

THE HISTORIC
MONTEREY
TRAIL DISTRICT



**FRANKLIN
BOULEVARD**
BUSINESS ASSOCIATION

Shop and Dine the Trail!

ANNUAL REPORT 2015

MISSION

Building a thriving business district that protects and promotes the interests of new and existing members while pursuing public and private investment.

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BOARD OF DIRECTORS

- Mike Bokan**, President, Bokan Brothers
- Jorge Plasencia**, Vice-President
La Esperanza Bakery & Catering and Harvest Foods
- Frank Cable**, Secretary, Property Owner
- Connie Herrera**, Treasurer
Soccer Planet & La Pantera Club
- Linda Avalos**, Director, Jimboy’s Tacos
- Aniceto Balingit, Jr.**, Director, Guardian Self-Storage
- Aaron Chong**, Director
Office of Sacramento County Supervisor Phil Serna
- Lisa Cirill**, Commercial Property Owner
- Brad Clark**, Director
Urban Equities Advisors
- Susan McKee**, Director
Office of Sacramento County Supervisor Patrick Kennedy
- Greta Vohlers**, Director
Sacramento Regional Transit
- Jeremy Sands**, Director, ABF Freight System, Inc.
- Peggy Schwar**, Director, Representing Property Owner
- Jess Huang**, Director (Ex-Officio)
Office of Councilmember Jay Schenirer

Board of Directors

Left to Right: Jeremy Sands, Lisa Cirill, Frank Cable (Secretary), Aniceto Balingit, Linda Avalos, Jorge Plasencia (Vice-President), Connie Herrera (Treasurer), Marti Brown (outgoing Executive Director), Aaron Chong, Mike Bokan (President), and Susan McKee.



MESSAGE FROM THE PRESIDENT



Association President Mike Bokan with his wife, Leticia.

For the past three years, the Franklin Boulevard Business Association ('Association') has been working with Dr. Jesus Hernandez to develop and complete a 'green' Strategic Plan ('Plan') for *The Historic Monterey Trail District* ('District'). Now in the final throes, the Plan will be completed later this year. It's focused on "greening" the district—both commercial and residential—and bringing greater energy efficiencies, more public infrastructure and transportation, job training, affordable housing and more tools for economic development to the business district.

While the outgoing Executive Director, Marti Brown, will also continue to consult on the completion of the Plan and the upcoming Streetscape Project, we are thrilled to announce the Association's new Executive Director hire—Nathan Ulsh! Nathan will continue to move the Association in the same direction it's been headed these past few years by working on the initiatives mentioned above but more specifically, a centrally located public park, green energy retrofits for both commercial and residential buildings, a neighborhood shuttle, a farmer's market, strengthening the District's new brand, and reinstating a low or no interest façade improvement program for commercial buildings.

Particularly noteworthy at this time is the Association's current and upcoming work on the Franklin Boulevard Streetscape Project and bolstering the District's identity via social media. The Streetscape Project is just starting to roll out this year and the City will seek public input on the project in early 2017. Key proposed features include reducing Franklin Boulevard from four to two lanes between Sutterville and Fruitridge Roads, adding bike lanes, landscaped medians, sidewalk landscaping, additional crosswalks and striped on street parking.

As for increasing the District's identity, the Association has partnered with Uptown Studios to ramp up its social media presence on Facebook, Twitter and Instagram. The effort is designed to increase the presence of both the District and that of individual businesses in the District. What does that mean? **Please share with us your business photos, stories, and promotions so that we can share your information on the District's social media channels and encourage shoppers and diners to explore and rediscover the Historic Monterey Trail District!**

Working with our new Executive Director, we have an exciting and transformative year ahead from completing the Association's Strategic Plan to increasing The Historic Monterey Trail District's social media presence to launching the new Streetscape Project to increasing our fundraising efforts and capacity to implement more projects that will benefit the business district; and we hope you'll be there with us every step of the way—making your voice heard, contributing your ideas and feedback, and helping the Association to advocate for more public funds, projects and programs. We look forward to working with you!

Thank you.

A handwritten signature in black ink, appearing to read 'Mike Bokan', enclosed in a white rectangular box.

Mike Bokan,
Association President

ACCOMPLISHMENTS

City of Sacramento and the Franklin Boulevard Business Association Win \$443,000 SACOG Grant for new Streetscape Project on Franklin Boulevard!

