STOCKTON BOULEVARD PARTNERSHIP

2021 ANNUAL REPORT

BOARD OF DIRECTORS

Property Owners

Elgin Bradley, Chair
Property Owner

Ken Fahn
Property Owner and Area Developer

Lauren Hammond
Lotus Casino Representative

Sotiris Kolokotronis
SKK Developments

Terence Lee
Leeland Properties, LLC

Laura Niznik-Williams
UC Davis Health System Representative

Dhruv Shah
Property Owner

Thai Tran
Property Owner

Dan Weitzman, *Treasurer*
Area Developer

Non-Property Owners

Open Seats

Community Organization Directors

Liane Bruckstein, *Secretary*
Harm Reduction Services

Terri Galvan, *Vice Chair*
Community Against Sexual Harm

Public Sector

Phil Serna
Lisa Nava, Representative
Sacramento County Board of Supervisors–District 1

Patrick Kennedy
Keaton Riley, Representative
Sacramento County Board of Supervisors–District 2

Eric Guerra
Alejandro Cabrera, Gilbert Lara, Representatives
Sacramento City Council–District 6

Jay Schenirer
Allison Joe, Representative
Sacramento City Council–District 5

Neighborhood Representatives

Barbara Steinberg
Community Representative

Executive Director's Message

These past couple of years have been like no other, the pandemic continues to produce uncertainties impacting all of our lives. Despite it all, our businesses have shown resilience and courage while navigating the challenges put before them. On behalf of Stockton Boulevard Partnership and our Board of Directors, we are truly thankful for the support of our partners and community-based organizations,

I am happy to share that even in these hard times, there is exciting news for 2022 and the future of Stockton Boulevard. In Spring 2022, we will be breaking ground for Aggie Square, a once-in-a-generational project that will become a beacon of hope and bring pride to our district. Additionally, the former Coca Cola Bottling Building will be re-imagined and become an Extended Stay Hotel. Last but not least, Mercy Housing closed escrow on the Jon's Furniture site, which will create housing relief and more affordable housing will be available for our workforce.

In 2021 we put out an extensive RFP seeking vendors that will best service our district for both our maintenance and security needs. I am pleased to share that we contracted City Wide Property Services to keep our district clean and American Shield Security Patrol to keep our district safe, with both vendors beginning in 2022.

The strength of Stockton Boulevard is its ethnic diversity and as a multicultural business corridor we represent the richness that make our City one of the best to live in. I look forward to the road ahead and I am excited about the positive changes that keep Stockton Blvd vibrant!

All the best!

FRANK LOUIE
Executive Director, Stockton Boulevard Partnership

Chair's Message

The Stockton Boulevard Partnership is committed to creating and maintaining positive change along this historic corridor. Our partners, community, and volunteers strive to enhance the quality of life and standard of living by making Stockton Boulevard a desirable place for all who live, work, play, and visit our corridor.

We are thankful to continue our work with Sacramento County Supervisors Phil Serna & Patrick Kennedy and with Sacramento City Councilmembers Jay Schenirer & Eric Guerra. We are proud of our accomplishments together over the past several years, such projects as:

- Aggie Square;
- Our annual backpack giveaway to the community;
- Our Safety of Stockton Project (S.O.S.); and
- Our rededication of Little Saigon.

We will continue to move forward in accomplishing our mission and vision for improving the quality of life along the Stockton Boulevard corridor.

ELGIN BRADLEY
Chair, Stockton Boulevard Partnership Board of Directors

STAFF

Frank Louie
Executive Director

Vincene Jones
Community Outreach

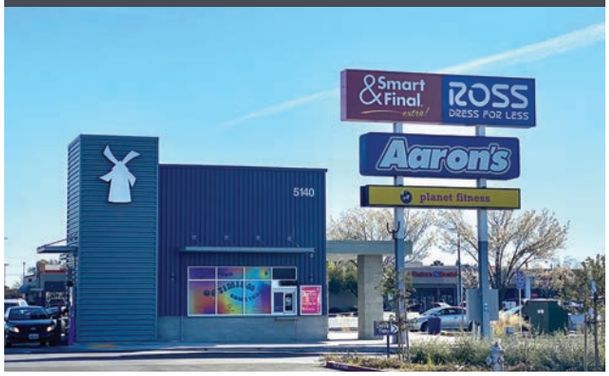
STOCKTON BOULEVARD PARTNERSHIP COMMUNITY DEVELOPMENT CORPORATION BOARD MEMBERS

Vincene Jones
Marlon Lara
Terri Galvan
Jorge Macias
Patrick Stelmach

Mission Statement

To advocate on behalf of property and business owners in matters of public policy and economic development; to implement programs that improve security, safety, cleanliness, and positively impact the public image of the Stockton Boulevard Business corridor.

