

The logo consists of the letters 'R', 'S', and 'T' in a bold, sans-serif font. 'R' and 'S' are white, while 'T' is black. They are arranged in a vertical stack: 'R' on top, 'S' in the middle, and 'T' at the bottom. The entire logo is set against a red square background.

RST

A photograph of a city street at sunset. The sky is a mix of orange and blue. On the left is a brick building with many windows. A sign for 'WAL PUBLIC MARKET SACKAMENTO' is visible. On the right is a white building with an outdoor seating area with orange umbrellas. Several motorcycles are parked on the street, and a car is visible in the distance. The overall atmosphere is warm and urban.

2016 ANNUAL REPORT

**R STREET PROPERTY AND
BUSINESS IMPROVEMENT DISTRICT**

For the period January 1 – December 31, 2016

If it's cool... it's on R Street!

Since the formation of the R Street Sacramento Partnership (RSSP), the R Street corridor continues to flourish! This year, the District continued to welcome new companies, large and small, and created a destination for thousands of visitors and patrons. The energy is pulsing through the Corridor and we cannot let the opportunity in front of us pass us by. We must continue to harness the energy and create an inviting place for people to invest, live, work and socialize.

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A clean and safe area will help create a vibrant community. To that end, in 2016 the Partnership increased hours of operation for maintenance services. We now have a 5-day a week maintenance team responsible for litter clean-up, graffiti/sticker removal and pressure washing. We continued 7-day a week security patrol services and we look forward to expanding these services in 2017.

The RSSP was thrilled to once again partner with local business owners and residents to host an all-day block party, to sponsor various programs showcasing the history and artistic culture that permeates R Street. In 2017, we look forward to welcoming new businesses and restaurants and providing additional promotional opportunities and exposure to our owners. With new projects coming online, streetscape work nearing completion, we welcome the excitement and energy that makes up the District!





RSSP Boundaries & Benefit Zones

The R Street Sacramento Partnership (RSSP) is a private, non-profit organization dedicated to the improvement of the R and S Street Corridors. The RSSP oversees maintenance which includes graffiti removal, litter pickup, and pressure washing services, events and promotions, advocacy and security services.

The PBID generally includes all parcels within the area bounded by 7th Street in the west, the Q-R Street Alley and Whitney Avenue in the north, 13th Street in the east, and S Street in the south. The District also includes two adjacent blocks on the east side of 13th Street, bound by Whitney Avenue in the north, 15th Street in the east, and R Street in the south. The District is divided into two zones: Zone 2 generally consists of parcels fronting R Street between 10th Street and 13th Street. The remainder of the District is included in Zone 1.

The boundaries and zones are illustrated by the map below.

There are no proposed changes in the boundaries or benefit zones for 2017.

R Street Property & Business Improvement District



Improvements & Activities

Enhanced Maintenance

An enhanced maintenance program, building upon existing public services, is the primary focus of the PBID. The enhanced maintenance program includes graffiti removal, regular litter pickup, and sidewalk pressure washing. The RSSP contracts with a private security company to provide security patrols, 4 hours per day, 7 days a week. Additionally, the Partnership was able to coordinate the patrols with law enforcement and existing private security patrols to enhance the level of service provided. The Partnership worked closely with the Sacramento Police Department and Sacramento Steps Forward to identify options in dealing with the homeless population within the District. This will be an ongoing discussion as the Partnership works to find lasting solutions.

The improvements and activities to be provided for 2017 are consistent with the Management District Plan. There are no proposed changes.



2016 Litter, Graffiti & Illegal Dumping Removal Totals

SERVICE TYPE	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals 2016
Bags of Trash Collected	21	24	30	575	740	686	895	980	935	895	815	630	7,226 bags of trash
Graffiti Removed/Covered	29	29	34	83	31	235	269	132	60	65	53	25	1,045 tags
Stickers Removed/Covered	180	98	35	72	64	197	103	31	22	30	9	13	854 stickers removed
Signage /Posters Removed	13	34	28	3	4	9	10	27	36	79	5	2	250 posters removed
Illegal Dumping	1	0	0	9	3	7	5	7	1	0	2	5	40 illegal items removed
Other	0	0	0	50	19	5	30	46	10	33	11	9	213 other incidents handled

Promotion, Events & Administration

2016 was the most active year to date for the Maintenance and Marketing Committee. The Committee undertook some big items including crafting an RFP for maintenance services and a re-brand of the District, two important and time consuming tasks. The Committee was co-chaired by Janel Inouye (Nido Cafe) and Bree Taylor (1409 Owners Association) with active involvement from Allyson Dalton (W.P. Fuller Building), Todd Leon (CADA), Adele Glaviano (Hi-Line Electric), Wes Davis (Beatnik Studios) and Carlin Naify (Beers Books).