In December 2015, the City of Sacramento successfully won its bid for a \$443,000 Community Design Grant from the Sacramento Area Council of Governments (SACOG) and, with tremendous support and advocacy from Councilmember Jay Schenirer, leveraged an additional \$450,000 of public funds for a **total of \$893,000** toward a new streetscape project on Franklin Boulevard between Sutterville Road and the County line.

While the project will not commence until January 2017, it will include conducting a feasibility study and public outreach to consider reducing the Boulevard from four to two lanes, as well as adding bike lanes, landscaped medians, sidewalk landscaping and striped on street parking. The project will result in at least one preferred preliminary design drawing. The City will then seek further funding for construction of the final project in future years.



SACOG Grant Celebration
January 30, 2016



Big Changes in the District; New Brand, New Banners!

On March 29, 2016, the Association officially rebranded the district from the “North Franklin District” to “The Historic Monterey Trail District.”

Recent research revealed that Franklin Boulevard was once the Monterey Trail between Sutter’s Fort and Monterey during the era of Mexican-California (1821-1847).

The Association realized that this was a great opportunity to tell a different story about the business district; share part of its rich cultural past; help redefine its identity; and hopefully, recapture the imagination of shoppers and diners throughout the region.



EVENTS

National Night Out, August 2015

More than 200 neighborhood residents and business members, as well as elected and other public officials attended the Association's 2015 National Night Out event. In addition to giving away more than 100 burritos, paletas and water, other Association activities included face painting, a bouncy house, DJ, karate demonstration by Nippon Kempo Karate Do Kyo Kai and, for the first time, a Mexican folkloric dance demonstration by Rincones de Mi Tierra. A fun event for the entire family!



Association Celebrates 2015 Annual Membership Meeting & Luncheon

The 2015 Annual Membership Meeting & Luncheon was another great successful meeting with more than 80 people in attendance. For the first time in several years, the meeting was held at the La Familia Counseling Center just off Franklin Boulevard. Guest speakers included City of Sacramento's Police Chief Sam Somers and Sacramento County Sheriff Scott Jones. Pitch hitting together, they shared department updates and fielded audience questions. A delicious lunch was also served by La Esperanza Catering.

Special "thank you" to La Familia Counseling Center and their staff—Rachel Rios (Executive Director), Gloria Torres and Phyllis Rodriguez—for their generous support and donating the space for the event. Another special "thanks" also goes to Police Chief Sam Somers and Sheriff Scott Jones for helping to make the 2015 Annual Membership Meeting & Luncheon a great success!



Guest Speakers:
Sheriff Jones &
Chief Somers



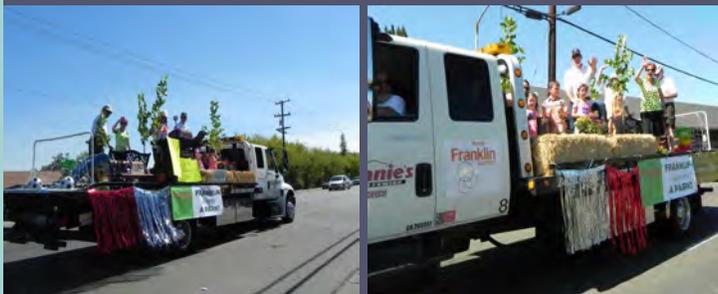
SPONSORSHIPS

Association Co-Sponsors La Familia's Franklin Boulevard Foot Facts Project

As part of La Familia's *Out-of-School Youth* and *Youth Voice Programs*, the Franklin Boulevard Food Facts project was researched, written and conceived. The finished booklet includes a map of restaurants offering healthy food choices, tips for eating healthy, and information about the dining out habits of Sacramento County residents, County health statistics, and the benefits of healthy eating habits.

The goal of the project was to identify and encourage healthier food choices when dining out on Franklin Boulevard and dispel the myth that ethnic food is unhealthy.

The Association contributed in kind services to edit and design the booklet and postcard, as well the cost of printing both.



Association Co-Sponsors La Familia's Latino/Hispanic Parade and Enters A Float

In 2015, La Familia Counseling Center reinstated the Association's previous Latino/Hispanic Parade that was discontinued in 2013.

The Association contributed \$1000 to co-sponsor the event along with many other civic supporters, as well as entered the "Franklin Deserves a Park" float reminding residents, business owners and public officials that there is no public park in the four-mile stretch of Franklin Boulevard that is in the business district (between Broadway and Turnbridge Road). A project that the Association continues to work on.



