



April 24, 2023

Suzanne Tam
City of Sacramento
Public Improvement Finance
915 I Street, 5th Floor
Sacramento, CA 95814

RE: Franklin Boulevard BIA 2023-2024 Annual Report

Dear Ms. Tam:

Enclosed is the 2023-2024 Annual Report for The Franklin Blvd Business Association BIA as approved by the Board of Directors. Please note that the assessment rates will remain the same. If you have any questions regarding the report, please call me at 916-455-2124.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Bokan", with a long horizontal flourish extending to the right.

Michael Bokan
Executive Director



FRANKLIN
BOULEVARD
BUSINESS ASSOCIATION

ANNUAL REPORT
Fiscal Year 2023-2024

PROPOSED IMPROVEMENTS & ACTIVITIES

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. We currently have two full-time staff to respond to inquiries and business/property owners' needs. This includes, but is not limited to: answering phone calls and emails, distributing information, creating marketing documents and materials, and providing support for our members. Furthermore, outreach needs to be consistent and a database will be implemented for further development of outreach, services and assistance. We will assess needs and reassess current operations on an ongoing basis to be effective in supporting the business environment and their needs. For example, empty parcels or vacant units are a priority to fill. Gaining access to this information is imperative to promoting the district and increasing vitality of the corridor.

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 all commercial properties in the Property-Based Business Improvement District adjacent to Franklin Boulevard between Sutterville Road and 47th Avenue. Additionally, we have included a budget for security services in the district to help curb business theft and vandalism, and to ensure the boulevard remains safe for community members and patrons of our local businesses.

District Identity

Improve Franklin Boulevard's streetscape, vacant properties, code enforcement, business signage and other public infrastructure. Market and promote the business district by revamping the branding of our district via the Association's website, social media, newsletters and cultural events such as our Annual Membership Meeting & Luncheon and National Night Out. Continue working with our public and private partners to develop large-scale and culturally relevant mural projects in the business district on Franklin Boulevard. Additionally, we continue to build stronger relationships with our neighborhoods, community partners and law enforcement to garner support via community events and other activities. As we build on a stronger sense of community, our district continues to host annual events to bolster our cultural identity that include Cinco De Mayo, Mexican Independence Day and the Back to the Boulevard Car Cruise, and National Night Out.

- May 5, 2023: 5 de Mayo -- \$1,000
- August 1, 2023: National Night Out -- \$2,000
- September 2023: Back to the Blvd: Car Cruise & Mexican Independence Day -- \$5,000
- October 31, 2023: Trunk-or-Treat -- \$500
- December 2023: La Posada -- \$500
- Branding & new banners -- \$5,000

Marketing, Business Workshops and Training

Current endeavors to provide marketing and technical assistance are offered through our partnership with the Sacramento Hispanic Chamber and our Emprende program. Our members are looking to gain more expertise but access to capital and/or language barriers are prevalent, hence the need to expand on these services in other languages besides English. We are regularly updating our social media and website pages to better promote the businesses in the district and to leverage partnerships to provide business workshops, technical assistance and access to capital. Moreover, we are looking for ways to retain and grow businesses in the district as well as attract new businesses that provide jobs to the surrounding community.

PROJECTED ANNUAL BUDGET FISCAL YEAR 2023-2024

Board approved 4/26/23

REVENUES	BIA	PBID	TOTAL
Beginning Balances (April 20, 2023)	\$64,326	\$274,975	\$339,301
Reserve Balances	\$20,000	\$20,740	\$40,740
Projected 2023-24 Assessments	\$83,083	\$205,134	\$288,216
EXPENSES			
Program Management & Operations	\$50,000	\$84,200	\$134,200
Clean Up & Beautification (Clean & Safe)	\$1,000	\$100,000	\$101,000
District Identity	\$20,000	\$10,000	\$30,000
Marketing/Business Workshops and Training	\$10,000	\$4,000	\$14,000
City & County Billing	\$171	\$2,709	\$2,880
Contingency	\$1,662	\$3,437	\$5,099
Total Projected Expenses	\$82,833	\$204,346	\$287,179
Projected Ending Balances (June 30, 2024)	\$250	\$788	\$1,038

Franklin Blvd Business Association
PROJECTED ANNUAL BUDGET
 Fiscal Year 2023.2024

Revenues

BIA

Beginning Balances (as of April 20, 2023)	\$64,326
Contingency/Reserve	\$20,000
Projected Assessment	\$83,083
Total Budget	\$167,409

Expenses

Delta %	Service/Project	Description	BIA
3%	Program Management and Operations	Staff and administrative expenses; Association insurance, office related expenses, rent, financial reporting and accounting, and legal expenses.	\$50,000
5%	Clean Up, Beautification & Security Services	Sidewalk cleaning services; graffiti, shopping cart* and trash removal*; landscape maintenance; and street and District beautification.	\$1,000
2%	District Identity	Marketing and promotion of the District, banners, newsletter, branding, publicity, special events, and holiday decorations, murals.	\$20,000
	Marketing, Business Workshops and Trainings	Trainings and workshops for District businesses on social media, marketing, access to capital, worker's compensation, visual merchandising, etc...	\$10,000
0%	City/County Billing (5% fee)	Cost to City and County of Sacramento to administer and distribute BIA and PBID funds to District.	\$171
0%	Contingency (2%)		\$1,662
10%			
Total Expenses			\$82,833
Ending Balance (Projected - June 30, 2024)			\$250
With reserves			\$20,250

