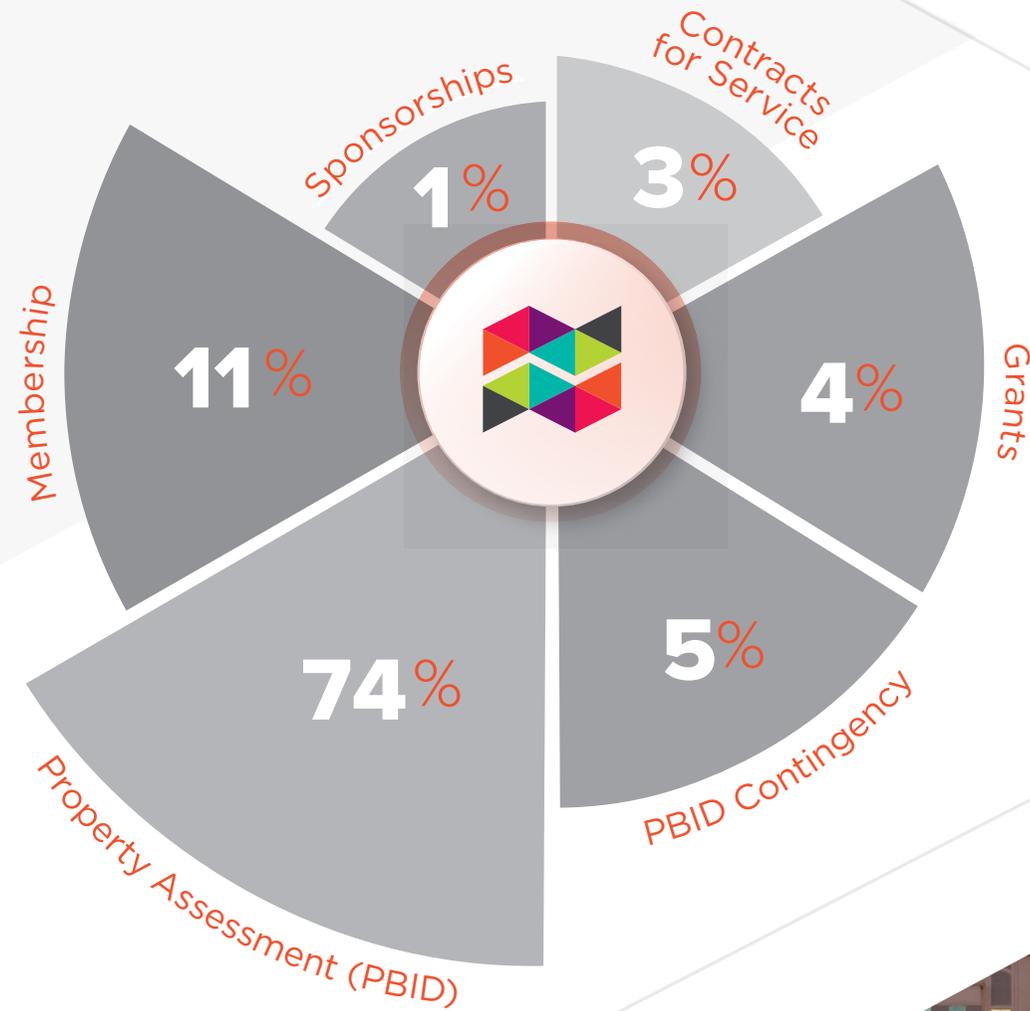


**159**  
TIRES OFF  
THE STREET

**5,586 BAGS**  
OF GARBAGE COLLECTED



# 2019 FINANCIAL STATEMENT



OPERATING FUNDS



## PBID BY THE NUMBERS

**% INVESTMENT AT WORK**

 **31%**  
**BEAUTIFICATION**  
**\$209,066**

 **9%**  
**\$57,893**  
**SAFETY**

 **30%**  
**ECONOMIC DEVELOPMENT**  
**\$202,252**

 **21%**  
**ADVOCACY**  
**\$139,078**

 **4%**  
**TRANSPORTATION**  
**\$25,863**

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