ECONOMIC DEVELOPMENT



STOCKTON BOULEVARD PLAN

The City of Sacramento is partnering with local residents, business owners, landowners, and organizations to strengthen the Stockton Boulevard corridor as a vital core for surrounding neighborhoods and the region. Through a collaborative and inclusive planning process, the City and its partners will build a shared vision — aka the Stockton Boulevard Plan — of the corridor as a great place for existing residents and businesses while providing space for future growth.

The goal of the Stockton Boulevard Plan is to build the capacity of existing residents and businesses to guide how the area develops. In addition, the plan provides a framework for residents and advocates for the type of development the community would like to see and prioritizes funding and resources for the programs and initiatives, increasing the quality of life and leading to better social, financial, and health outcomes.

Because our PBID boundary overlaps the Stockton Boulevard Plan corridor, we are thrilled to be included in the planning area and process, including our participation in the "Celebrate Stockton Boulevard" event which was held in October 2021. The Stockton Boulevard Plan reflects the City's commitment to its neighborhoods. The plan focuses on and reflects the community, aiming to improve the quality of life and economic opportunity for residents and businesses along the corridor while increasing community ownership and building local capacity.

The Stockton Boulevard Plan reflects the City's commitment to its neighborhoods.

Highlights of the Stockton Boulevard Plan's study findings include:

- While 96% of study area residents commute to jobs outside of the study area, about 90% of study area workers commute from outside the study area.
- The largest gain in jobs for residents living in the study area was in these sectors: Construction & Extraction, Healthcare Support, and Transportation & Material Moving. These sectors were 44% of new resident jobs from 2010-2018.
- The study area's resident population is projected to grow by nearly 15% by 2040. The site is estimated to add almost 11,800 new residents and 4,040 new households by 2040.
- There is a projected demand for an additional 4,240 housing units by 2040; about 73% of those homes need affordable housing.

The City of Sacramento's Neighborhood Development Action Team (NDAT) will use this information and more while drafting its official plan to revitalize Stockton Boulevard. Estimated completion of the draft plan will take place in Spring 2022, followed by finalization and adoption in Summer 2022.

AGGIE SQUARE

Aggie Square is where university, industry, and community come together, creating opportunities for everyone. This innovation hub — located at UC Davis' Sacramento Campus — results from a joint exploratory working group established by Sacramento Mayor Darrell Steinberg and UC Davis Chancellor Gary May. Aggie Square houses research programs, private industry partners, classrooms, student housing, and public-facing programs engaging local communities and entrepreneurs.

The $1.1 billion project, situated at Stockton Boulevard and Second Avenue in Sacramento, is mostly on property owned by UC Davis. The project expands the university's Sacramento campus, creating a state-of-the-art hub for research, innovation, and education.

Aggie Square is where university, industry and community come together...

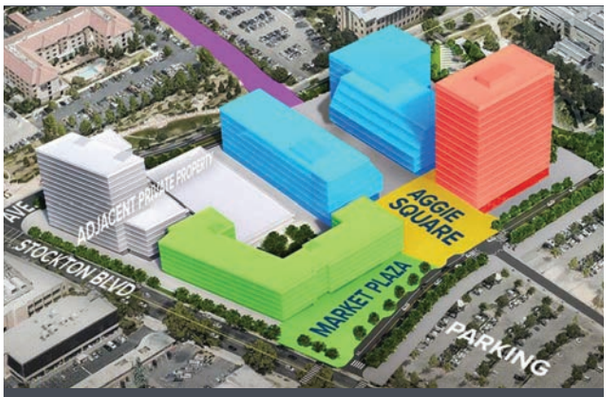
Aggie Square unites community needs and local talent with a world-class medical campus health and nutrition expertise and America's Top College of Agricultural and Environmental Sciences. Aggie Square helps address the challenges of food access and food literacy and celebrate healthy food for all. In addition, by working closely with the City of Sacramento on housing issues and creating new housing for students and partners, Aggie Square helps keep the community vibrant and resilient.

Aggie Square includes new, convenient, and reliable opportunities to commute to work without driving a car. It will offer multiple green alternatives such as electric buses, shuttles to light rail, and bike-share programs. It features more access to and more effortless movement through campus. Aggie Square creates new parking options to accommodate existing and future demand and works with surrounding neighbors to improve access to the campus.

We at the Stockton Boulevard Partnership are ecstatic about the Aggie Square project. The agreement between the City, UC Davis, and Wexford Science and Technology includes inclusive economic development measures reflecting community priorities, including:

- The creation of an affordable housing fund with a minimum of $50 million for the Stockton Boulevard corridor.
- The prioritization of residents for entry-level and higher-wage jobs, providing training pathways to those jobs.
- Improving biking, walking, and transit access around the UC Davis Sacramento campus on Stockton Boulevard.