Under the direction of the Committee, the Partnership undertook the arduous task of creating a new brand to reflect a sense of place. RSSP retained the talent and expertise of the Honey Agency to undergo the process of creating a new logo and website. They used a thoughtful and deep discovery process called "The Hex Method." The process began by surveying stakeholders, community members and key decisions makers. The Honey Agency team then gathered and synthesized all feedback from these surveys and followed up with a foraging workshop which allowed the Partnership to come together and decide where to push further.

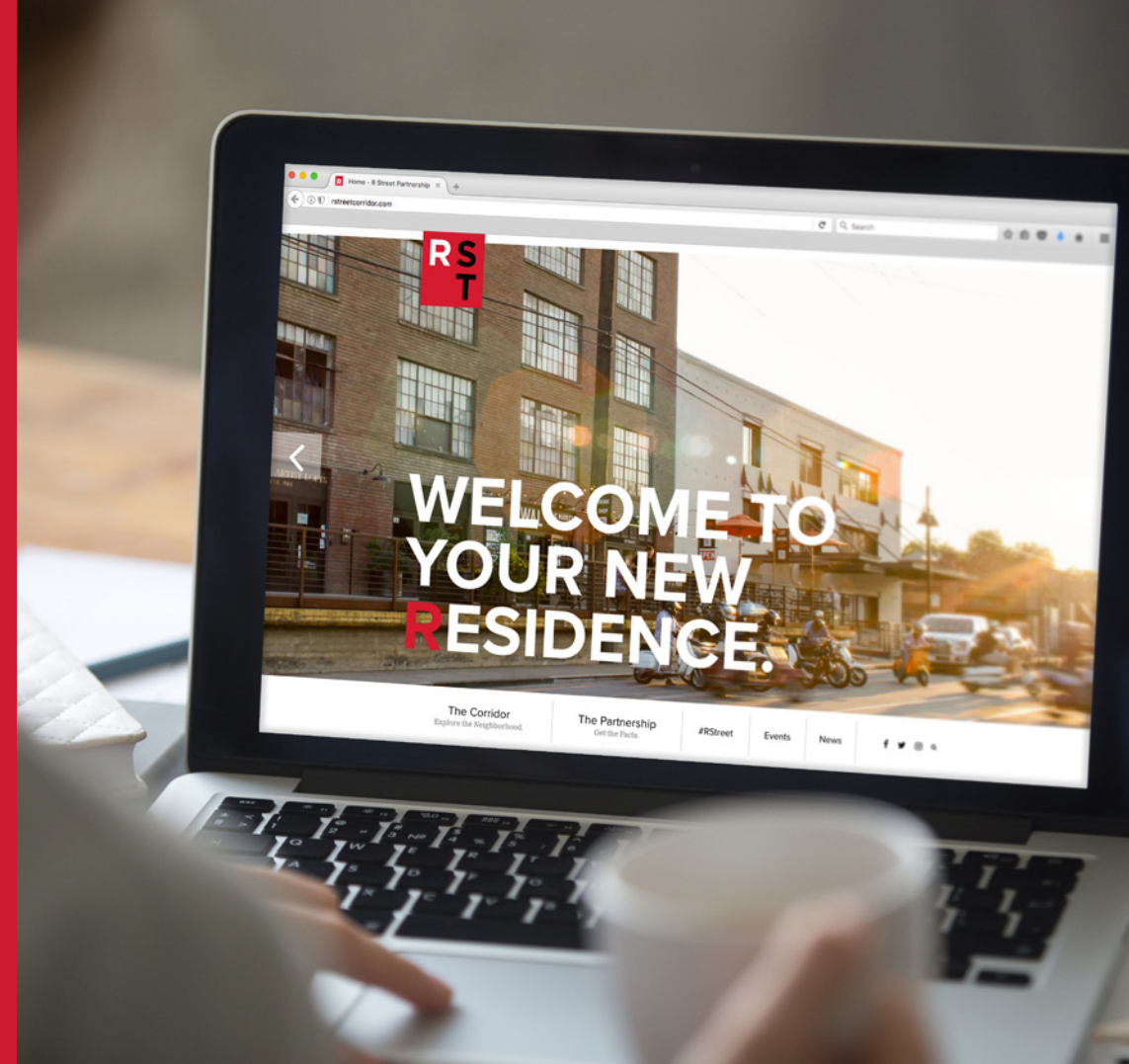
It was here that R Street was able to answer questions about their brand, define their goals and pinpoint the soul of our organization. From this foraging workshop, Honey Agency created a strong Brand Direction Plan for R Street, presenting insights, survey results and industry research before working on the final elements of the rebrand.

