



# WORKING STRONGER TOGETHER

SACRAMENTO INCLUSIVE ECONOMIC DEVELOPMENT COLLABORATIVE

# WELCOME

On behalf of the 11 organizations that make up the Sacramento Inclusive Economic Development Collaborative (Sac IEDC), we are pleased to share with you our annual report.

Members of the Sac IEDC include the following organizations:

- Del Paso Boulevard Partnership
- Florin Road Partnership
- Franklin Boulevard Partnership
- Mack Road Partnership
- North Sacramento Chamber of Commerce
- Oak Park Business Association
- Power Inn Alliance
- Sacramento Asian Chamber of Commerce
- Sacramento Hispanic Chamber of Chamber
- Sacramento Metropolitan Chamber of Commerce
- Stockton Boulevard Partnership

These chambers of commerce and property and business improvement districts (PBID) have come together the past year to collectively support our small businesses, drive needed policy changes, and impact the outcomes for these aging commercial corridors. We conducted seven business walks in these areas, asking businesses what the City of Sacramento, the Sac IEDC, their respective chambers and PBIDs can do to support them. We surveyed hundreds of businesses about the economic and business climate, their needs to expand their operations, and their desires for the future.

We have evaluated the vacant and/or underutilized parcels in each PBID geographical area, to spur development and investment opportunities. There are excellent sites for catalytic multi-family, mixed-use, industrial, and/or commercial development on each of the corridors. All they need is the right investor to see the potential. It's there and these catalytic projects can be game changers for the neighborhoods they serve.

We outlined how each PBID district contributes to the City of Sacramento's economic and tax bases. We highlighted the current industry sectors residing in the areas and provided vision for what could drive even more economic impact in each area,

We have elevated the voices of small businesses, predominantly minority owned, with our City Council and city staff. We have partnered with our elected officials and key administration to ensure they have a clear sense of what our disadvantaged communities face and how we can create the best business environment possible for them.

We are proud to serve our communities and thank the City of Sacramento for the privilege of doing this work and for supporting our efforts.

**WE ARE STRONGER WORKING TOGETHER!**

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17	WHO WE ARE

**SACC:**

The Sacramento Asian Pacific Chamber of Commerce (SACC) is the largest ethnic chamber in the region. Formed in 1993, its mission is to build sustainable communities through economic development.

The SACC represents the interests of the 6,000 Asian owned businesses within the Sacramento Region. Our focus is Asian owned businesses, but we impact the over 37,000 small businesses that reside here.

**METRO CHAMBER:**

The Sacramento Metropolitan Chamber of Commerce (Metro Chamber) advocates for and supports the inclusive economic prosperity of our Capital Region by leading efforts for business.

Established in 1895, Metro Chamber is the largest, most prominent and established voice for business representing 1,400 members and their workforce in El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties.

**SHCC:**

The Sacramento Hispanic Chamber of Commerce (SHCC), established in 1972, is a gateway organization designed to foster business and economic growth in the Sacramento Region. Our mission is to promote and develop business growth for members and provide access to the Hispanic market.

We work tirelessly to promote business, industry, commerce and culture within the Sacramento community for all minority groups and increase better understanding between Spanish-speaking businesses and the community. In addition, we encourage the full development of resources in Sacramento as a city and county, as well as the surrounding regions, enhancing the welfare of the local economic community.

**NORTH SAC CHAMBER:**

The North Sacramento Chamber since 1923 has been a valuable partnership for local businesses to expand their reach in the community. We believe our members' success rests in three key areas: networking, advocacy and education.

Our members are comprised of business and property owners and non-profits working together to develop, advance, and promote a strong local economy. We believe that their success is our success, and we are committed to helping businesses be successful. "Lead. Serve. Inspire."

# SURVEY & BUSINESS WALKS

The Sac IEDC members and volunteers talked with hundreds of businesses during our seven (7) business walks. This "boots on the ground" approach allowed us to reach small businesses historically left out of the conversation for a multitude of reasons, including language barriers, lack of resources, and limited access to decision makers. By meeting them at their businesses, we were able to capture their needs and concerns to begin building the foundation for helping our aging commercial corridors. Below outlines the current challenges faced and the ways the City of Sacramento, the County of Sacramento, and the Sac IEDC could assist them.

**CURRENT CHALLENGES BUSINESSES ARE FACING**

- Homelessness
- Security
- Cleanliness
- Lighting
- Parking

**OTHER CHALLENGES IDENTIFIED INCLUDE:**

- Lack of government support for small businesses, including the high costs of fees and difficulties with the permitting processes
- Attracting and retaining quality employees
- Infeasible rental rates
- Dangerous roads and traffic with little investment in their areas

**SUMMARY OF REQUESTED BUSINESS SERVICES NEEDS**

**FINDING AND RETAINING HIGH-QUALITY EMPLOYMENT:** Respondents expressed interest in assistance with finding and retaining high-quality employment, specifically mentioned are finding, training, and retaining dependable, quality, full-time workers. One respondent suggested access to journeyman training programs to connect employers with workers.

