

BUILDING. INVESTING. CONNECTING.

Annual Report | 2014



THE RIVER DISTRICT





PRESIDENT'S MESSAGE

The River District established its first Property based Business Improvement District (PBID) in 1999. Charged with managing and promoting programs to strengthen the economic and cultural well being of the area, the success of the 830-acre PBID can be confirmed by the overwhelming support received from property owners as we renewed in 2014. Over 86% voted to support the new 10-year term designed to:

- Encourage economic development and investment
- Enhance public safety
- Maintain a clean environment
- Create a positive identity and strengthen our position within the community
- Advocate for policy issues that impact our area

Property owners and businesses recognize that this is the right time to invest in the District. With major projects taking place throughout the Central City including an Entertainment and Sports Center, the Railyards and a potential Major League Soccer venue, The River District is perfectly situated for growth and development. The River District provides ideal access and connection to the local market and beyond while new development will provide jobs and housing for the next economy.

Located at the gateway to the American River Parkway and the Sacramento Riverfront, River District amenities such as light rail, restaurants, shops, parks & plazas, improved roads, and strong flood & utility infrastructure will secure the future for a new Central City generation.

Steve Goodwin
President

As **The River District** focuses on **BUILDING, INVESTING, CONNECTING**, 2014 highlights include:

- 1 The grand opening of **Cannery Place Apartments** introduced a unique living experience with easy access to downtown and the American River, the first of many new residential projects scheduled to be built in the District.
<http://canneryplaceapts.com/index.html>
 - 2 The second annual **Pink the Boulevard** community awareness campaign, led by River District business owner and cancer survivor Susan Crane, brought neighbors together with a mission of support for a cause that impacts many of our friends.
 - 3 Funding commitments from the City of Sacramento and County of Sacramento for **Powerhouse Science Center** will allow this dynamic, interactive science & space learning center located in The River District to celebrate its groundbreaking in 2015.
<http://powerhousesciencecenter.org>
 - 4 The **North 12th Street Contagious Color** mural installed by local artists Sofia Lacin and Hennessey Christophel brings life and light to the gateway underpass on North 12th Street.
<http://lcmuralanddesign.com>
- The **North 12th Complete Streets** plan provides for enhanced safety, new economic opportunities, and accessibility for all modes of transportation as it makes transportation alternatives convenient for those who work and live in the area.
<http://n12street.com/about/>



2014 | Year In Review



A final transformation plan for the **Twin Rivers Choice Neighborhoods** project presents a vision for approximately 800 units of mixed income housing along with strategies to provide services and neighborhood amenities including a new light rail station on North 12th Street. <http://www.shra.org/ChoiceNeighborhoodsInitiative/TwinRivers.aspx>

The announced **Sakramento-The Hanami Line** plans for a cherry tree installation and cultural celebration in The River District, on the Sacramento Riverfront between Old Sacramento and Discovery Park. <http://www.sactree.com/hanami>

Quinn Cottages celebrated 20 years of providing transitional and permanent housing solutions for individuals who have experienced homelessness in Sacramento. <http://cottagehousing.org/communities/>





By the Numbers: River District Services

Clean Team Collected:

46,955 Pounds of trash and waste
1,799 Bags of trash
644 Abandoned items

Security Service Responded to:

1,843 Calls for stakeholder services
2,158 Nuisance issues
117 Police/Fire assistance

Community Service:

180 Gifts from Santa at the annual
 Twin Rivers Holiday Celebration

2014 Year End Financial Statement

ASSETS

Cash and Equivalent \$185,603
 Other Assets \$25

Total Current Assets \$185,628

Fixed Assets \$1,349

TOTAL ASSETS \$186,977

LIABILITIES & EQUITY

Total Current Liabilities \$88

Equity
 Retained Earnings \$217,793
 Net Income -\$30,905

Total Equity \$186,889

TOTAL LIABILITIES & EQUITY \$186,977

DIRECTORS & STAFF

2014 Officers

Steve Goodwin, Township 9, **President**
 Jerry Way, City of Sacramento, **Vice President**
 Greta Lacin, Kent Lacin Media Services, **Secretary**
 Roy Howe, General Produce, **Treasurer**

2014 Board of Directors

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 Steve Ayers, Armour Steel
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 Ernie Gallardo, Grove Investment Co.
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 Terry Murphy, California State Lottery
 Johan Otto, Carson Development Co.
 Clarke Rosa, Capitol Casino
 Phil Serna, Sacramento County Board of Supervisors
 Robert Tadlock, MatriScope

Staff

Patty Kleinknecht, Executive Director



The River District

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