

Annual Report

2023



**FRANKLIN
BOULEVARD**
BUSINESS DISTRICT



**FRANKLIN
NEIGHBORHOOD**
DEVELOPMENT CORPORATION



METHOD AND BASIS OF LEVIED BIA ASSESSMENTS

The Business District serves both a Property and Business Improvement District (PBID) and a Business Improvement Area. Assessments for properties in the PBID are based on parcel size, frontage, square footage, and zone. Assessments for businesses in the Business Improvement Area (BIA) for Fiscal Year 2022/2023 are calculated based on the following formula:

Retail

\$71 minimum to a maximum of \$728

Retail businesses include any business that sells goods such as auto parts, clothes, food, hardware and specialty items. In these cases, a business's gross sales and receipts would be multiplied by \$.000535. For example, if a business's gross annual sales are \$200,000, its annual BIA assessment would be \$107.

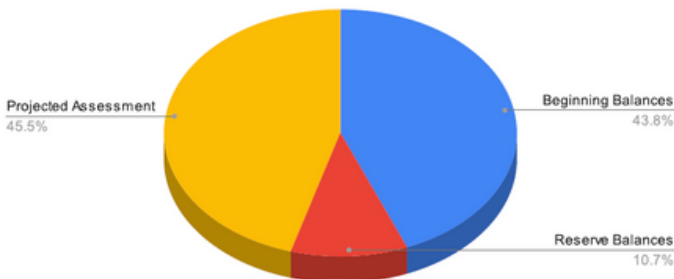
Non-Retail

\$71 flat rate.

Non-retail businesses include professionals and service-oriented businesses such as an accountant, architect, attorney, engineer, dentist or doctor.

PROJECTED 2022/2023 BUDGET

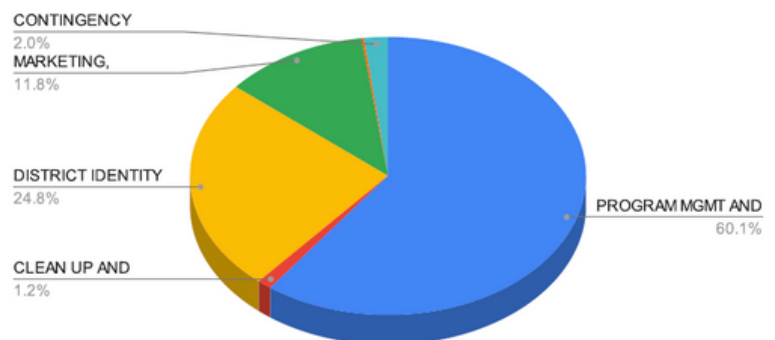
Total Revenues



TOTAL REVENUES	BIA	PBID	TOTAL
Beginning Balances (April 1, 2023)	\$82,045	\$208,154	\$290,199
Reserves Balance	\$20,000	\$20,745	\$40,745
Projected Assessment	\$85,076	\$212,682	\$297,758

TOTAL EXPENSES	BIA	PBID	TOTAL
Program Mgmt and Operations	\$51,000	\$90,000	\$141,000
Clean Up and Beautification	\$1,000	\$100,000	\$101,000
District Identity	\$21,000	\$11,000	\$32,000
Marketing, Business Wkshp & Trainings	\$10,000	\$5,000	\$15,000
City/County Billing	\$171	\$2,720	\$2,891
Contingency	\$1,662	\$3,437	\$5,099