**PROVIDING MENTORSHIP AND TECHNICAL ASSISTANCE:** Respondents identified interest in help with providing mentorship and technical assistance, specifically mentioned were expansion, technology, how to engage board members, and security and cleanliness.

**SUPPORTING BUSINESS OPERATIONS:** Respondents indicated they would like help supporting their operations. Specifically, respondents stated they would like to receive education about what services are available, building capital, marketing, expanding operations, site selection, maneuvering through government processes, human resources, homelessness, security, and loitering.

**CONNECTING TO THE REGIONAL ECONOMY:** Respondents expressed interest in help with providing a connection to the regional economy, specifically mentioned were connections to organizations and networking, marketing, and outreach opportunities.

**PROVIDING ACCESS TO CAPITAL:** Businesses would like help accessing capital. Specifically stated were accelerator programs, grants, loans, bankers, investors, support for equipment purchases, hiring, and expansion.

# DEL PASO

The Del Paso corridor is the commercial area serving Old North Sacramento. The area has exceptional spirit and a strong foundation to build upon. Its cultural diversity sets it apart and can be leveraged to attract patrons and build wealth through local business ownership. A strong core of existing businesses draws interest from outside the area and has been the stalwart to help the corridor and adjacent neighborhoods have access to key amenities and be able to flourish together.

The eclectic mix of buildings and incredible connectivity are key attractive assets. Being served by light rail provides many opportunities to attract people and reinvestment. This access is a significant benefit that can be used to build out the area, strengthen its existing businesses, and attract additional interest. Mixed-use and residential projects would be ideal in this area, due to easy access to downtown and excellent public transit system access.

While the area's social service organizations, quite often non-profit or public, provide value well beyond jobs and total output, their economic impacts are traditionally lower than private, profit-seeking firms. In order to bolster the area's existing business base, focus on attracting more private sector infusions would greatly expand Del Paso's economic foundation. The area is currently home to Sacramento News & Review, a private sector media company, Casa Galleria, a high-end home furnishings retail store, and Woodlake Tavern, an upscale casual restaurant with a beautiful patio area to enjoy Sacramento nights. These are just a few examples of the dynamic private sector businesses located on Del Paso Boulevard. By attracting additional private sector development and investments, the Del Paso area is poised to become the next area of Sacramento to benefit from the growth the city and the region have experienced in the last decade.

### RESIDENTIAL DEMOGRAPHICS:

NUMBER OF HOUSEHOLDS: **8,573**  
 MEDIAN HOUSEHOLD INCOME: **\$35,612**  
 UNEMPLOYMENT RATE: **14.8%**

### EDUCATIONAL ATTAINMENT:

- ✓ No Diploma: **27%**
- ✓ High School Graduate: **29%**
- ✓ Some College: **29%**
- ✓ Bachelors or Higher: **15%**

### POPULATION BREAKDOWN:

POPULATION REPORTING ONE RACE: **21,746 / 92.9%**

- ✓ White: **11,636 / 49.7%**
- ✓ Black: **2,695 / 11.5%**
- ✓ American Indian: **403 / 1.7%**
- ✓ Asian: **2,190 / 9.4%**
- ✓ Pacific Islander: **234 / 1.0%**
- ✓ Some Other Race: **4,588 / 19.6%**

POPULATION REPORTING TWO OR MORE RACES: **1,674 / 7.1%**

TOTAL HISPANIC POPULATION: **9,839 / 42.0%**

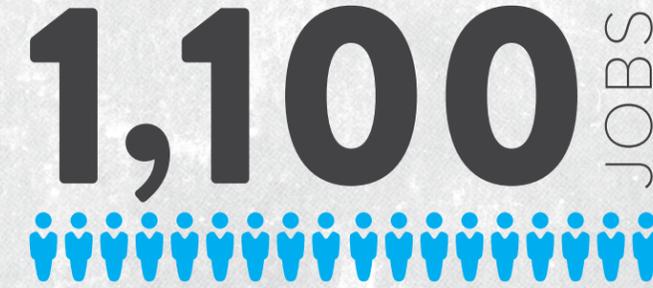
The Retail and Accommodation & Food Services sectors collectively make up roughly 19 percent of jobs in the area, reflective of the historic corridors proximity to downtown. Most of these businesses are locally-owned and operated, so the opportunity to keep wealth in the local community and maintain the communities history and pride is great.

The district also has a long list of community activities taking place throughout the year, including Music On The Boulevard, a program supporting live multi-cultural events at various venues throughout the district, and their Spring Carnival, which supports the Del Paso Boulevard Foundation. The district is also a participant in Wide Open Walls, the internationally renowned mural festival based in Sacramento.