We look forward to the groundbreaking of this fantastic project in March 2022.



Stockton
5600 BLVD
WARNING
5340 BLVD

S.O.S.
SAFETY ON STOCKTON
VOLUNTEER
To Be A Safety Attendant
ABOUT
The Safety on Stockton initiative is an effort to protect our neighbors and members of the AAPI community from hatred and violence. National discourse and recent events have contributed to the rise of hate crimes targeted at the AAPI community. Neighbors, business owners, community-based organizations, and others are coming together to create safer environments. Safety on Stockton reaffirms our solidarity and commitment to protecting the AAPI community from hate crimes by providing friendly assistance.
#STOP ASIAN HATE
STOCKTON BLVD
COMMUNITY DEVELOPMENT CORPORATION
SIGN-UP HERE
COMMUNITY SERVICE OPPORTUNITY
STOCKTONBLVDPARTNERSHIP.ORG
MORE INFO
916-801-1827

FREE
SMALL BUSINESSES
PPE DRIVE-UP & PICK-UP
Tuesday, October 12th
5:00 pm - 8:00 pm
5657 Stockton Blvd
Sacramento, CA 95824
MUST register by
October 6th, 2021 by 5:00PM
NO WALK UPS
Register by scanning the QR code
Brought to you by:
STOCKTON BOULEVARD PARTNERSHIP
BUSINESS CENTER
U.S. DEPARTMENT OF COMMERCE
SACRAMENTO ASIAN PACIFIC chamber of commerce
CALASIAN chamber of commerce
PPE Unite
AFFILIATE PROGRAM
SBDC

ADVOCACY

Safety is paramount for the businesses along the Stockton Business corridor. The Stockton Boulevard Partnership recognizes the need to educate our patrons, as well as, our surrounding communities.

The **SENIOR SAFETY LUNCHEON's** in partnership with The Sacramento Chinese of Indochina Friendship Association was designed to educate and provide resources to our senior community, many of whom are non-English speaking and are often times the most vulnerable. The workshop focused on the dangers they may encounter as they travel and shop and tips and resources was provided to help them avoid these dangers. Our local law enforcement departments from the Sacramento District Attorney, the Sacramento County Sheriffs, the City of Sacramento Police Department along with the Stockton Boulevard Partnership teamed up to provide the workshop and take-home bags of information on safety tools.

Safety is paramount for the businesses along the Stockton Boulevard corridor.

In response to the **STOP ASIAN HATE** movement, **THE SAFETY ON STOCKTON PROGRAM (S.O.S)** was established. This program was a call for volunteers to walk the Stockton Boulevard Corridor and monitor the area during some of the most vulnerable times of the day. The program lasted for 8 weeks, with 38 volunteers who manned our shopping centers and boulevard. We are proud to say there were no incidents, thanks to volunteers who helped make the program a success.

The Stockton Boulevard Partnership in partnership with the Sacramento Asian Chamber was proud to organize a **PERSONAL PROTECTION EQUIPMENT (PPE) DRIVE** through distribution for our local small business. This was a citywide movement and businesses from all over the city of Sacramento were invited and to participate. The much needed PPE equipment was received with relief by the local business and they all were very grateful for the support.

Previously The Stockton Boulevard Partnership received PPE from the State of California and distributed it to both the community and surrounding businesses. The supplies were received during the peak of the pandemic and provided much relief to our community.

SERVICES & PROGRAMS

The Stockton Boulevard Community Development Cooperation and the Stockton Boulevard Partnership are proud to continue to provide support to our diverse community through our services & programs.

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In 2021, we organized our **THIRD ANNUAL BACK PACK GIVE-A-WAY** where we were able to hand out 638 backpacks filled with everything a young boy or girl needs to start the school year. This year we were joined by the Sacramento Library with a book for each pack, along with the school supplies inside.

Additionally, in 2021 we also hosted our **THIRD ANNUAL TURKEYS TO GO GIVEAWAY**, and completed it with a roaring success. Last year we received an additional donation of 100 turkeys from the Rancho San Miguel Market. The Sacramento Food Bank once again sponsored food boxes and produce, and we were able to provide a complete Thanksgiving meal to our recipients.

Our second annual, safe and family friendly **TRUNK OR TREAT** was a howling success. We invited local community partners to come and deck out their trunks, and put on their best costumes to hand out candy. The event drew in local families to the Sacramento Memorial Lawn where the little ghosts and goblins were free to trick or treat without any fears.

The Stockton Boulevard. Partnership and the Vietnamese Chamber of Commerce sponsored a **10 YEAR REDEDICATION CEREMONY FOR THE DESIGNATION OF THE LITTLE SAIGON DISTRICT**.

