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Greater Broadway District Property and Business Owners

Enclosed is the Annual Report of the Greater Broadway Property and Business Improvement District for the period of January 1 to December 31, 2019. In addition, we have included the proposed budget for current year of 2020 and the Business Plan.

2019 saw the beginning of many changes to come for Broadway. New housing and additional restaurants were added to the District. Improvements to make Broadway more pedestrian and bicycle friendly progressed and construction funding was secured. The Greater Broadway District continues to work to make the District a better place.

While we made great strides in 2019, we recognize that 2020 has not started out as the year we hoped it would be and we are entering uncertain times. But we believe in the strength of our community and will continue to do all that is in our power to support our businesses and property owners. In the coming months, the Board will focus our resources on what matters most to you the property owners and your tenants, our businesses. You will notice that this year's Annual Report is a simple black and white copy and not the usual glossy color report. The Board used the funding saved from printing and design to increase the number of security patrol hours for the District. This is one example of what the Board will continue to do for the District in the coming months.

If you would like to be a part of that effort, please consider joining us at any of our Board Meetings and Committee Meetings in making positive change in the Greater Broadway District. A copy of the calendar of meetings is included.

If you have any questions or comments please email us at [greaterbroadwaypartnership@gmail.com](mailto:greaterbroadwaypartnership@gmail.com) or call at 916.956.8434.

Sincerely,



Andrew Skanchy  
President

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## WHO WE ARE

In 2007, a coalition of property and business owners approved and formed the Greater Broadway District (GBD), a Property Business Improvement District (PBID), to provide services that specially benefit parcels in the business district of the Broadway corridor. The current PBID was renewed in 2012 and will expire at the end of 2022 unless the property owners approve another ten-year extension. Greater Broadway District was renewed pursuant to the state law known as the “Property and Business Improvement District Law of 1994”, Streets and Highways Code, Section 36600, as amended. The purpose of the GBD is to provide services and activities through clean, safe and economic enhancements that are above and beyond what the City currently provides. This program is designed to meet the goals of the District; to improve the cleanliness and safety of each individual parcel within the District, to increase building occupancy and lease rates, to encourage new business development and attract ancillary businesses and services for parcels within the District.

GBD is approximately 2.5 miles long. It is roughly bounded by Broadway to the South, X Street to the north, I-5 to the west and Franklin Boulevard to the east. There are two benefit zones: Zone 1 and Zone 2 that require different levels of services and activities. Zone 1 encompasses every commercial parcel that has Broadway frontage from Riverside Boulevard to 21st Street and along the corridors of 15th, 16th, 19th, 20th and 21st Streets (101 parcels). Zone 2 includes all other 235 parcels in the district boundary.

## PROGRAMS AND SERVICES

The Greater Broadway District is a non-profit organization dedicated to the improvement of the Broadway Corridor. The GBD oversees maintenance which includes graffiti removal and litter pickup, events and promotions, and security services.

### 1. CLEAN, SAFE AND PHYSICAL ENHANCEMENTS

Upon renewal of the District in 2012 an enhanced maintenance and security program, building upon existing public services, was launched. The enhanced maintenance program includes graffiti removal, regular litter pickup, weed and leaf removal, and limited bulky item pick-up. Additionally, security patrols and on call service is provided to the business and property owners. These services are provided and paid for exclusively by property owners within this area. The GBD manages the work effort of the assigned contractors to ensure all services are being handled according to the Contracts.

During 2019, Sacramento Police Department continued to work with GBD to improve patrols and community outreach. Captain Green from Sacramento Police Department-South Division walked the District with Cornelius Burke, GBD Ambassador reaching out and talking with as many business owners as possible. As a result of this supportive working relationship, safety in the District during 2019 did improve.

In addition, the District works to create a welcoming environment to encourage new and expanded investment in the District and to provide advocacy for the District’s business interests by speaking with one clear voice. The District strives to develop programs and policies to improve the overall quality of life and economic and cultural vitality of the Greater Broadway corridor.

### **Garbage/Safety Stats**

Maintenance	
Cubic Yards of Trash Collected:	1,248
Stickers/Graffiti Removed:	1,162
Illegal Dumping Removed:	38

### **Security**

Call for Service:	2,686
Officer Initiated Incidents:	212
Notice of Trespass Issued:	4
Police Referrals	28
EMS Referrals	12

## **2. ECONOMIC ENHANCEMENTS AND EVENTS**

The Greater Broadway District also strives to aid our Businesses through programs and educational workshops to attract, grow and retain businesses; parking initiatives to better manage existing parking and plan for future demands; marketing and events to improve district identity and invite consumers to the area. GBD hired a District Ambassador in 2019 to walk the District and meet with our business owners on a weekly basis. Face to face contact like this will help the Board stay in touch with those issues that are of importance to the property and business owners in the District. GBD also continued to work with the City and surrounding neighborhood associations regarding the future look and direction of the district as a result of the Complete Streets Project now in design.

## 2020 Business Plan

**(NOTE: This Business Plan was adopted last November prior to any COVID-19 Shelter in Place Orders. The Governing Board will reevaluate how best to serve our businesses as the orders are gradually lifted in the weeks ahead and amend this plan accordingly.)**

The Greater Broadway District (GBD) Board of Directors aims to create an annual business plan to provide policy direction, create measurement tools by which actions and outcomes can be analyzed each year and to further enhance the mission to ensure for accountability and transparency.

Property owners along the Broadway corridor renewed a Property and Business Improvement District (PBID) in 2012 to be proactive in determining the future of the Broadway corridor, to attract new business and investment throughout the District and to create a unified voice for the area. Efforts to renew again will need to begin in Calendar Year 2020.