The Del Paso Boulevard Partnership (DPBP) leads the business and commercial corridor efforts, focusing on safety, cleanliness, marketing and advocacy efforts. DPBP also works closely with transportation partners, such as Sacramento Area Council of Governments (SACOG) and the City of Sacramento's Public Works Department.

# THE FACTS

THE DEL PASO BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS OVER



### THE DEL PASO AREA GENERATES:



\*2017

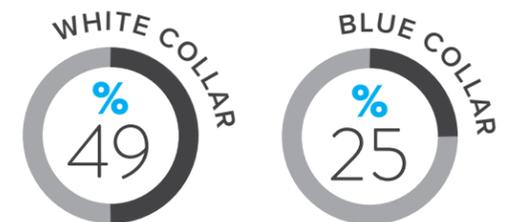
### OUR GEOGRAPHIC AREA COVERS:



### COMPANIES LOCATED IN THE DEL PASO AREA CREATE NEARLY:



### THE DEL PASO AREA IS HOME TO:



# FLORIN ROAD

The Florin Road corridor has long been known for its ethnic and cultural contributions in the City of Sacramento. The area is accessible by both Highway 99 and Highway 5, making it a prime location for service-oriented businesses as well as retail centers. Due to its easy access, the Florin Road area boasts stellar traffic counts of over 32,000 cars per day, making it very attractive for new retail, mixed-use and residential developments.

The Florin property and business improvement district (PBID) boundary includes 755 organizations with 6,980 jobs, according to InfoUSA data. The composition of employment by major industry sector shows that the largest industries in this area are within the Educational Services, Health Care & Social Assistance, and Retail Trade sectors with employment ranging from about 880 to nearly 1,600. It is clear to see that the Florin PBID is a strong base of employment for the community and the ripple-effect of activities are significant, totaling over 11,000 jobs and nearly \$1.7 billion in output.

With the bulk of current activities being generated from public services, making up over 51 percent of total jobs, it is clear the area would greatly benefit from the growth of private, professional, technical, and or service-related industries in addition to construction. Because all these sectors have higher “multipliers”, creation of these types of employment would provide much greater economic impact for the community. This would not be detrimental to the important existing employment levels in Health & Social Services, Educational Services, and Retail Trade, and would allow for stronger economic diversity and growth for the area.

In 2018, the Florin Road light rail station (with the 15-acre Meadowview station) was selected for an Urban Land Institute,

(ULI) national project planning grant. ULI worked with multiple stakeholders including Sacramento Area Council of Government (SACOG), Sacramento Municipal Utility District (SMUD) and the City and County of Sacramento, to design the highest and best use proposed development opportunity for a light rail station, currently owned by Sacramento Regional Transit. In the proposed concept, the four-square-mile study area, which is located about eight miles south of Sacramento’s central business district, centers on the 20-acre Florin light rail station and utilizes transit-oriented development principles in its analysis.

The final ULI report recommended that the project include the following: develop a safe, connected, active, and green multi-modal transportation network; build denser mixed-income and mixed-use multifamily housing to provide affordable units, draw higher incomes, and stimulate redevelopment along the corridor; and use existing arts and culture capacity to further enhance the community.

By attracting and development investment in this type of catalytic project, the Florin Road corridor would be able to attract more diverse industry sectors while creating additional much-needed amenities for old and new residents alike.

## RESIDENTIAL DEMOGRAPHICS:

NUMBER OF HOUSEHOLDS: **21,460**  
 MEDIAN HOUSEHOLD INCOME: **\$40,837**  
 UNEMPLOYMENT RATE: **10.9%**

### EDUCATIONAL ATTAINMENT:

- ✓ No Diploma: **28%**
- ✓ High School Graduate: **31%**
- ✓ Some College: **30%**
- ✓ Bachelors or Higher: **11%**

## POPULATION BREAKDOWN:

POPULATION REPORTING ONE RACE: **62,742 / 93.0%**

- ✓ White: **18,490 / 27.4%**
- ✓ Black: **13,990 / 20.7%**
- ✓ American Indian: **770 / 1.1%**
- ✓ Asian: **15,868 / 23.5%**
- ✓ Pacific Islander: **1,649 / 2.4%**
- ✓ Some Other Race: **11,975 / 17.8%**

POPULATION REPORTING TWO OR MORE RACES: **4,690 / 7.0%**

TOTAL HISPANIC POPULATION: **22,976 / 34.1%**

# THE FACTS

THE FLORIN BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY



MILLION IN WAGES



BILLION IN OUTPUT

### THE FLORIN AREA GENERATES:



\*2017

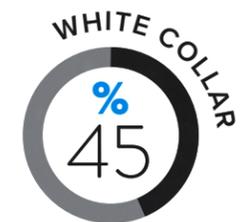
### COMPANIES LOCATED IN THE FLORIN AREA CREATE NEARLY:



### OUR GEOGRAPHIC AREA COVERS:



### THE FLORIN AREA IS HOME TO:



# FRANKLIN BOULEVARD

The Franklin Boulevard corridor is located in both the City and County of Sacramento, along Franklin Boulevard from Broadway to Turnbridge, as well as portions of Fruitridge and 24th Street and is home to over 500 businesses with a focus on local, vibrant and authentic restaurants and stores that reflect our diverse community and neighborhoods, which are predominately Latino and Hmong-owned businesses.