The District’s Cleanup “Dream Team”
L to R: Hilary, Jose, Yvonne, Cristina, and Alma



Removal and Disposal



Trash Bags.....663



Shopping Carts.....69



Illegal Signs.....294



Illegal Dumping.....14



Graffiti.....96



Stickers.....96



Before



After

PROJECTED BUDGET

REVENUES	BIA	PBID	TOTAL
Beginning Balances (April 25, 2016)	\$41,238	\$45,957	\$87,195
Reserve Balances	\$24,405	\$24,405	\$48,810
Projected 2016/2017 Assessments	\$38,495	\$141,274	\$179,769
Total Projected Revenues	\$104,138	\$211,636	\$315,774
EXPENSES			
Strategic Plan	\$18,750	\$18,750	\$37,500
District Identity	\$42,250	\$16,250	\$58,500
Clean Up & Maintenance	\$5,000	\$44,400	\$94,400
Administration & Operations	\$10,000	\$10,000	\$20,000
City & County Billing	\$0	\$1,470	\$1,470
Total Projected Expenses	\$76,000	\$90,870	\$211,870
Projected Ending Balances (June 30, 2017)	\$28,138	\$120,766	\$103,904

Method and Basis of Levied BIA Assessment

The assessment for businesses in the Business Improvement Area (BIA) for Fiscal Year 2016/2017 is calculated based on the following formula:

Retail: \$57 minimum to a maximum of \$580 (gross receipts multiplied by \$.000535).

Non-Retail: \$57 flat rate.

Example: Non-retail businesses could include such professions and service-oriented businesses as an accountant, architect, attorney, engineer, dentist and doctor. In these cases, the business would be assessed a flat rate of \$57.

Retail businesses could include any business that sells goods such as auto parts, clothes, food, hardware and specialty items. In these cases, the 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.

The Historic Monterey Trail District Strategic Plan

Complete and start to implement the Franklin Boulevard Business Association ('Association') and Franklin Neighborhood Development Corporation's Strategic Plan including addressing inadequacies of public transportation and circulation patterns (e.g., neighborhood shuttle, bicycle, pedestrian); access to jobs, affordable housing, health care, and basic neighborhood services (e.g., bank, post office); assess education and public infrastructure needs; and deterrents to business retention and attraction. Develop strategies and recommendations for improvements to the District's physical and social infrastructure, and start implementation of these solutions.

District Identity

Improve Franklin Boulevard's streetscape, vacant properties, code enforcement, business signage and other public infrastructure. Market and promote the business district by re-branding it to "The Historic Monterey Trail District" and installing new business district banners, as well as via the Association's website, social media, newsletter and unique events such as the Annual Membership Meeting & Luncheon and National Night Out. Working with the Sacramento Metropolitan Arts Commission (SMAC), the Association is developing a large-scale and impactful mural project in the business district on Franklin Boulevard between Sutterville and Fruitridge Roads.

Clean Up & District Beautification

Provide sidewalk and street cleaning services; graffiti, shopping cart and trash removal; and landscape maintenance in the public right-of-way on Franklin Boulevard for those commercial properties in the Property-Based Business Improvement District adjacent to Franklin Boulevard between Sutterville Road and 47th Avenue.

Program Management & Operations

Administer the day-to-day operations of the Association including financial management, membership support and inquiries, Board of Director support and assistance.

