

2005-2006  
Annual Report



*At*

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FULTON

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AVENUE

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- District Boundaries Are On Fulton Avenue between Arden Way and Auburn Boulevard
- Annual Assessment of Property Owners is \$370,000
- Current Programs Include:
  - Security
  - Streetscape
  - Economic Development
  - Marketing & Communications



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# Off-Duty Security Patrol



- Patrol Officers have logged over 12,000 hours since the Program began in 2000
- Personalized system of reporting
- Crime and vandalism has diminished
- People feel safe



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# Streetscape

- Improved Landscapes
- Decorative Banners, District Monuments and Custom Street Signs
- Undergrounding of Aerial Utilities



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AVENUE







F

THE  
FULTON  
DISTRICT

FULTON DISTRICT

5000



Fulton AVE



FULTON DISTRICT

5000



El Camino AVE





# Economic Development

- Individual Property Improvements
- New Business Development
- Infill



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# High Density Infill



← Property just behind Global Imports on Fulton at Loma Vista

***Proposed: 25 Single Family Homes***

Property just behind St. Vincent De Paul Thrift Store on Fulton at ElVyra →

***Proposed: 13 - 2 and 3 story Loft Units***



# Marketing & Communications

- Quarterly Newsletter & Website
- Advertising & Sponsored Events
  - Holiday Decorations & Entertainment
  - Mixers
  - Annual Meeting
  - Annual Arden Arcade 4<sup>th</sup> of July Parade



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[www.Fultonavenue.com](http://www.Fultonavenue.com)



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*The Fulton Avenue Association  
plans to improve and distinguish  
Fulton Avenue as one of the most  
attractive areas in the greater  
Sacramento region.*



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FULTON  
AVENUE

# Santa John

## At Town & Country Village



# Events

## Mixers



## Annual Lunch



# 2005

## Business Award Recipients

Community Partner Award

**Sacramento Co. Sheriff's Department- North Central Division**

Robert Fulton Beautification & Improvement Award

**Hummer of Sacramento**

Guglielmo Marconi Award for Innovation

**The Clock Shop**

Fulton Avenue Association Business of the Year

**Frank's Pro Shop**

# Annual 4<sup>th</sup> of July Parade



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# THANK YOU!





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AVENUE

That's All Folks