

**EXHIBIT A**

**FULTON AVENUE  
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**

**FISCAL YEAR 2009-2010  
ANNUAL REPORT**

## **I. Changes in District Boundaries**

The Fulton Avenue Property and Business Improvement District proposes no changes in the district boundaries or benefit zones for the 2009-2010 fiscal year.

## **II. Improvements and Activities Provided**

The Fulton Avenue District Management Plan outlines a variety of activities the district will perform to benefit the district members. District activities fall into five general categories: Security, Marketing and Communications, Streetscape Improvements, Economic Development, and Administration.

### **SECURITY**

Under the direction of the security committee, uniformed off-duty Sacramento County Sheriff officers continue to patrol the Fulton District in a marked patrol vehicle five nights each week. In the past 9 years, FAA officers have logged over 21,000 hours of extra patrol in the Fulton district, addressing specific property-owner related issues. Since the inception of the off-duty officer patrols, Fulton Avenue has witnessed a significant drop in business-related burglaries, metal theft, vandalism and suspicious loitering. Graffiti, once a significant problem on the Avenue, rears its head only a few times a year. Property owners cite this program as their number one priority for the Association and continue to be extremely satisfied with the presence of additional officers in the area, and the ensuing positive results.

The tracking device that was devised in 2002 with the aid of the Sheriff's Department has proven to be an effective way to keep both the officers in check, and the property owners assured that their individual properties are in fact being monitored. A carbon slip is placed on the door of each property when the Officer has made a visit. The officer makes a written note when visiting a property after hours that notifies the property owner/tenant that (1) the officers were there and (2) the condition(s) or incidents, if any, they encountered. This notification slip is emblazoned with the Association's name. These notifications provide tangible evidence that the security patrol is indeed being the "eyes and ears" of the Avenue after hours and further promotes the Association.

The loss of the North Central Division Stationhouse on Marconi, just off Fulton has been felt by property and business owners, but use of the community room continues – and is greatly appreciated.

## **MARKETING & COMMUNICATIONS**

This year marketing and communication activities were mainly focused in three areas: the Christmas Holiday, promoting the accomplishments in the District to members, and soliciting ideas and feedback from members about current and future District programs, services, projects and developments.

Holiday spirits were elevated on the Avenue through a full complement of decorative candy cane fixtures and wrap on the light poles and lampposts, and at all major intersections. These decorations enhance the overall look and feel of the street as well as the shopping and neighborhood experience of area residents and commuters.

On December 5, the Avenue celebrated its 3<sup>rd</sup> Annual Christmas Tree Lighting. This event was held at the corner of Fulton and El Camino in the Tognotti's parking lot. This public event had advance advertising and was attended by friends and neighbors. The Sierra Oaks School Chorus sang a variety of traditional Christmas Carols, and the Rio Americano Readers Theater performed an outstanding skit for the attendees. And, both Supervisor Susan Peters and Santa Claus served as our Honorary Tree Lighters. The 60 foot living tree stood proudly throughout the Holiday season and was remained lit each evening between 5:00p and midnight.

The Executive Director maintained an effective outreach program that produced several news pieces from the media regarding the Association's improvement projects. The district continues to glean positive coverage in local and region-wide newspapers.

The Fulton Avenue Association regularly produces newsletters that feature new Fulton Avenue businesses, updates on improvement projects, and code enforcement tips.

In partnership with the Arden-Arcade Business Council, and the Sacramento Metro Chamber of Commerce, the Association continues to sponsor member mixers at inspiring Fulton Avenue locations. Association members enjoy hosting these functions to showcase their businesses. Events are well attended and promote networking opportunities and increased awareness of Association activities and projects. This past year a Holiday event was held in a tent next to the Christmas Tree, with over 125 members of the community in attendance.

An Annual meeting and dinner for members and dignitaries was held this year at McKenzie's Grille at Haggin Oaks Golf Course, where members were treated to a presentation by Larry Kelley, CEO of McClellan Business Park on the proposed developments for a new Arena for the region. Business Awards and Special Awards of Merit were given to several District stakeholders.

Community members enjoyed the 2<sup>nd</sup> Annual Fitness on Fulton event in May. This event is focused on Fitness, Health and Wellbeing. Leading the organization of this event is the owner of Anytime Fitness, with a cohort of other health/fitness related business owners lending a hand. This event gets bigger and better each year. The Association supports the event by paying for event advertising and promotion.

As it has the past 8 years, the Association was a proud sponsor of the Annual Arden-Arcade 4<sup>th</sup> of July Parade on Fulton Avenue. The goal of the Parade is to promote community pride and patriotism in and around the District. Forty-two Parade entries made for quite a show for the several hundred flag waving attendees that line the Parade path on July 4<sup>th</sup>.

[www.fultonavenue.com](http://www.fultonavenue.com), the Association's dedicated web site, continues to improve and evolve as things change on the Avenue. The goal of the site is to fully promote the Fulton Avenue District and better facilitate communication between the FAA and its members. It serves as an informational tool primarily to customers and secondarily to property and business owners. Interested parties may visit the site to learn more about the Association's formation, boundaries, and activities.