The Franklin District's boundary includes 308 organizations with 2,451 jobs, according to InfoUSA data and the research team review. The largest industries in the area are within the Health Care & Social Assistance, Other Services, and Transportation & Warehousing sectors with employment ranging from 305 to over 380. There are also a number of other significant sectors including Administrative Support and Waste Management, Educational Services, Construction, Retail Trade and Manufacturing. These eight sectors each employ between 170 to nearly 300 jobs and, combined, comprise nearly 85 percent of total jobs.

The Franklin District is a unique corridor-oriented community with a significant variety of specialty retail and service providers that in many cases are community and regional destination points, in addition to serving the surrounding neighborhood. This is a characteristic that leads to synergistic opportunities in key sub-sectors, for example international food, home products and repair services, and business to business services.

Emerging projects include a pilot on-demand micro-transit system; car share and bike share opportunities; community

murals; Sacramento's Mercado business incubator combining a Hispanic/Latino food hall market and food trailers with a community kitchen, heat island and solar energy improvements, and public plaza to name a few. Our Complete Streets Improvement Project is currently underway and will significantly improve Franklin Boulevard's visual appeal and safety for walking, biking and shopping

By focusing on key catalytic development such as the Mercado project while incorporating mixed-use projects that include residential options to increase foot traffic, the Franklin Boulevard corridor is prime for significant growth with the right infrastructure and place-based investments. The area's proximity to the downtown core should be a draw in the upcoming years as real estate prices drive developments out into other parts of the City of Sacramento.

The area is served by the Franklin Boulevard Business District (FBBDD), a collaborative effort of property and business owners. They also have a sister agency, Franklin Neighborhood Development Corporation (FNDC), which is a 501(c)3.



## RESIDENTIAL DEMOGRAPHICS:

NUMBER OF HOUSEHOLDS: **12,875**  
 MEDIAN HOUSEHOLD INCOME: **\$37,809**  
 UNEMPLOYMENT RATE: **10.2%**

### EDUCATIONAL ATTAINMENT:

- ✓ No Diploma: **28%**
- ✓ High School Graduate: **26%**
- ✓ Some College: **27%**
- ✓ Bachelors or Higher: **20%**

## POPULATION BREAKDOWN:

POPULATION REPORTING ONE RACE: **34,411 / 93.2%**

- ✓ White: **13,768 / 37.3%**
- ✓ Black: **5,571 / 15.1%**
- ✓ American Indian: **647 / 1.8%**
- ✓ Asian: **5,806 / 15.7%**
- ✓ Pacific Islander: **548 / 1.5%**
- ✓ Some Other Race: **8,071 / 21.9%**

POPULATION REPORTING TWO OR MORE RACES: **2,523 / 6.8%**  
 TOTAL HISPANIC POPULATION: **15,523 / 42.0%**

# THE FACTS

THE FRANKLIN BLVD. BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY

**3,800** JOBS

**\$214.0**

MILLION IN WAGES

**\$555.6**

MILLION IN OUTPUT

### THE FRANKLIN BLVD. AREA GENERATES:

**50** OF VACANT/ UNDERUTILIZED PARCELS

**\$649** SALES TAX REVENUE\*  
 THOUSAND

\*2017

### OUR GEOGRAPHIC AREA COVERS:

**4.0** MILE CORRIDOR

**308**   
 CONSTITUENTS

### COMPANIES LOCATED IN THE FRANKLIN BLVD. AREA CREATE NEARLY:

**\$178.8 MILLION** IN LABOR INCOME

**\$327.4 MILLION** IN DIRECT OUTPUT

**\$123.9 MILLION** IN INDIRECT OUTPUT

### THE FRANKLIN BLVD. AREA IS HOME TO:

**2,451**  
 DIRECT **J❤️BS**

**16%**  
 HEALTH & SOCIAL SERVICE  
 383 JOBS

**13.5%**  
 OTHER SERVICES  
 331 JOBS

**12.6%**  
 TRANSPORTATION WAREHOUSING  
 305 JOBS

**11.5%**  
 ADMIN & SUPPORT  
 282 JOBS

WHITE COLLAR  
**51%**

BLUE COLLAR  
**25%**

SERVICES  
**24%**



# MACK ROAD

The Mack Road corridor is a dynamic, established commercial hub in South Sacramento. Our thriving business corridor hosts a diverse group of businesses and seven large apartment complexes with a strong customer base from a vibrant residential community and neighboring cities. The area is centered in strong African American, Hispanic, and Asian Pacific Islander cultures, making it a melting pot and gathering spot where all feel at home. The area's pride in its ethnic diversity is showcased through the various festivals and events that take place on the corridor annually.