Elected officials, business owners and community organizations, as well as community members from throughout the surrounding area came out to join in the rededication of this historic area which has become one of the Destination Points for visitors and residents of Sacramento.

IMAGE & MAINTENANCE

City Wide Excited to Join Forces with SBP

THE STOCKTON BOULEVARD PARTNERSHIP IS EXCITED TO INTRODUCE CITY WIDE PROPERTY SERVICES AS OUR NEW STREET MAINTENANCE VENDOR BEGINNING JANUARY 2022.

Street maintenance services began under the leadership of City Wide, a local well-established property maintenance company. Bringing together a team of experienced professionals that have worked closely with the region's largest property-based improvements districts.

Day porter services play a vital role in the day-to-day appearance of the district. While picking up trash and hazardous waste is top priority, they will also help monitor daily activity. Each team member will proactively report hazards, vandalism, or any other item that requires immediate attention. For safety and visibility, each day porter wears a vest while servicing the district. You may see the City Wide day porter out and about, please feel free to say hello!

2021 Maintenance Success

1,017 illegal signage removed	**346** illegal dumping clean-up
482 shopping carts removed	**1,077** bags of trash collected
184 graffiti tags and illegal stickers removed	**3,106** TOTAL MAINTENANCE IMPROVEMENTS

AFTER

BEFORE

SECURITY

American Shield Provides Patrol Services

Stockton Boulevard Partnership (SBP) has provided private security patrol for the boulevard for over 17 years. In an ongoing effort to find the best and reliable provider, **SBP PUT OUT A REQUEST FOR PROPOSAL IN 2021 AND HIRED AMERICAN SHIELD PROTECTION SERVICES TO PROVIDE PATROL SERVICES STARTING IN 2022.** By focusing on mitigating so-called "nuisance crimes" the private security will be able to free law enforcement resources for more sinister crimes in our neighborhood. The program has grown substantially over the years. Initially, the service provided 40 weekly patrol hours. Today American Shield Protection Services Inc. officers are touring our community and providing over 70 hours or service and protection per week.

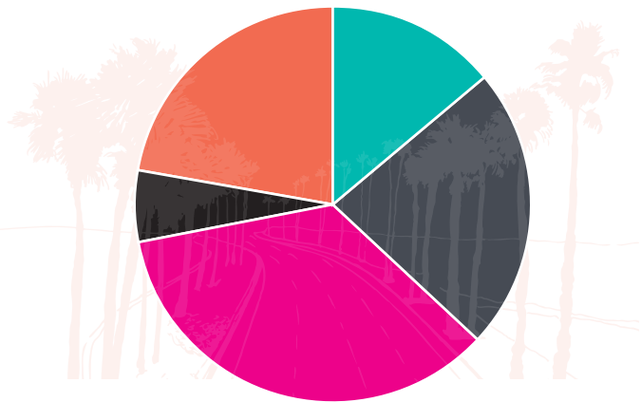
Patrol officers are available between 10am and 8pm daily, 7 days a week to answer calls regarding suspicious persons, trespassers or other conditions which may impede your business or customers. Officers are committed to working in partnership with you and encourage you to call upon their services.

American Shield field officer can be reached at any time at 279-386-6255. When you call, please be ready to provide your name, call-back number, address, business name, a description of the event you are calling about, and a description of any person(s). This information is important to assist officers in quickly responding to and addressing your concerns.

American Shield and Stockton Boulevard Partnership must have a "Notice of Agency" on file in order for the officers to trespass individuals from your property. Please visit our website (stocktonblvdpartnership.org) to access the form, print and fill it out, and send it back to us by fax (916) 454-6021 or by email to staff@stocktonblvdpartnership.org.

FINANCIALS

2021 Summarized Financial Information



TOTAL 2021 SPENDING ALLOCATION = $437,222

- Advocacy and Economic Development (14%)
- Image Enhancement (23%)
- Security and Safety (35%)
- BIA (6%)
- Management and General (22%)

BALANCE SHEET, DECEMBER 31, 2021	
ASSETS	
Cash	$240,001
Other	50,494
	$290,495
LIABILITIES	1,062
NET ASSETS	$289,433
STATEMENT OF ACTIVITIES FOR 2021 REVENUE	
REVENUE	
PBID	$354,437
BIA	82,438
Interest and other	26,880
	$463,755
PROGRAM SERVICES AND EXPENSES	
Advocacy and Economic Development	$60,888
Image Enhancement	102,168
Security and Safety	150,745
BIA	27,798
Management and General	95,623
	$437,222
INCREASE IN NET ASSETS	$26,533

STOCKTON BOULEVARD PARTNERSHIP
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Sacramento CA 95824
916.454.2469
stocktonblvdpartnership.org