Additionally, [www.fultoncars.com](http://www.fultoncars.com) is in full swing. This site allows potential customers to browse the fleet of cars available on Fulton Avenue, to see details on any car, and to provide sales leads electronically to the car dealers. Each month, the car dealers receive an automated report showing extensive information on which vehicles were viewed and other valuable statistics. The promotion of this internet project is being funded by County Economic Development funds.

A collaborative marketing effort continues between Fulton Avenue auto dealers and Town & Country Village (T&C) merchants. In an effort to increase shopping traffic at Town & Country Village, Village merchants have agreed to give discounts to customers who come over to the Village in "shopping shuttles" while their cars are being serviced at the dealerships. Attractive discount cards have been produced by a local PR firm that will be distributed to auto dealer shuttle drivers. Each card has a place where the driver can write in "today's date" and initial. Merchant discounts range from ½ off entrees at T&C restaurants to \$10 off purchases of \$40 or more.

## **STREETSCAPE IMPROVEMENTS**

The Association has continued to focus its efforts on its Gateway project. Because the scope of the Gateway's boundaries incorporates the property and rights of way of the City of Sacramento, CalTrans, and private property owners, many meetings

have taken place and are being scheduled with representatives from each jurisdiction to achieve buy-in. The Plan's scope of work includes enhanced landscaping, freeway signage, way-finding signage, monumentation, a large arch at the intersection of Fulton Avenue and Auburn Boulevard, and an overpass makeover.

The Gateway project is being coordinated with the County's Auburn Boulevard Streetscape project and will be implemented in phases. The first phase, likely to include the overpass element of the plan and the production and installation of three way finding monument signs, is currently in the design phase.

All of the District's custom street signs have been installed. The signs are 4-color, have The Fulton District typed at the top of the sign, and have the District's branded "F" in the far, right-hand corner. Installation of these signs took place in the early spring and public feedback has been very positive.

## **ECONOMIC DEVELOPMENT**

Because Fulton Avenue is subject to a good deal of commuter traffic and heavy use of public transit, it has seen an increase in loose cigarette butts, trash and other kinds of random debris. In an effort to keep things clean, the Association's "District Clean-Up Program" was renewed for a fourth year. The contractor identifies problem areas, such as dump sites, homeless camps and zones prone to graffiti, and reports these and other issues of concern to the Executive Director. So to continually monitor and measure the success of this program, detailed reports are kept and submitted monthly to the Board of Directors. The DC program is funded with assessment dollars.

Association and County staff maintain communication with both local businesses and the development community. Staff is working closely with the County Department of Economic Development, SHRA, developers, and the brokerage community to stimulate District development on Fulton Avenue and its adjoining Auburn Boulevard. Staff is also working on surrounding development proposals that will extend into and along the Fulton Avenue Business District.

In response to significant changes in the auto industry, a Special Planning Area (SPA) is being created for the District. While an SPA can offer many benefits and guidelines for development, the primary purpose of an SPA on Fulton Avenue is to allow more flexible zoning for property owners. With over 100 acres of Auto Commercial (AC) land in the District's 2.8 miles, there is much room for change. An Environmental study is nearly complete, and the Association's Board of Directors is hoping for Board of Supervisor approval in the Fall.

The Association has temporarily suspended its landscape improvement grant program, but the program will likely be reinstated when the economy sees an upturn.

## **ADMINISTRATION**

The Executive Director continues to act as a liaison with public agencies; promoting economic development; advocating at the local and state level on issues important to the business community; managing marketing and member communications; organizing regular board and committee meetings; event planning; outreach to membership and community groups, and managing district bookkeeping.

The Board of Directors and the Executive Director Ms. Melinda Eppler continue to work effectively together on all matters.

### **IV. The Method of Assessment**

Refer to Attachment A “ENGINEER’S REPORT - Assessment Methodology” from the Fulton Management District Plan. No changes in assessments are proposed, as they are not allowed under the district management plan.

### **V. Surplus or Deficient Revenues**

The Fulton Avenue Association ended its 2009 operating year with retained earnings of \$410,485.00

### **VI. Contributions to the District**

The Fulton Avenue Improvement Association anticipates no additional contributions to the District

**Attachment A**

**Engineer's Report  
Assessment Methodology**

**EXHIBIT A-1**

**FULTON AVENUE PROPERTY AND BUSINESS  
IMPROVEMENT DISTRICT**

**2009/2010 PARCEL LEVY LISTING**

**EXHIBIT B**

**[Insert Fulton Avenue Beautification Project Synopsis]**

**EXHIBIT C**

**[Insert Fulton Avenue Beautification Master Plan Gant Chart]**

**EXHIBIT D**

**[Insert Fulton Avenue Property Assessment Improvement District  
Public Works Capitol Projects Fund  
Inception to Date Activity (thru )]**