Mack Road offers several retail shopping areas, which serve the surrounding residential neighborhoods. With the current retail base, the corridor is ideally situated for new multi-family, mixed-use and residential projects. Hotels also play an important part of the district's commercial corridor.

Its proximity to highways allows for easy access to downtown and other destinations. In addition to existing transportation infrastructure, the district is slated for significant infrastructure improvements that are expected to begin in the next fiscal year. These new investments will create strong development opportunities for new projects.

The Mack Road Partnership (MRP) provides activities and improvements to businesses along the corridor and is an agency of service with a commitment to excellence. To meet the distinct needs of our customer base, MRP offers sound services and resources that benefit the entire area. We offer a variety of services, including but not limited to: security, maintenance, image enhancement, transportation improvements, advocacy services, as well as community development activities through our 501c3 non-profit sister organization, the ReIMAGINE Mack Road Foundation (RMRF). RMRF plays an integral role in the day-to-day operations of the Community Center, which is a youth-focused gathering place. This is a beloved program by both the residents and the businesses alike.

### RESIDENTIAL DEMOGRAPHICS:

- NUMBER OF HOUSEHOLDS: **19,791**
- MEDIAN HOUSEHOLD INCOME: **\$45,389**
- UNEMPLOYMENT RATE: **8.6%**
- EDUCATIONAL ATTAINMENT:
  - ✓ No Diploma: **22%**
  - ✓ High School Graduate: **30%**
  - ✓ Some College: **33%**
  - ✓ Bachelors or Higher: **15%**

### POPULATION BREAKDOWN:

- POPULATION REPORTING ONE RACE: **32,954 / 92.8%**
  - ✓ White: **9,425 / 26.6%**
  - ✓ Black: **8,223 / 23.2%**
  - ✓ American Indian: **321 / 0.9%**
  - ✓ Asian: **8,175 / 23.0%**
  - ✓ Pacific Islander: **1,002 / 2.8%**
  - ✓ Some Other Race: **5,808 / 16.4%**
- POPULATION REPORTING TWO OR MORE RACES: **2,542 / 7.2%**
- TOTAL HISPANIC POPULATION: **11,383 / 32.1%**

# THE FACTS

THE MACK ROAD BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS OVER



MILLION IN WAGES



MILLION IN OUTPUT

THE MACK ROAD AREA GENERATES:



\*2017

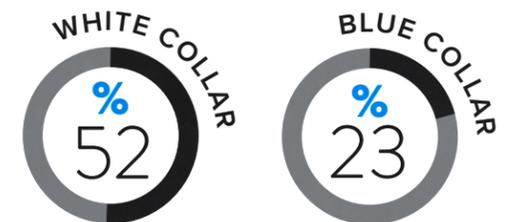
COMPANIES LOCATED IN THE MACK ROAD AREA CREATE NEARLY:



OUR GEOGRAPHIC AREA COVERS:



THE MACK ROAD AREA IS HOME TO:



# OAK PARK

Located about two miles from the State Capitol, Oak Park is a culturally thriving and economically vibrant neighborhood with a strong sense of community and a diverse array of local businesses. The area has experienced a renaissance over the past decade due to a series of redevelopment efforts and a number of mixed-use real estate projects that have incorporated the proud history and culture of the Oak Park area. The neighborhood boundaries are loosely marked by Highway 50 to the north, Stockton Boulevard to the east, Highway 99 to the west and Fruitridge Road to the south. Oak Park is situated within the city limits and provides easy access to the Central City, making a desirable place to live and work.

The area is home to several dynamic gathering spots such as the Guild Theater, Oak Park Brewery and the Forty Acres complex. Unique retail stores such as Classy Hippie Tea Company, Plant Foundry, DISPLAY, and Strapping (to name a few) operate in the Oak Park Business District. The larger community is also home to two of the country's prominent educational institutions: University of the Pacific and University of California, Davis Medical Center. The mix of businesses helps showcase the diversity of the surrounding communities.

In the center of the neighborhood is McClatchy Park, which offers an amphitheater, multiple sports fields and courts, a public pool, a skate park and a new playground. McClatchy Park is home to dozens community activities that are enjoyed by local families, including a weekly farmers' market during the spring and summer months. The area also has seen multiple new housing and mixed-use projects in the past ten years, largely

because of its convenient access to downtown and transit opportunities. Oak Park is poised for other developments of this type and will continue to attract investments due to its location and amenities.

The Oak Park Property & Business District (OPPBID) was established by commercial property owners in 2004, and re-authorized by the Sacramento City Council for a ten-year term in 2016. The district supports marketing, special events, maintenance, security services, and general improvement projects in Oak Park. The annual assessment funds collected from the 107 property owners, representing 232 parcels, are directed towards public safety, maintenance and economic development programs. The Oak Park Business District also supports marketing programs, special events, and general improvement projects the corridors.