EXPENSES



STAFF

Mike Bokan
Executive Director

Liliana Ruíz
Marketing Manager

Josilyn Porras
Office Administrator

Jose Ramirez
Clean & Safe Team

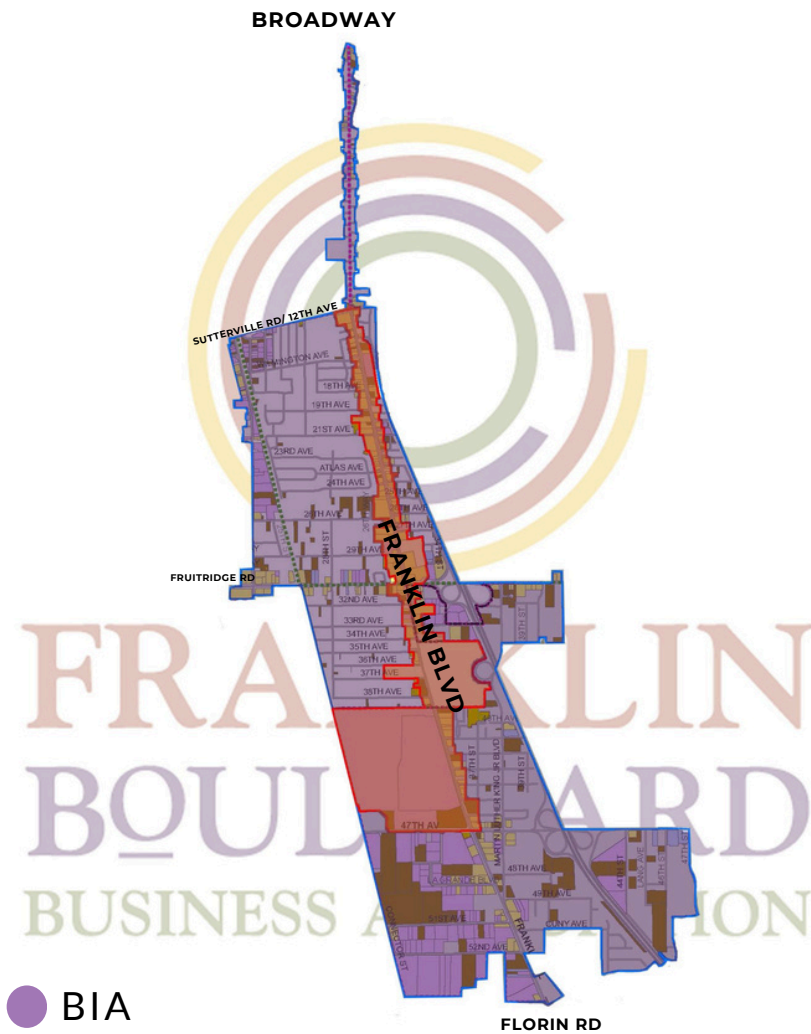
Kendra Macias Reed
Director of Operations

Hilary Gould
District Clean & Safe Manager

Sharon Sprowls
Community Initiatives Coordinator

Alma Ramirez
Clean & Safe Team

DISTRICT MAP



BIA
Business Improvement Area
600+ Businesses

PBID
Property-based Business Improvement
District
155+ Property Owners

BOARD OF DIRECTORS

Jorge Plasencia, President
La Esperanza Bakery & Market

Brad Clark, Vice President
Urban Equities Advisors

Frank Cable, Secretary
Property Owner

Connie Herrera, Treasurer
La Pantera Club

Victor Batovac, Director
Ellio's German Auto

Anicieto Balingit Jr., Director
Guardian Self-Storage

Aaron Chong, Director
Office of Sacramento County
Supervisor Phil Serna

Nate Ellis, Director
Rabin Worldwide Inc.

Julio Ortiz, Director
Self-Help Credit & Gaspachos

Henry Ramos, Director
Bodyworks Unlimited

Keaton Riley, Director
Office of Sacramento County
Supervisory Patrick Kennedy

Rene Cornejo, Director
Acme Tops & Tunes

Ryan K. Brown, Director
Office of Sacramento City
Councilmember Caity Maple



DISTRICT EVENTS

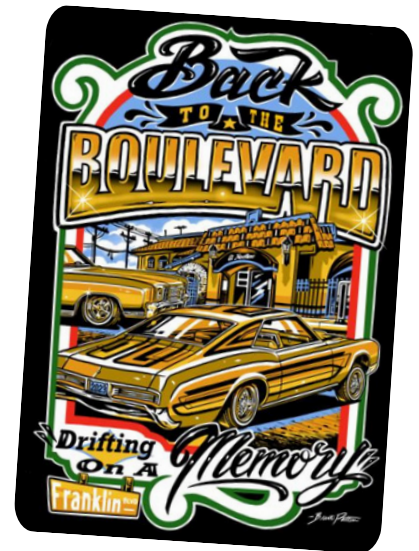
Carruchas y Café

Carruchas y Café is a community event introduced in 2023 by the Franklin Boulevard Business District in collaboration with Capital Style Car Club and Sacramento Car Club. On every 3rd Sunday of the month we activate the Boulevard with local vendors, beautiful cars, and nostalgic music. Continuing the legacy of Franklin Blvd.'s ties to the Lowriding community, Carruchas y Café brings families and the Lowriding culture together. Within the first year of these events, many car enthusiasts from northern California have participated every month. We look forward to continuing another great summer of Carruchas y Café for the upcoming year of 2024.



Back to the Boulevard

Back to the Boulevard returned in 2022 and even the rain could not stop it. The annual Show and Shine/Cruise event covers a 1.2 mile stretch of Franklin Blvd. from 12th Ave to Fruitridge Rd. With over 400 + cars, 60 + vendors, a dignitary parade, cultural and historical events, boxing, musical acts and more. The flavor and personality of the District and community is on full display as over 15,000 attendees make their way through the district each September.