The R St logo was created to visually tie into the pre-existing R St Archway. The new logo is both simple and modern to tie into the forward momentum and immense growth the district has seen. Additionally, a new website was created which broke the information up into two audiences: the Corridor (information for visitors and consumers), and the Partnership (information for developers and businesses).

This thoughtful process allowed us to create a brand that reflects who R Street truly is. It is far more than a logo, it's telling the corridor's story and creating a brand that evokes feeling, helping to connect the people of Sacramento and beyond to who and what the corridor is and does.



The RSSP Board will continue to promote events, sponsor activities and look for ways to promote the District.



Advocacy

In 2016, the PBID continued facilitating a strong and organized voice to represent the property and business owners in the commercial district. PBID staff represented the District in front of public bodies and on supporting coalitions. Advocacy included efforts to secure additional funding for the area, work to expedite streetscape and development projects beneficial to the District, additional police presence and other services vital to the well-being of the District. Some key areas of support in 2016 included:

Some key areas of support in 2016 included:

- SACOG Flexible Funding Project Allocation
- Street Topper Ordinance
- Bark Truitt Dog Park Approval
- Ice Blocks Project
- The Snug Application
- Parking Fee Changes
- Parking Time Changes
- Proposed Monopole at 10th and S Street
- Tree Ordinance

Issues or bills that the RSSP took an oppose position included:

- The proposed monopole at 10th and S Street

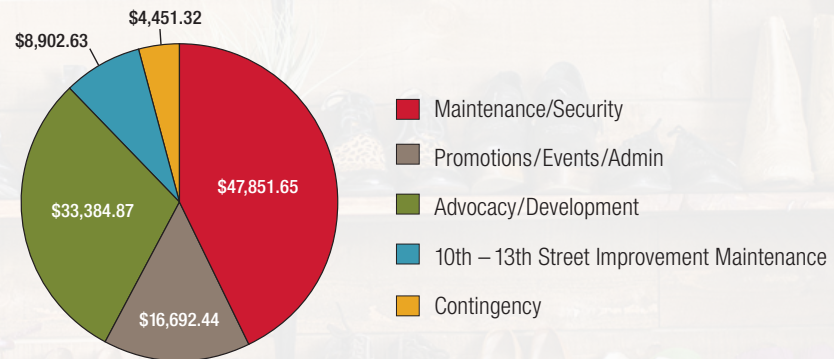
Assessment

Each parcel owner pays based on benefits received. The variables used for the annual assessment formula are gross parcel size and linear front footage along R Street.

Cost

2017 Projections

The cost of providing improvements and activities for 2017 is consistent with the Management District Plan. The total budget for calendar year 2017 will remain unchanged at \$111,282.90. The categorical breakdown is below.



2016 Actuals

2016 expenses were consistent with the Management District Plan. Budgeted and actual 2016 expenses are shown below.

Category	2016 Budgeted	2016 Actual Received	2016 Actual Spent	Rollover	Balance from Previous Years	
Enhanced Maintenance	43%	\$47,851.65	\$47,549.92	\$63,163.81	\$0	\$12,777.11
Promotions/Events/Admin	15%	\$16,692.44	\$16,587.18	\$27,701.34	\$0	\$2,263.40
Advocacy	30%	\$33,384.87	\$33,174.37	\$34,522.24	\$0	\$11,985.46
10th - 13th Street Maintenance	8%	\$8,902.63	\$8,846.50	\$904.14	\$7,942.36	\$29,468.66
Contingency	4%	\$4,451.32	\$4,423.25	\$10,500	\$0	\$7,270.25
Uncollected Assessments			\$701.68			
Total	100%	\$111,282.90	\$110,581.22	\$136,791.53	\$7,942.36	\$63,764.88