## RESIDENTIAL DEMOGRAPHICS:

- NUMBER OF HOUSEHOLDS: **9,429**
- MEDIAN HOUSEHOLD INCOME: **\$48,643**
- UNEMPLOYMENT RATE: **7.0%**
- EDUCATIONAL ATTAINMENT:
  - ✓ No Diploma: **18%**
  - ✓ High School Graduate: **15%**
  - ✓ Some College: **28%**
  - ✓ Bachelors or Higher: **38%**

## POPULATION BREAKDOWN:

- POPULATION REPORTING ONE RACE: **21,112 / 92.3%**
  - ✓ White: **10,502 / 45.9%**
  - ✓ Black: **4,361 / 19.1%**
  - ✓ American Indian: **417 / 1.8%**
  - ✓ Asian: **2,195 / 9.6%**
  - ✓ Pacific Islander: **111 / 0.5%**
  - ✓ Some Other Race: **3,526 / 15.4%**
- POPULATION REPORTING TWO OR MORE RACES: **1,750 / 7.7%**
- TOTAL HISPANIC POPULATION: **7,331 / 32.1%**

# THE FACTS

THE OAK PARK BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY



MILLION IN WAGES



MILLION IN OUTPUT

THE OAK PARK DISTRICT HAS:



\*2017

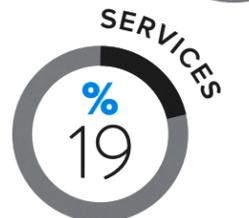
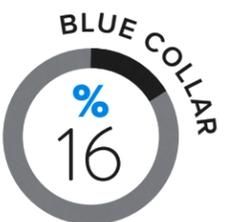
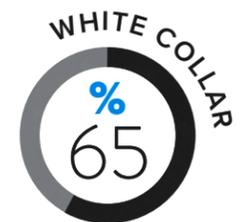
OUR GEOGRAPHIC AREA COVERS:



COMPANIES LOCATED IN THE OAK PARK AREA CREATE NEARLY:



THE OAK PARK AREA IS HOME TO:



# POWER INN

The Power Inn corridor is located in the southeastern quadrant of the city of Sacramento and is home to over 10,000 businesses which creates over 29,000 direct jobs and produces over \$2.9 billion in annual economic output. It serves as the city's manufacturing core with over 62% of the city's manufacturing base taking place in the 1,300-acre area. In addition, it is also home to 82% of the City of Sacramento's construction trades-related activities, making it a critical economic engine for the City. The area also has significant retail and wholesale operations, serving primarily the construction trades.

It is also home to the Sacramento Center for Innovation (SCI), a specific-plan area which offers the only manufacturing and research and development (MRD) zoning in the City of Sacramento. This zoning designation will play a critical role in the build out of the SCI. The newly constructed Ramona Avenue road extension connects the SCI at Folsom Boulevard and will serve as part of Sacramento State's soon to be redesigned southern campus entrance.

In addition, Sacramento State also owns 25 acres within the SCI, which is slated to become a transportation hub through the location of the California Mobility Center, a marquee project whose partners include the City of Sacramento, Sacramento State and Sacramento Municipal Utility District (SMUD) as founding partners.

Granite Regional Park (GRP) is located near light rail and has onsite parks, including a dog park, a skate park and several soccer fields. GRP was one of the catalytic developments that truly changed the Power Inn district and attracted several marquee office tenants to the historically industrial area.

Depot Park, a former military base turned into a unique office and industrial space master-planned community, consists of a variety of building types and available land. It also has a conference center and 24/7 security on the 330-acre development.

The Power Inn district was a founding sponsor of Wide Open Walls (WOW), the internationally renowned mural festival based in Sacramento, and the district has several colorful, unique murals throughout the corridor.

The area is served by Power Inn Alliance, which creates and strengthens the physical, business and economic conditions of the Power Inn community. This is achieved through a collaborative approach to advocacy, beautification, civic partnership, security, transportation, marketing and communication. Its mission is to serve as the corridor's "advocate for business, transportation and community".

### RESIDENTIAL DEMOGRAPHICS:

NUMBER OF HOUSEHOLDS: **19,187**  
 MEDIAN HOUSEHOLD INCOME: **\$50,346**  
 UNEMPLOYMENT RATE: **8.6%**

### EDUCATIONAL ATTAINMENT:

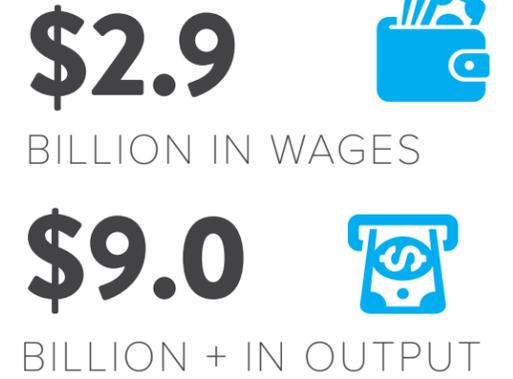
- ✓ No Diploma: **23%**
- ✓ High School Graduate: **26%**
- ✓ Some College: **31%**
- ✓ Bachelors or Higher: **20%**

