MESSAGE
FROM THE PRESIDENT

In 1999, a coalition of property and business owners created a private sector improvement district originally called Capitol Station District, now The River District. We’ve seen great progress during its 18-year life but, in many ways, we’ve just begun to imagine the future of The River District.

**Imagining**... housing opportunities for all income levels.

**Imagining**... connections with downtown, The Railyards, the airport and beyond.

**Imagining**... Powerhouse Science Center inspiring generations of inquisitive minds.

**Imagining**... connections with the rivers and an active riverfront.

**Imagining**... solutions to address Sacramento’s homeless population.

**Imagining**... innovative uses for the historic buildings on North 16th Street.

Business strategist Rod Stevens with Business Street prepared a report challenging us to look at the area differently. Join us in imagining a central city neighborhood positioned to provide both housing and next generation jobs for Sacramento.

Steve Goodwin
President

A VISION OF THE FUTURE

**Imagine** a place where artisans design and make the products that will lead us into the future. **Imagine** analysts using data to create customized marketing strategies. **Imagine** skilled metalworkers shaping sheets of stainless steel into gleaming columns. **Imagine** a photographer creating photos that will appear in regional advertising campaigns. **Imagine** a mechanic restoring vintage motorcycles in a unique setting that serves as both workshop and entertainment venue.

All of these are taking place now in The River District. The area grew up with large companies focused on the outward movement of goods. **Imagine** creating inward movement, attracting businesses and talent to the area’s historic, authentic environment, which is ideally positioned to feed 21st century jobs and industry.

Across the country, new companies that design and make products are moving into old warehouses in close proximity to downtown. **Imagine** the North 16th Street Historic District becoming a hub of urban industry attracting artisanal manufacturing, design and marketing, along with hardware and tech companies.

The River District can provide young, tech-savvy workers historic buildings and creative space that exists beyond the typical office setting. Space that has character, is inexpensive, flexible and adaptable to allow for computers or high-tech manufacturing equipment in a central city location near homes, trendy restaurants, nightlife and recreation.

From “Summary Business Development Strategy for the North 16th Street Area” by Rod Stevens; report commissioned for the City of Sacramento by Councilmember Jeff Harris. Read the full strategy report at www.riverdistrict.net.
**2017 YEAR IN REVIEW**

**Sutter PACE**, a specialized day program for senior adults, found a new home at 444 North 3rd Street in a building owned by Sepharovich/Domich Real Estate. The Program of All-Inclusive Care for the Elderly (PACE) helps seniors meet their health care needs in the community instead of going to a nursing home or other care facility. Currently undergoing tenant modifications, the center is scheduled to open late summer 2018. Read more at [http://www.checksutterfirst.org/seniorservices/](http://www.checksutterfirst.org/seniorservices/)

**Luxury Motorcars**, an East Sacramento specialty automobile dealership dealing in high-end and collectible automobiles, secured approval for a new location at 840 Richards Boulevard. In addition to its inventory that attracts customers from across the United States, the business will display a permanent collection of museum-quality vehicles that will be open to the public. Read more at [http://www.luxmotorcars.com](http://www.luxmotorcars.com)

The 2017 **Wide Open Walls** mural festival attracted international attention to Sacramento when more than 40 murals took form in neighborhoods throughout the city. As a sponsor, The River District was proud to welcome murals from featured Sacramento artists, Lopan and Ernie Fresh at 1103 North B Street and Jeremy Stanger at 1330 North B Street. Read more at [http://www.wow916.com](http://www.wow916.com)

**Rio Velo**, The River District’s free festival for all things bicycle held its inaugural event on October 14, 2017. Featuring a bike rodeo, stunt riding, bike safety, education, music, food and fun, the event celebrated bicycles, the rivers and the people who love them. Read more at [www.riovelo.com](http://www.riovelo.com)

Site work began for the **Twin Rivers Choice Neighborhoods** project designed to transform an isolated public housing site into a sustainable, mixed income, transit oriented neighborhood with improved education and job opportunities, and enhanced neighborhood amenities. Read more at [www.shra.org/twin-rivers-redevelopment-project](http://www.shra.org/twin-rivers-redevelopment-project)
**BY THE NUMBERS:**
**THE RIVER DISTRICT SERVICES**

**CLEAN TEAM COLLECTED:**
- 47,981 Pounds of waste
- 1,840 Bags of trash
- 603 Abandoned items

**SECURITY SERVICE RESPONDED TO:**
- 2,602 Stakeholder calls
- 2,942 Nuisance/crime issues
- 87 Police/fire assistance calls

**HOMELESS NAVIGATOR CONTACTS:**
- 954 Contacts
- 33 Linkages to housing, shelter, treatment

**COMMUNITY SERVICE:**
- 160 Gifts from Santa at the annual Twin Rivers Holiday Celebration

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**2017 YEAR END FINANCIAL STATEMENT**

**ASSETS**
- Checking $4,540
- Money Market $258,639
- Petty Cash $180

**Total Current Assets $263,359**

**Fixed Assets $18,738**

**Accumulated Depreciation ($7,706)**

**TOTAL ASSETS $274,391**

**LIABILITIES & EQUITY**
- **Total Current Liabilities $119**

**Equity**
- Retained Earnings $239,600
- Net Income $34,672

**Total Equity $274,272**

**TOTAL LIABILITIES & EQUITY $274,391**

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**DIRECTORS & STAFF**

**2017 Officers**
Steve Goodwin, Township 9, President
Greta Lacin, Kent Lacin Media Services, Vice President
Susan Crane, The Party Conierge, Secretary
Roy Howe, General Produce, Treasurer

**2017 Board of Directors**
Bud Applegate, Colliers International
Steve Ayers, Iron Mechanical
Brian Barczak, Blue Diamond Growers
John Cox, Sacramento Theatrical Lighting
Ernie Gallardo, Grove Investment Co.
Jeff Harris, Sacramento City Council
Steve Johns, SMUD
Justin Eklund, Sacramento Police Department
Terry Murphy, California State Lottery
Clarke Rosa, Capitol Casino
Phil Serna, Sacramento County Board of Supervisors

**Staff**
Patty Kleinknecht, Executive Director

**DESIGN**
www.JustJulieDesign.com

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