Base Formula

The annual cost to a parcel owner in Zone 1 is \$0.10 per gross parcel square foot. The annual cost to a parcel owner in Zone 2 is \$0.10 per gross parcel square foot plus \$4.50 per linear front foot along R Street. Parcels with residential uses of four units or more, including condominiums, are assessed a flat rate of \$48.00 per year. Mixed-use parcels are assessed the appropriate rate for their respective Zone, based on the proportional share of the parcel's commercial square footage, as determined by the percent of building square footage used for commercial purposes as compared to the total building square footage on the parcel. Parcels which are exempt from real property taxation are assessed a rate of \$0.03 per gross parcel square foot per year. Parcels with residential uses of fewer than four units are not assessed.

Benefit Zones

To ensure that the level of assessment is in proportion to the benefits which each parcel receives from PBID services, the District is divided into two Benefit Zones.



Zone 2

The assessment based upon the parcel front footage along R Street levied in Zone 2 result in assessments for this benefit totaling \$8,902.63. That money will be expended entirely on supplemental maintenance required for new capital improvements between 10th and 13th Street.

Zone 1

A parcel front footage assessment will not be levied in Zone 1 since Zone 1 will not benefit from the supplemental maintenance to be provided to parcels in Zone 2.



Small District • Big Ideas

The R Street Historic District—once Sacramento's thriving railway warehouse district—is a 27-block long, two-block wide neighborhood transforming Sacramento's central city.

RETAIL

ALL GOOD
808 R Street • (916) 376-7641

ARTHOUSE GALLERY
(See Full Listing Under Art Galleries)

BEERS BOOKS
915 S St • (916) 442-9475
Books

BENJAMINS
1104 R St, #130
Shoes

DOLLAR TREE
1235 S St • (916) 448-5486
Discount Retail Store

FATMAN CIGARS
1811 10th St • (916) 444-5010
Cigar Shop & Members' Lounge

HI-LINE ELECTRIC COMPANY
1119 R St • (916) 444-7915
Wholesale Electrical Supplies

KECHMARA DESIGNS
1104 R St, #120
Rugs

KICKSVILLE VINYL & VINTAGE
1104 R, St, #140 • (916) 444-5010
Vinyl Record Store

M.A.R.K VINTAGE
1021 R St • (916) 718-0239
Furnishings

MEDIUM RARE RECORDS & COLLECTIBLES
1104 R, St, #140 • (916) 442-5344
Vinyl Record Store

OLD GOLD
1104 R St, #110 • (916) 764-1368
Apparel

PIECE OF MIND
1021 R St • (916) 443-2323
Beads & Jewelry

RUMPELSTILTSKIN
1021 R St • (916) 442-9225
Yarn, Accessories, Classes

STOP WAITING FOR FRIDAY
808 R St • (916) 224-1241
Apparel

TEA COZY
1021 R St • (916) 441-3546
Fine Teas, British Food Items & Gifts

WAREHOUSE ARTIST LOFTS (WAL)
1108 R St • (916) 498-9033
Apartments/Community

YAFFEE
1817 8th St • (916) 446-7748
Restaurant Supply

CHURCHES

SOCIETY CHURCH
723 S St • (916) 337-7344
Christian Church

ST. ELIZABETH CHURCH
1817 12th St • (916) 442-2333
Catholic Church

BARS & DINING

ACE OF SPADES
1417 R St
Live Music Venue

AMARO ITALIAN BISTRO & BAR
1100 R Street • (916) 555-1234

BOTTLE & BARLOW
(See Full Listing Under Salons)