### POPULATION BREAKDOWN:

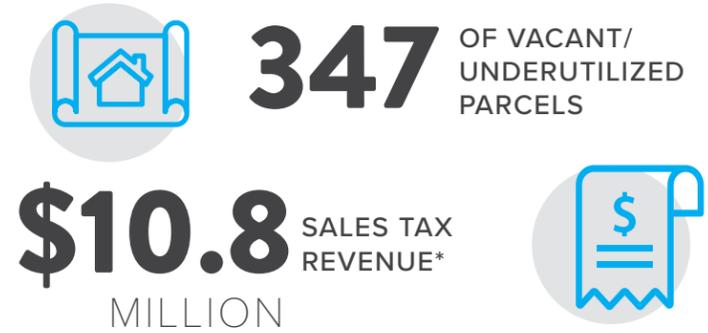
POPULATION REPORTING ONE RACE: **51,598 / 93.5%**  
 ✓ White: **23,270 / 42.2%**  
 ✓ Black: **6,109 / 11.1%**  
 ✓ American Indian: **690 / 1.2%**  
 ✓ Asian: **12,988 / 23.5%**  
 ✓ Pacific Islander: **587 / 1.1%**  
 ✓ Some Other Race: **7,954 / 14.4%**  
 POPULATION REPORTING TWO OR MORE RACES: **3,605 / 6.5%**  
 TOTAL HISPANIC POPULATION: **15,960 / 28.9%**

# THE FACTS

THE POWER INN BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY



### THE POWER INN AREA GENERATES:



\*2017

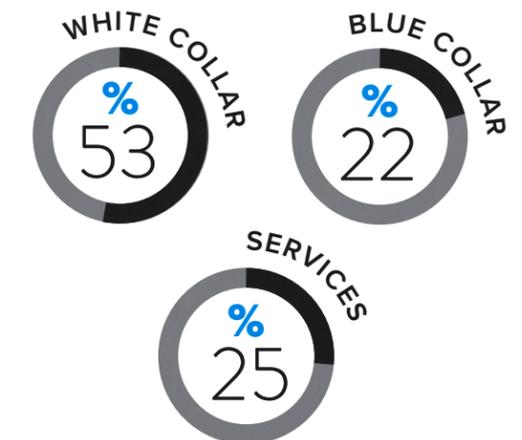
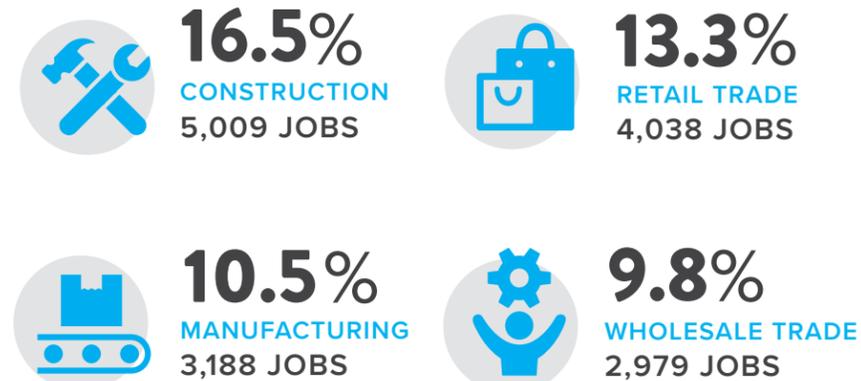
### OUR GEOGRAPHIC AREA COVERS:



### COMPANIES LOCATED IN THE POWER INN AREA CREATE NEARLY:



### THE POWER INN AREA IS HOME TO:





# STOCKTON BLVD.

The Stockton Boulevard corridor is a four-mile commercial corridor made up of a variety of small mom-and-pop establishments, with restaurants and unique retail businesses, rich in culture and diversity and is anchored by University of California, Davis (UCD) Medical Center at its northern boundary. The combination is small businesses, the region's only level one trauma center, and the easy access to downtown makes the Stockton Boulevard corridor a prime location for redevelopment.

UCD Medical Center is the area's largest economic engine, as it employs over 11,000 and contributes \$3.9 billion of economic output, based on its 2019 annual report. The campus is also creating an innovation and research and development hub, Aggie Square, near the existing medical campus.

With the development of Aggie Square, the corridor is slated to experience unprecedented growth and investment. Aggie Square will house business partners and community-based programs with university innovation and research to create a stronger and healthier shared community.

Aggie Square will create a unique live/learn/work/play environment to foster collaboration and creativity. Entrepreneurs, companies and workers can thrive in our technology campus that values inclusion and creates chance encounters among creative people. The campus will feature state-of-the-art research facilities, modern office and mixed-use space, world-class amenities and a dynamic, thriving community.