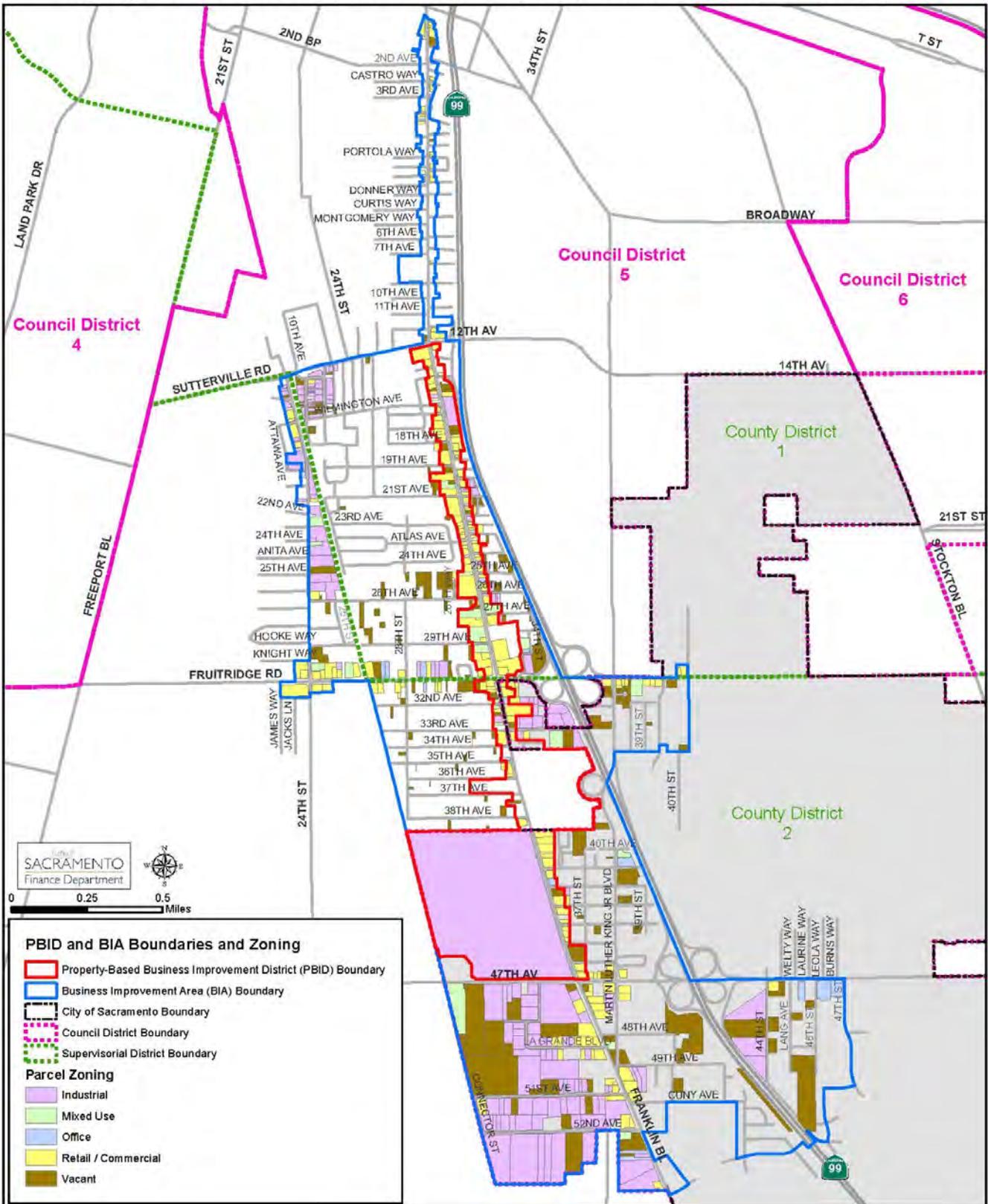
NEW BUSINESSES

Welcome to the New Businesses in the District!

- ◆ Makeup Addiction Studio
- ◆ Quality Auto Glass Mobile Service
- ◆ R & B Smooth Housekeeping
- ◆ The Shave House
- ◆ Kimberly Marie Bolton
- ◆ Cricket Wireless
- ◆ Global Environmental
- ◆ Auto Best Cylinder Heads
- ◆ Yum Yum Donut Shop
- ◆ Ayon Landscaping
- ◆ 360 Motorsports LLC
- ◆ JC Auto Sales
- ◆ Alchemergy
- ◆ The Queen's Cleaning Service
- ◆ Eclipse 7 Salon de Belleza
- ◆ TNT Industrial Contractors, Inc.
- ◆ CVS Pharmacy
- ◆ SMG Auto Sales
- ◆ Floors Direct Wholesale, Inc.
- ◆ Montes Bros. Landscaping
- ◆ Bancor & Company, Inc.
- ◆ Trend Settaz
- ◆ Mama Vangs
- ◆ Vanesa's Artesanias
- ◆ Amanda Delaney
- ◆ MacKenzie Pitts
- ◆ Jaqueline N. Cruz
- ◆ Goldsby Carpet & Tile Restoration
- ◆ Studio 74
- ◆ Pantera Sound Productions
- ◆ C & J Payee Service, LLC
- ◆ Northern Fire Inspection, Inc.
- ◆ T-Mobile Leasing LLC
- ◆ Beltran's Auto Body
- ◆ Green Wave Nursery
- ◆ Camilla Boots
- ◆ Chic Express

The Historic Monterey Trail District

Property-Based Business Improvement District (PBID) / Business Improvement Area (BIA)



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