



**SACRAMENTO  
HOUSING AND REDEVELOPMENT  
AGENCY**



8

March 6, 1990

Budget and Finance Committee  
of the City Council  
Sacramento, CA

Honorable Members in Session:

SUBJECT: Contracts for Commercial Revitalization Coordinators  
for Stockton Boulevard, Rio Linda, Walnut Grove and  
Franklin Boulevard

SUMMARY

The attached report is submitted to you for review and  
recommendation prior to consideration by the Redevelopment  
Agency of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution  
approving the contracts.

Respectfully submitted,

ROBERT E. SMITH  
Executive Director

TRANSMITTAL TO COMMITTEE:

JACK R. CRIST  
Deputy City Manager

Attachment



# SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY



March 13, 1990

Redevelopment Agency and  
City Council of the  
City of Sacramento

Honorable Members in Session:

**SUBJECT:** Contracts for Commercial Revitalization Coordinators for  
Stockton Boulevard, Rio Linda, Walnut Grove and Franklin  
Boulevard

## SUMMARY

This report requests authorization to issue contracts for the existing Stockton Boulevard, Rio Linda, Walnut Grove and Franklin Boulevard Commercial Revitalization Coordinators. The contract period recommended is March 1990-January 1991.

## BACKGROUND

The Sacramento Housing and Redevelopment Agency (SHRA) has been involved in the commercial revitalization of certain target areas for several years (See map included herein as Attachment 1). On some of the larger commercial areas, we have elected to hire coordinators whose purpose it is to help businesses and/or business associations to development improvement plans and to implement those improvements.

In general all of the existing coordinators have performed very well. This statement is reaffirmed by the fact that in February 1989 a request for proposals for new Revitalization Coordinators was issued and the selection committee (consisting of a Commissioner, owners of businesses in two of the target areas, a representative from the Local Government/Assistance Section of the California Department of Commerce and a SHRA staff member) unanimously recommended maintaining the existing coordinators.

Further evidence of success can be found in the following list of accomplishments and 1990 goals.

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## COMMERCIAL REVITALIZATION COORDINATOR ACCOMPLISHMENTS

(As of 1/17/90)

### Rio Linda

### ACCOMPLISHMENTS

Chris Toppenberg  
Coordinator

7/86 - 2/90

Funding:  
County CDBG

1. Revitalization Plan approved
2. Held third annual horse exhibit for promoting Rio Linda as equestrian community
3. Retained major tenant in Mar-Val Shopping Center
4. Drafted and secured approval for special planning area (SPA)
5. Held first annual Business Week
6. SHRA financing program (grants):

No. of applications pending	13
No. of projects completed	4
No. of storefronts completed	38
Amount of grant funds	\$176,282
7. Received approval of Special Planning Area (SPA)

### 1990 GOALS

1. Increase number of building renovations.
2. Pursue tenants for the Mar-Val Shopping Center vacancies; key project if major tenant vacates.

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3. Strengthen Rio Linda Business Development Committee and Chamber.
4. Hold a promotional event in addition to the Horse Exhibit.
5. Coordinate implementation of SPA process for businesses.
6. Assist, as needed, capital improvements projects.

<sup>1</sup> A project (or building) can include more than one storefront.  
In this case, the Mar-Val Shopping Center had 26 storefronts.

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## WALNUT GROVE

Mike Notestine  
Coordinator  
(Notestine &  
Associates)

7/86 - 2/90

### Funding:

County CDBG

## ACCOMPLISHMENTS

1. Organized First Annual Walnut Grove Catfish Jubilee.
2. Distributed materials promoting Delta tourism activities.
3. Started capital improvement projects for parkways, stairways, and tourist information kiosk.
4. Organized First Annual Halloween Dance as well as First Annual Golf Tournament.
5. Established Walnut Grove and Locke Historic Walking Tours.
6. Prepared and distributed 15,000 copies of Community Marketing Brochure.
7. SHRA financing programs (grants):

No. of applications pending	18
No. of projects completed	9
No. of storefronts completed	11
Amount of grant funds disbursed	\$37,422

## 1990 GOALS

1. Increase tourist expenditures in Delta.
2. Hold Second Annual Catfish Jubilee as well as other promotional events.
3. Continue nuisance abatement and clean-up events.
4. Develop major commercial catalyst project at Market & C Streets.

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5. Secure buyers for Homeowners's Association vacant commercial properties.
6. Assist in identifying potential tenants.
7. Encourage Delta-wide communication and events.
8. Assist, as necessary, process to establish three National Register Historic Districts in Walnut Grove.