In addition, Aggie Square will create new public space with welcoming, accessible entry points that connects UCD with its neighboring communities.

The Stockton Boulevard area is also the epicenter for the City of Sacramento's Asian Pacific Islander community, and it is home to some of the region's best authentic restaurants, which also serve as community centers for the surrounding neighborhoods. The corridor hosts the Lunar Flower Festival each year, which attracts hundreds of visitors to experience this cultural array of food, activities and programs.

The Stockton Boulevard Partnership supports this corridor and works endlessly to advocate on behalf of property and business owners and their tenants to ensure proactive public policy and economic development activities; to implement programs that improve security, safety, cleanliness, and positively impact the public image of the Stockton Boulevard Business corridor.

## RESIDENTIAL DEMOGRAPHICS:

NUMBER OF HOUSEHOLDS: **10,354**  
 MEDIAN HOUSEHOLD INCOME: **\$35,740**  
 UNEMPLOYMENT RATE: **9.8%**

### EDUCATIONAL ATTAINMENT:

- ✓ No Diploma: **32%**
- ✓ High School Graduate: **27%**
- ✓ Some College: **26%**
- ✓ Bachelors or Higher: **15%**

## POPULATION BREAKDOWN:

POPULATION REPORTING ONE RACE: **27,896 / 93.0%**

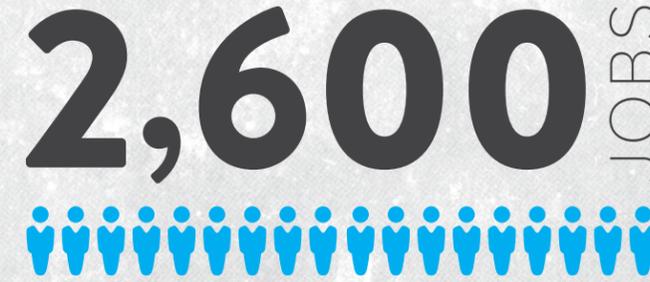
- ✓ White: **10,597 / 35.3%**
- ✓ Black: **4,388 / 14.6%**
- ✓ American Indian: **426 / 1.4%**
- ✓ Asian: **6,422 / 21.4%**
- ✓ Pacific Islander: **345 / 1.2%**
- ✓ Some Other Race: **5,718 / 19.1%**

POPULATION REPORTING TWO OR MORE RACES: **2,093 / 7.0%**

TOTAL HISPANIC POPULATION: **10,898 / 36.3%**

# THE FACTS

THE STOCKTON BLVD. BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS OVER



### THE STOCKTON BLVD. AREA HAS:



\*2017

### OUR GEOGRAPHIC AREA COVERS:



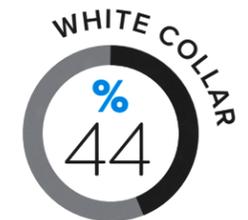
### COMPANIES LOCATED IN THE STOCKTON BLVD. AREA CREATE NEARLY:

**\$166.8 MILLION** IN LABOR INCOME

**\$300.9 MILLION** IN DIRECT OUTPUT

**\$93.5 MILLION** IN INDIRECT OUTPUT

### THE STOCKTON BLVD. AREA IS HOME TO:





## MISSION

To give a voice to the diverse business community by advocating for inclusive economic development in the Sacramento Region.

## PURPOSE

To advocate for, advance, and support the interests of small business in disadvantaged communities.

## WHO WE ARE

- We are a collective of Chambers of Commerce and Property and Business Improvement Districts (PBID), representing the minority business communities while focusing on the city's more challenged geographical areas, including Mack Road, Florin Road, Power Inn, Del Paso Heights, North Sacramento, Franklin Boulevard, and Stockton Boulevard.
- We formed in late 2018 to support the proposed Measure U ballot measure to dedicate ½ cent of sales tax to disadvantaged neighborhoods.

## HOW WE ARE WORKING TOGETHER

- The City of Sacramento awarded a \$350,000 to the Sac IEDC to help them identify how to best help small businesses in these areas grow and prosper.
- The four tenets of the grant include: assessing the vacant parcels in these seven PBID areas in order to identify places for investment; conducting a survey to better understand what services and amenities are needed in these areas; meeting with businesses to gain key information; and identify catalytic investment opportunities.

## WHERE WE ARE NOW

- 1,100 vacant parcels have been identified in the seven aging corridors.
- Conducted seven (7) business walks, reaching hundreds of businesses and learning what their needs are.
- Analyzed the economic make-up and impact in each corridor and made recommendations on types of future industry clusters that would align and move the community forward.

## WHAT'S NEXT

- Working with the communities to identify catalytic projects that could change the trajectory of the neighborhood for both businesses and residents.
- Working with city staff to connect them with area businesses and residents to better these areas and direct critical investment where it will have the most impact.