BURGERS AND BREW
1409 R St • (916) 442-0900
Restaurant

CAFE BERNARDO
1431 R St • (916) 930-9191
Restaurant

ELIXIR BAR & GRILL
1815 10th St • (916) 442-0693
Bar & Grill

FISHFACE POKE BAR
1104 R St, #100 • (916) 706-0605
Restaurant

FOX & GOOSE PUBLIC HOUSE
1001 R St • (916) 443-8825
Restaurant & Bar

R15
1431 R St • (916) 930-9191
Sports Bar

SHADY LADY
1409 R St, #101 • (916) 231-9121
Food, Cocktails, Live Music

SHOKI RAMEN HOUSE
1731 12th St • (916) 422-4048
Restaurant

METRO KITCHEN AND DRINKERY
1104 R St, #150 • (916) 346-8319
Juice Bar

NIDO
1409 R St, #102 • (916) 668-7594
Restaurant & Cafe

WAFFLE SQUARE COUNTRY KITCHEN
1825 10th St • (916) 498-9567
Restaurant

ART GALLERIES

1810 GALLERY
1810 12th St

ARAREITY

1021 R St • (916) 446-1535
Jewelry & Art Glass Gallery

ARTHOUSE GALLERY
1021 R St • (916) 212-4988
Artist Studios & Gallery

THE ART FOUNDRY
1021 R St • (916) 444-0299
Artists, Casting, Installation

BEATNIK STUDIOS
723 S St • (916) 400-4281
Gallery, Venue, Photography Services, Art Consulting

WAL PUBLIC MARKET
1104 R St • (916) 555-1234

WAR ON WALLS STUDIO
1730 12th St
Private studio for Artist David Garibaldi

AUTOMOTIVE

SOUTHSIDE MOTORS
729 S St • (916) 442-4951
Auto Repair

LASHER VOLKSWAGEN DOWNTOWN
925 S St • (916) 441-2761
Auto Repair

SALONS

BOTTLE & BARLOW
1120 R St • (916) 379-7719
Bar & Barbershop

MUSE HAIR BOUTIQUE
1409 R St, #103 • (916) 443-5780
Hair Care Services

SHAFT
1033 S St • (916) 833-3615
Hair Salon

SPACE 07 SALON
1421 R St • (916) 444-7474
Full Service Salon – Hair, Nails, Skin

FITNESS

CROSSFIT ANALOG
808 R St • (916) 220-2827
Fitness

KINECTIONS, INC.
1221 S St • (916) 441-5094
Certified Athletic Trainer/Somatic Practitioner

STUDIO LAURUS
800 R St • (916) 206-1206
Yoga Studio

OFFICES

ATMOSPHERE DESIGN GROUP
1725 10th Street, 101 • (916) 454-1056

CA DEMOCRATIC PARTY
1830 9th St, #200 • (916) 442-5707

CASA DE ESPANOL
1101 R St • (916) 346-4535

DEMOCRATIC PARTY OF SACRAMENTO COUNTY
1033 S St, #200 • (916) 739-6001
Political Party Office

DEPARTMENT OF WATER RESOURCES
1416 9th St • (916) 653-5791

DEPARTMENT OF TRANSPORTATION
1101 R St • (916) 324-2244
State Agency

DEPT OF FORESTRY & FIRE PROTECTION
1131 S St • (916) 445-7973
State Agency

DESMOND, NOLAN, LIVAICH & CUNNINGHAM
1830 15th St • (916) 443-2051
Attorneys

FACULTY ASSOCIATION OF CA COMMUNITY COLLEGES
1823 11th St • (916) 447-8555
Professional Membership Association

HGA ARCHITECTS AND ENGINEERS
1200 R Street, Suite 100 • (916) 787-5100

HIGH LEVEL DEBT SOLUTIONS
808 R St • (916) 432-0109
Financial Advising

HOGUE AND ASSOCIATES
723 S St, #100 • (916) 455-1515
Commercial Furniture Sales / Interior Design

MICHAEL GLASSMAN & ASSOCIATES
1725 10th Street, 101 • (916) 736-2222

MILES TREASTER AND ASSOCIATES
1810 13th Street, Ste 1 • (916) 373-1800

OFFICIAL
808 R St • (916) 376-7641
Apparel Brand Office

REGIONAL TRANSIT
1225 R St • (916) 321-2811
Customer Service Center

STATE OF CA DEPT OF BUSINESS OVERSIGHT
1810 13th St • (916) 323-7016

2016 Board of Directors

CHAIR
Bay Miry
D&S Development

VICE CHAIR
Allyson Dalton
W.P. Fuller House

SECRETARY
Adele Glaviano
Hi Line Electric

TREASURER
Ali Youssefi
CFY Development

Michael Heller
Heller Pacific

Janel Inouye
Magpie Caterers

Steve Johns
SMUD

Todd Leon
CADA

Bree Taylor
1409 R Street Owners Association

John Dangberg
City of Sacramento

Tim Spangler
Sacramento Regional Transit



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