The undertaking of the GBD as outlined in the current Management District Plan is defined in three distinct areas of focus, including 1) Clean, Safe and Physical Enhancements; 2) Economic Enhancements; and 3) Management. The GBD also oversees a non-profit tax-exempt partnership to raise funds and pursue grant opportunities to further the Board's annual goals and objectives. The purpose of the fundraising is to engage in economic development activities that lead to and promote community revitalization in the Greater Broadway District; and facilitates the implementation of the District's plan and strategy including but not limited to public placemaking projects, events, community sponsorships, and beautification projects

### Clean, Safe and Physical Enhancements

**The Committee has identified the following objectives for 2020:**

#### **2020 Objectives:**

- **Refresh/Renew the Blocks**
  - Create a Spruce-up your Property Matching Grant Program
  - Work closely with Code Enforcement to address issues created by nuisance properties, ie. Recycling Centers, absentee property owners, vacant and neglected properties. Encourage Property Owners and Business Owners to report all issues to Code Enforcement and the District.
  - Implement a street-side improvement project each month
  - Coordinate with Sacramento PD POP Officer and on-site security teams on programs to help curb theft/drug use in the District.
  - Monitor the work completed by the contractors and report quarterly to the Board
  - Create a hand-out for District members: 5 things you can do to help and commit to improve the District
- **Advocacy/Management**
  - Seek out grant opportunities to supplement the Clean and Safe Program
  - Create visual representations of the work being done by Clean and Safe for posting 1/4ly

## **Economic Enhancements**

A focus in 2020 will be to execute a cohesive and consistent brand for the District. This will include everything from street furniture to communications.

### **2020 Objectives:**

- Greater Broadway District Brand implementation, brand the District with color and physical improvements
  - Develop an implementation timeline
  - Prioritize and Execute
  - Coordinate with Complete Streets design
- Actively market the GBD consistent with the Brand Execution
  - Support Events held by Businesses in the District
  - Implement the wrapping of the Utility Boxes
  - Create a Summer of Block Parties to be held May through September
    - Feature different Blocks/Businesses, Live music, Live Painting/Art Creations, Tech Art, Movie Nights.

## **Management**

- Track objectives throughout the year and provide a quarterly summary and status.
- Renewal of the PBID
  - Hire Consultant; Create Oversight Committee
  - Update Database of Property Owners
  - Outreach to educate and build consensus
  - Develop Management District Plan and Engineers Report
  - Prepare Petition
  - Execute Petition Drive
  - City Council Hearing and Ballots Collected
- Continue Ambassador Program; meet with tenants and business to inform and keep a dialog
- Work with the City on the Rehousing Shelter Rollout
- Work with City to find interim solutions until shelters are built
- Create a tracking program for District Statistics including but not only trash removed, new businesses and developments, crime, etc.

## **Fundraising**

- Seek active support of the Board
- Submit grants to activate Brand Execution
- Pursue a Community Development Grant with the City
- Raise \$30,000 to match grants

## 2019 Budget to Actuals

Category	2019 Budget*		2019 Actuals
Clean and Safe	61.5%	\$296,621	\$224,648
Economic Enhancement	29%	\$139,870	\$43,181
Administration	9.5%	\$45,820	\$31,817
Total		\$482,311	\$299,646
* Includes Year to Year Rollover			

## 2020 Budget

Category	2020 Budget*	
Clean and Safe	61.5%	\$263,920
Economic Enhancement	29%	\$38,260
Administration	9.5%	\$29,080
Total		331,260
* Includes Year to Year Rollover		

## **What's New on Broadway**

### **In the Pipeline:**

2630 5<sup>th</sup> St (Retail, Entertainment)

9<sup>th</sup> and X Storage Expansion

1818 X St (41 apartments geared to foodies)

Northwest Corner of 19<sup>th</sup> and Broadway (51 Apts and retail)

401 Broadway (4 story 59-unit Apartments, Retail, Storage)

Broadway and I-5, Apartments at the Mill, 84 units proposed

Broadway Complete Streets (Two travel lanes, pedestrian improvements and bicycle lanes)

Indie Capital at 8<sup>th</sup> and Broadway (17 Duplexes) and units planned for vacant lot between 20<sup>th</sup> and 21<sup>st</sup> on Broadway

1702 Broadway adding ground floor retail (2) and 2<sup>nd</sup> floor apartments

1701 Broadway: (Possible Eatery)

2026 Broadway and vacant lot: 12 new apartments planned on vacant land; Existing Two story retail w apartments will get remodeled

Northeast Corner of Broadway and 19<sup>th</sup> St: Future Affordable Housing for Lease

2500 16<sup>th</sup> St: Five story mixed use development

Broadway Bridge

West Broadway Specific Plan

### **Past Additions:**

16<sup>th</sup> and Broadway (Noah's, Chipotle, Sourdough Sandwich)

Bukwild Marketing: Improvements at 2421 17<sup>th</sup> St

The Mill at Broadway

Sunh Fish, 1309/1313 Broadway

Sellands

The Real Pie Co.

Bike Dog Brewing/Hoppy Brewing/New Helvetia Brewing

Makers Spaces (2 in the District currently)

STAB! Comedy Theatre, 1710 Broadway

Broadway Veterinary, 1632 Broadway

Square Root Academy at 2417 21<sup>st</sup> St

CSI Construction Moving to SouthEast Corner of 5<sup>th</sup> and Broadway

## 2020 Board of Directors

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