National Night Out

With over 1,000 attendees, National Night Out (NNO) is an anticipated event for the PBID as we showcase local law enforcement's relationship with the District and North City Farms community. It promotes not only our relationship with local law enforcement agencies such as, Sacramento Police Department (SPD), Sacramento County Sheriff Department (SCSD), and California Highway Patrol (CHP), but strives to bring back a true sense of community. Held every year on the 1st Tuesday in August, this free giveaway event is a staple for our District.

150 Backpacks 750 Desserts \$1,000+ Toys Donated 900+ Meals



SMUD SHINE GRANT

Continuing with last year's partnership between the District and SMUD (Sacramento Municipal Utility District), the Franklin Boulevard District was awarded a new \$10,000 SHINE grant. This grant will help with implementing lighting and energy efficiency improvement for local businesses in 2024.



5
BUSINESSES
ASSISTED WITH
OUTDOOR
LIGHTING
IMPROVEMENTS

2023 CLEAN & SAFE STATISTICS

99



Illegal stickers removed

123

Carts retrieved from the street



360



Illegal signs removed

234

Illegal dumpings removed



2,166

Bags of garbage collected



Tags of graffiti removed



FRANKLIN BLVD COMPLETE STREET

The Franklin Boulevard Complete Street project is continuing to move forward. The project will transform Franklin Blvd. from Sutterville Rd./12th Ave. to 38th Ave. into a safer and more comfortable street for people to drive, bike, walk, or roll, and a more attractive commercial corridor for businesses and new investment. The City of Sacramento is working with the Franklin Boulevard Business Association on final design for the Sutterville Rd to 32nd Avenue segment, with construction expected to begin in 2024. The City was also awarded nearly \$1.6 million in state Active Transportation Program funds for final design of the segment from 32nd to 38th Avenues, which will complete the project. Future construction of that section will complete the project.

SELF-HELP CREDIT UNION

The Association has been working with Branch Manager, Julio Ortiz and Self-Help Federal Credit Union for years to bring community-minded financial banking back to the boulevard. Beginning with the loss of our major employer Campbell's Soup in 2007, and the closure of our only financial institution shortly thereafter, our community has been underserved in access to banking for nearly two decades. We are absolutely thrilled to have this resource in our district and look forward to an ongoing partnership with Self-Help Federal Credit Union.



FRANKLIN NEIGHBORHOOD DEVELOPMENT CORPORATION

Clean California Grant

The Franklin Neighborhood Development Corporation (FNDC) and City of Sacramento have been partnering on a Caltrans Clean California grant to help create a more welcoming environment along a key walking route between South Oak Park, North City Farms, and the Franklin District, to and from Ethel Phillips Elementary School, and to help reconnect these neighborhoods that were cut off by the construction of Highway 99 in the 1960s. The project includes sidewalk and street improvements, murals, sculptures, and utility box wraps. These projects will be completed in June 2024.



Jaya King- 21st Ave Tapestry

Community involvement was the connecting thread throughout this mural project. It was important for the design to be inspired by the surrounding neighborhoods, the stories, and the cultural influences. Reuniting both sides of the underpass in a community paint day was the highlight of this project. Families and neighbors coming together to make their mark on the wall was an infusion of positive energy. Transforming this gateway was an incredible collaborative effort and I'm honored to have played a key part in 21st Tapestry.

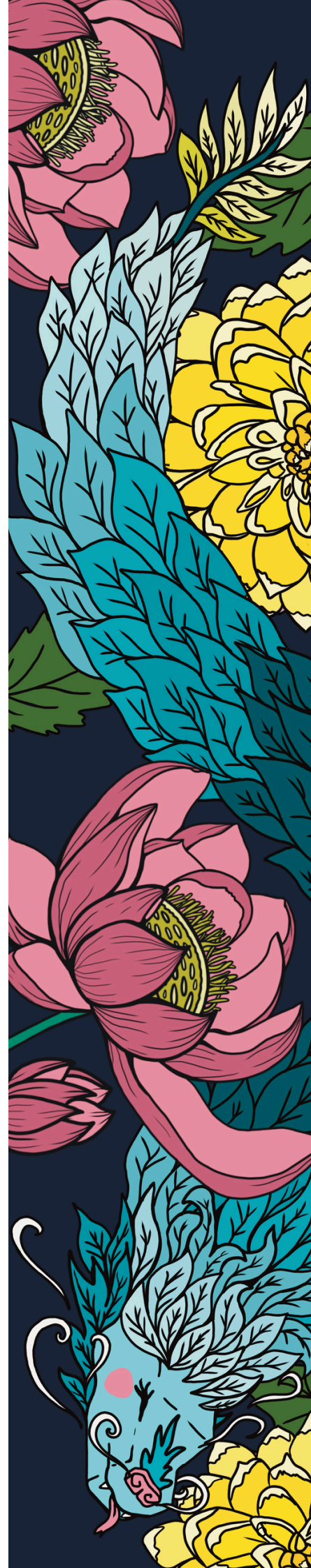
-Artist & Muralist, Jaya King.



