THE RIVER DISTRICT



Successful River District PBID Plans for Renewal

SACRAMENTO, Calif. - August 30, 2013 - The River District Property & Business Improvement District (PBID) has been supporting development and investment this central city area for almost fifteen years. During that time, more than \$450 million has been invested through public and private projects such as the Township 9 infrastructure, the California Lottery and California Highway Patrol headquarters buildings, the Greyhound Terminal, interchange upgrades at Interstate 5 and Richards Boulevard, Regional Transit's Green Line to the River District, the Township 9 signature light rail station, and the North 7th Street connection to downtown. Projects such as these have brought over 1,000 jobs to the District.

Through the PBID, property owners elect to pay a self-imposed assessment to provide services and programs specifically benefitting the properties within the District. The River District PBID, originally established in 1999, was renewed for a 10-year term in 2004 and will expire unless the property owners take it upon themselves to reestablish the program.

An Open House is planned to gain comments and input from property owners within the District on Tuesday, September 10, at 640 Bercut, Suite C. To accommodate schedules, two identical sessions will be held: 7:00-9:00 a.m. and 4:00-6:00 p.m. River District owners and businesses are invited to provide feedback through an online survey at https://www.surveymonkey.com/s/TheRiverDistrict

A listing of achievements over the past ten years in The River District is attached.

The River District, an 830-acre central city district, is quickly transitioning from a light-industrial, low-density commercial area into one of Sacramento's up and coming vibrant, mixed use, transit oriented communities. The centuryold commercial area will combine an eclectic mix of residential, office and commercial land uses designed to take advantage of multi-modal transportation options, riverfront views and open space. www.riverdistrict.net, (916) 321-5599.

10 Years of Achievements in The River District

Clean & Safe

Removed over 250 tons of litter (over 50,000 pounds per year)

Removed over 400 abandoned tires

Removed over 4,600 abandoned items including furniture, electronics, paint, misc.

Removed approximately 650 instances of graffiti

Responded to over 12,000 stakeholder calls for public safety assistance

Addressed over 45,000 public safety nuisance issues

Economic Development/District promotion/Media outreach/Communications

Vision brochure

Comstock's magazine River District special promotional sections

Web site introduction and updates

River District Banners on street light poles

River District promotional brochure

River District information package

Media relations & media coverage

Broker Information Tour

Newsletters & social media

"Pink" the Boulevard

Advocacy on Social Services Issues

Sacramento City and County Board on Homelessness

Sacramento Ten Year Plan to End Chronic Homelessness

Sacramento Interagency Council to End Homelessness

2009 Mayor's Homeless Task Force

Sacramento Steps Forward Policy Board

Sacramento Steps Forward Continuum of Care Advisory Board

Homeless Point-in-Time Count

Homeless Connect

100,000 Homes Rapid Results Initiative

Advocacy for Infrastructure & Improvements

Gateway Streetscape Plan

Sacramento Riverfront Master Plan

American River Parkway Plan update

RT Downtown/Natomas/Airport (DNA) light rail line

River District Specific Plan

Powerhouse Science Center

Removal of unnecessary PG&E power generation towers

Light Rail: Green Line to the River District

Sacramento River Crossing

American River Crossing

Choice Neighborhoods Initiative

STAA Truck Routes

North 12th Complete Streets

Richards Blvd. Streetscape

Projects & Investments

Reconstruct North B from 7th to 12th

Realigned Richards/N 12th/N 16th intersection

Two Rivers Trail extension

North 10th Street Station

Robert T. Matsui Waterfront Park (Jibboom St. Park)

Township 9 planning & entitlements

Powerhouse Science Center Predevelopment

California Highway Patrol Headquarters

Township 9 streets and infrastructure

California Lottery Headquarters

Downtown Ford façade

Schetter Electric

Greyhound Terminal

Construction of Sequoia Pacific between Richards & Bannon

River District Specific Plan

RT Green Line to the River District

Richards/I-5 Improvements

Confluence Underpass LED Light installation

McDonald's Remodel

Cannery Place apartments at Township 9

North 7th Street median parkway improvements

New Business (partial listing)

City of Sacramento

California Highway Patrol

Restaurant Depot

Lunch Box Express

Rail Bridge Cellars

Iron Mechanical

MatriScope

Endless Auto Body

Imler Diesel Performance

North Valley Body & Paint

Krush Burger

La Superior Supermercado Distribution Center

Habitat for Humanity Re-Store

Three Women and an Armoire

Denny's

Blue Diamond Almond Innovations Center

Linda Taqueria

Business Longevity (partial listing)

Blue Diamond 100+ years

General Produce 80+ years

Capital Machine 75+ years

Sacramento Theatrical Lighting 65+ years

Schetter Electric 55+ years

Calvada Sales 45+ years

Downtown Ford Sales 65/35+ years

Admail West 20+ years