

# The Greater Broadway District, Here to Serve YOU

The Greater Broadway District works on behalf of its stakeholders – the businesses, property owners and residents who work, live and operate in the district. It brings a level of service and a focus on the needs of this corridor that go above and beyond what the City of Sacramento can provide. This includes:

## ❖ MORE PATROLS

Close coordination with the City of Sacramento Police Department, resulting in extra patrols within the district boundaries.

## ❖ PRIVATE SECURITY

Providing private security patrols within the district and doubling the hours of private security.

## ❖ MAINTENANCE

Doubling the amount of maintenance service workers in the district, who can directly respond to issues such as trash clean up, graffiti, sidewalk maintenance and landscaping maintenance.

## ❖ FUNDING

Working to attract federal funding to district-specific projects, including nearly \$300,000 in American Rescue Plan Act funds that directly helped small businesses within the Greater Broadway District.

## ❖ REPRESENTATION

Standing up for and representing the district's property owners and businesses on issues that are important to them.



## Committed to a Thriving Broadway Corridor

Since 2007, the Greater Broadway Property Business Improvement District (PBID) has worked on behalf of the businesses and property owners within its boundaries to create a clean, safe, vibrant and prosperous Broadway corridor. Renewed in 2022, the Greater Broadway District is ready for a new era and is positioned to help a vibrant, historic and iconic Sacramento community enter an even brighter future, with many exciting projects on the horizon.

### Contact Us

916-956-8434 (Normal business hours)  
greaterbroadwaypartnership@gmail.com

P.O. Box 188182  
Sacramento, CA. 95818

### Blue Night Security

916-586-5158  
Call between 6:30 a.m. and 10:30 p.m.  
for any safety or security issues.

### Additional and After-Hours Support

Call 9-1-1 for emergencies, criminal activity or suspicious behavior.

Call 916-808-5471 (Sacramento Police Department, non-emergency) to report past crimes or property break-in.

Call 3-1-1 to report code violations or issues like water use violations, large illegal dumping pick-up, street sign damage, or traffic light or pedestrian light issues.

greaterbroadwaydistrict.com greaterbroadway greaterbroadwaydistrict @GreaterBwayDist

SERVING SACRAMENTO'S

# Vibrant and Historic Broadway Corridor...

The Greater Broadway District (District) was established in 2007 by a coalition of property and business owners passionate about helping this area of Sacramento thrive. It is a non-profit organization with the sole purpose of improving the Broadway Corridor.

### The District's Goals

❖ SAFER & MORE WELCOMING

Make Greater Broadway a safer and more welcoming place, with an emphasis on reducing homelessness and disruptive street behaviors.

❖ CLEAN & INVITING

Continue making Broadway a clean and inviting district, with daily efforts that include a cleaning and maintenance team that quickly address issues like trash collection, graffiti removal, sidewalk washing and maintenance, and landscaping.

❖ INVEST IN PLACEMAKING

Create better public amenities and more walkable and bikeable streets, which encourage customer traffic for businesses and enhance overall quality of life for residents.



### The Value of a PBID

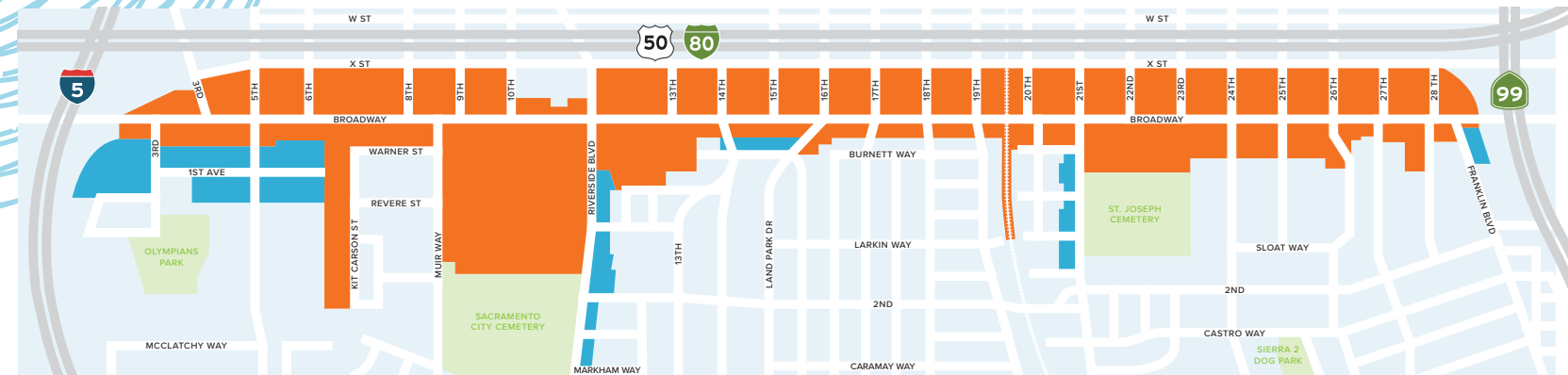
The District is one of over 1,000 business improvement districts North America and dozens right here in the Sacramento region, part of a proven model of how to efficiently fund, create and sustain change in an urban environment. PBIDs are created as a financing mechanism that allows property owners to enter into a special assessment district to improve their commercial districts, through services that are over and above the basic service provided by the local government.

The District is approximately 2.5 miles long, and is roughly bounded by Broadway to the south, X Street to the north, I-5 to the west and Franklin Boulevard to the east. Approved for renewal in 2022, it has expanded to include new housing projects and businesses south of Broadway on the east side of Riverside Boulevard to Markham Way, as well as commercial parcels on the west of 21st Street to Sloat Way.

The District offers services and activities that are above and beyond what the City of Sacramento can provide, catering to the property owners and stakeholders within its boundaries. With the aim of fostering a clean, safe and beautiful business corridor where people shop, dine and do business, these services include:

- ❖ Private security
- ❖ Cleaning, maintenance and graffiti removal
- ❖ Community liaison to City of Sacramento
- ❖ Homeless outreach

- ❖ Hospitality
- ❖ Placemaking projects
- ❖ Economic development services including marketing, events and business support



Parcels in blue were added to the Greater Broadway District in 2022.

## ...With a Focus on a Brighter Future

The District has welcomed many new businesses and projects in recent years, with improvements and development that have enhanced the corridor while honoring its unique history and background.

But there are even more changes on the horizon, geared toward making the Broadway corridor an even more beautiful, more pedestrian-friendly and more prosperous area.

Specific plans on the horizon include Broadway Complete Streets – a highly anticipated project years in the making. This project will provide greater balance and accessibility for all users – bicyclists, pedestrians, transit riders and drivers. Enhanced safety and comfort for all modes of travel will also be introduced, as well as greater connectivity between the residents south of Broadway, the businesses along Broadway and other Sacramento communities like Downtown and Midtown.

The future of Broadway also includes multiple housing, retail and mixed-use development projects already underway or in the planning stages, which will lead to even more opportunities to live, work, do business and dine within the district. An educational component is coming to the district as well, with Northstate University planning to open its School of Dentistry at 22nd and Broadway.



These new and upcoming projects bring with them the promise of added economic revitalization and reinvestment along the Broadway corridor, in addition to enhanced beauty, safety and accessibility for visitors and those who live and work in the area.