Karen Sue & Ethel Phillips Elementary

In March of 2023, Artist Karen Chen, of Karen Sue Studios began the mural project for Ethel Phillips Elementary School. The mural embodies the beautiful cultures that represent Ethel Phillips students. By May of 2023, over 450 students were able to enjoy a day of art and paint their new mural.

Since a large number of the students are of Mexican heritage, the mural's representation is of a Quetzalcoatl (a feathered serpent) and dahlias, the Mexican national flower. The artist chose a yellow dahlia as they symbolize friendship. Karen also included a lotus flower from her own Taiwanese heritage. "The lotus flower is special in many cultures because it can grow in dirty and muddy water. It reminds us that even when things are difficult, we can still stay kind and strong." Karen Sue



EMPRENDE ENTREPRENEURSHIP TRAINING PROGRAM

In partnership with the Sacramento Hispanic Chamber of Commerce

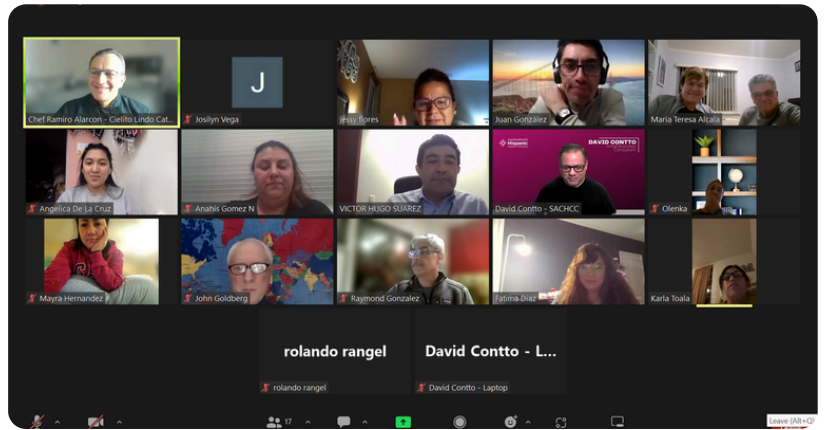
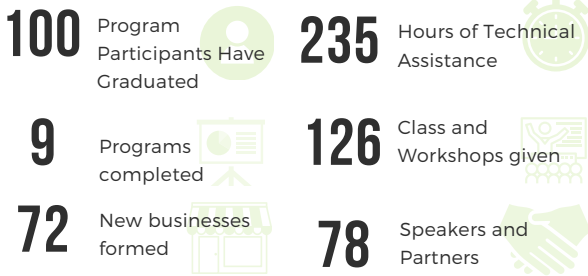


The Emprende Program (formerly known as the Micro Empresario Program) was created in 2019, and now operates in partnership with the Sacramento Hispanic Chamber of Commerce. This 10-week course offers Spanish-speaking entrepreneurs an opportunity to learn, in-language, from Latinx business professionals on how to start a business from concept to implementation and continues to be a pillar program of the FNDC.

Since 2021, we have partnered with the Sacramento Hispanic Chamber of Commerce (SHCC) to grow our Micro-enterprise program into a program that supports entrepreneurs from the City and County of Sacramento, and beyond. Our partnership with SHCC continues to increase our capacity to provide technical assistance and access to other programs for our minority entrepreneurs, while offering them the help they need to thrive in small business ownership.

Since 2019, we have graduated 100 minority entrepreneurs and are currently running our 10th cohort in a hybrid model. We will continue this work with our 11th cohort beginning in the fall of 2024.

PROGRAM STATISTICS



XX TACOS FOOD TRUCK CELEBRATION

In partnership with the Sacramento Hispanic Chamber of Commerce

In the summer of 2023 FNDC celebrated Emprende Sacramento Graduate's, Roxanna Urena and Javier Vargas, from XX Tacos. In 2020 XX Tacos started out as a concept idea when brother and sister, Roxanna, a recent Veteran, and Javier thought about going into a family business together. After completing the Emprende program both felt confident since all the sessions taught every aspect of business principles such as market research, budgeting, digital marketing, and financial planning.

"They have guided us in every state to be where we are now, and we are honored to be a part of all the events through the organization and are thrilled to see what the future has for us," said Roxanna and Javier. With their hard work and determination XX Tacos has expanded their business to operate their very own mobile Food Truck in 2023.

XX Tacos offers rich and flavorful Mexican street food with their own modern twist. You can find their fully operating truck off Stockton Boulevard, in Sacramento. Felicidades XX Tacos!





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