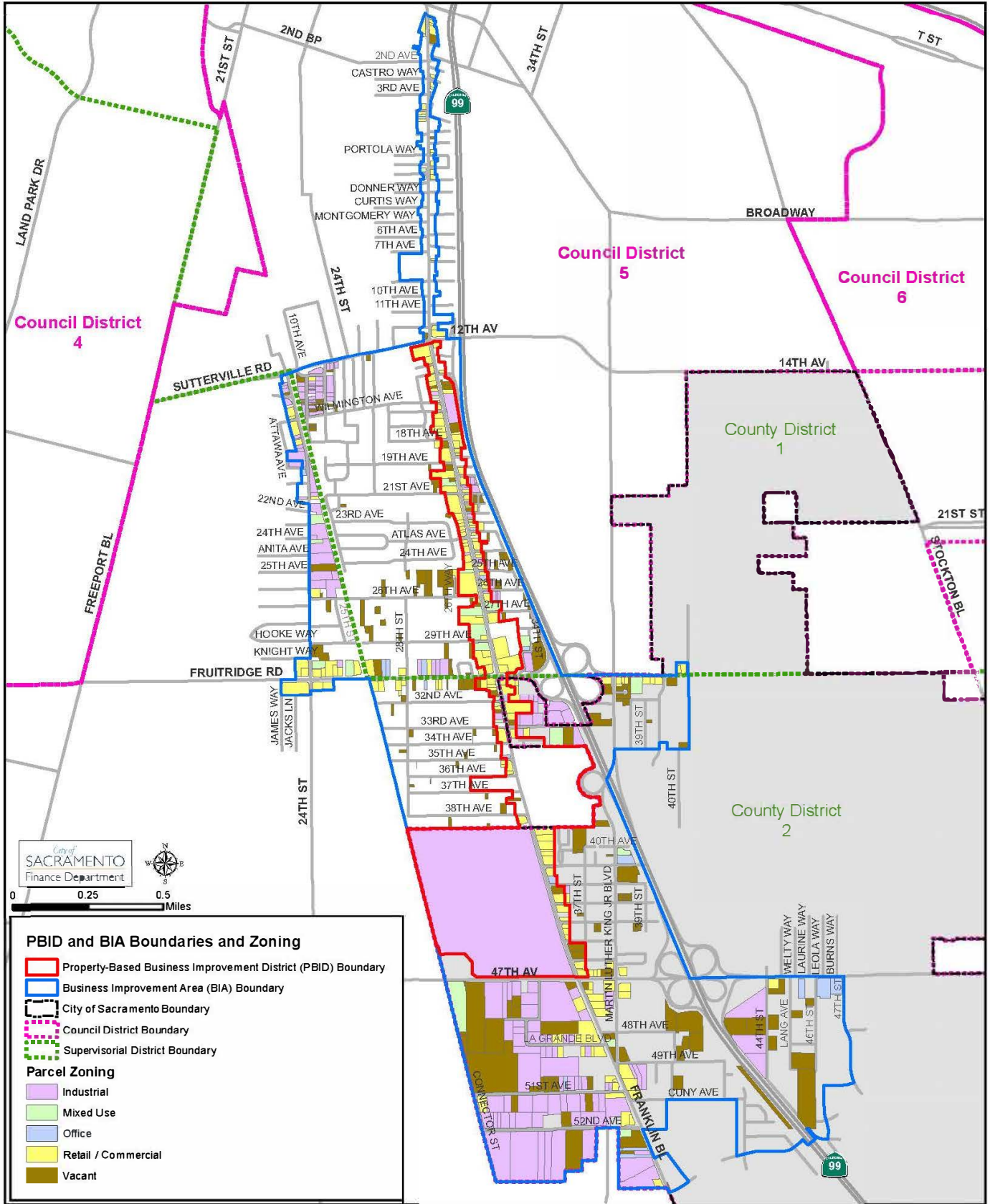
BUSINESS IMPROVEMENT AREA FEES:

ANNUAL FEES AS OF JULY 1, 2023

FRANKLIN BLVD BIA (D):		Minimum: \$75	Maximum: \$767
		<u>Flat Amount</u>	<u>Increment</u> <u>Basis</u>
D1	Retail	Gross Receipts	- .000535 of gross receipts
D2	Non-Retail	Flat Fee	\$75 -

Franklin Blvd Business Association

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



- PBID and BIA Boundaries and Zoning**
- Property-Based Business Improvement District (PBID) Boundary
 - Business Improvement Area (BIA) Boundary
 - City of Sacramento Boundary
 - Council District Boundary
 - Supervisorial District Boundary
- Parcel Zoning**
- Industrial
 - Mixed Use
 - Office
 - Retail / Commercial
 - Vacant