## STOCKTON BLVD.

Rick DeGregorio,  
Coordinator  
(Small Business  
Improvement  
Network)

4/86 - 2/90

### Funding:

City & County  
CDBG & Oak Park  
Tax Increments

## ACCOMPLISHMENTS

1. Increased business association membership 300%.
2. Increased retail sales from \$25 million (1982) to \$48 million (1988).
3. Established Business Improvement District (BID).
4. Purchased trash receptacles.
5. Decreased criminal activity; hired security force for holiday patrol.
6. Held Fourth Annual Real Estate Luncheon.
7. SHRA Financing programs (grants)
  - a) Loans 5
  - b) Grants
    - No. of applications pending 10
    - No. of projects completed 35
    - No. of storefronts completed 30
    - Amount of grant funds disbursed \$184,452

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## 1990 GOALS

1. Conduct Fifth Annual Real Estate Luncheon.
2. Use BID funds to purchase and develop off-street parking site, build bus shelters, print business directory, and purchase Christmas street lights.
3. Increase building renovations.
4. Market Enterprise Zone program.
5. Continue marketing investment opportunities.
6. Provide business management assistance.
7. Assist Request for Proposal process and selection of developer for SHRA-owned property.
8. Expand Association membership to south of Fruitridge.

## FRANKLIN BLVD.

Ed Astone,  
Association  
Coordinator  
(Zephyr Urban  
Management)  
4/84 -  
2/90

## ACCOMPLISHMENTS

1. Organized Franklin Blvd. Business (FBBA).
2. Made Business Improvement District (BID) operational; BID funds used to hire maintenance contractor for past 2-1/2 years, purchase 10 trash receptacles and operate Graffiti Program. BID generated approximately \$13,000 annually.

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Funding:  
City CDBG

3. 65 trees planted.
4. FBBA lobbied successfully for police sub-station location to deter cruisers. Opened Fall 1989.
5. Many nuisances abated - alley paving, closing of nuisance bars.
6. Capital improvement plans completed for unimproved areas, financing secured.
7. Utility undergrounding project planned - SMUD funding secured. Establishment of Franklin Blvd. as the first underground utility district.
8. SHRA Financing programs:
  - a) Loans 2
  - b) Grants
    - No. of applications pending 22
    - No. of projects completed 11
    - No. of storefronts completed 27
    - Amount of grant funds disbursed \$109,057
9. Distributed promotional packets on Franklin Blvd. commercial investments.

## 1990 GOALS

1. Coordinate as necessary engineering planning of underground utility district.
2. Coordinate establishment of street improvement assessment district.
3. Increase building renovations. Get approval for at least 7 to 9 projects.
4. Market Enterprise Zone program.



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5. Rezone fringe area between Franklin Blvd. and Highway 99.
6. Continue FBBA watchdog activities, nuisance abatement, business recruitment activities and social events.
7. Extend Business Improvement Area.
8. Prepare Business Association for self-sufficiency.

All of the target areas have major projects underway for 1990; projects which have taken the coordinators years to foster. Their familiarity and knowledge of those projects as well as their keen insight into the fabric of their respective commercial strips provides a strong base for effective redevelopment.

## FINANCIAL DATA

(See Attachment 2)

## ENVIRONMENTAL REVIEW

The proposed action does not require environmental review pursuant to the California Environmental Quality Act (CEQA). The appropriate review will be made on individual projects as they are implemented.

## POLICY IMPLICATION

The recommended resolution is consistent with previously approved policy and no new policies are recommended at this time.

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## MINORITY BUSINESS ENTERPRISE/WOMEN OWNED BUSINESS ENTERPRISE (MBE/WBE)

During the RFP process conducted in February 1989, special efforts were made to encourage MBE/WBE firms to respond. RFPs were sent to all the certified MBE/WBE first as well as the Black Chamber of Commerce, City of Oakland Business Development Office, the City of Sacramento Office of Economic Development, and the Sacramento Hispanic Chamber of Commerce. Advertisements were also placed in the Sacramento Bee and the Sacramento Union. One of the four existing contractors is a WBE, Chris Toppenberg.

## VOTE AND RECOMMENDATION OF THE COMMISSION

At its meeting of March 5, 1990, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolution. The votes were as follows:

AYES:

NOES:

ABSENT:

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## RECOMMENDATION

The staff recommends adoption of the attached resolution authorizing the Executive Director to issue new contracts for the existing Stockton Boulevard, Rio Linda, Walnut Grove and Franklin Boulevard Commercial Revitalization Coordinators for the period March through December 1990.

Respectfully Submitted,



ROBERT E. SMITH  
Executive Director

TRANSMITTAL TO COUNCIL:

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WALTER J. SLIPE  
City Manager

Contact person: Cynthia Shallit, Program Manager, Economic Development, 440-1318.

CCRevit

# RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF \_\_\_\_\_

CONTRACTS FOR COMMERCIAL REVITALIZATION COORDINATORS  
FOR STOCKTON BOULEVARD AND FRANKLIN BOULEVARD

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY  
OF SACRAMENTO:

Section 1: The Executive Director is authorized and directed to execute contracts with the existing revitalization coordinators for Stockton Boulevard and Franklin Boulevard on the same terms as the previous contract and in accordance with the attached budget.

Section 2: The Executive Director is authorized to allocate \$36,000 (as set out in the attached budget) from the City Community Development Block Grant funds for the payment of the existing consultants for Stockton Boulevard and Franklin Boulevard.

\_\_\_\_\_  
CHAIR

ATTEST:

\_\_\_\_\_  
SECRETARY

1100WPP2(579)

FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

The 1990 budget includes the following funding for the coordinators:

	Amount	Source
Stockton Boulevard	\$12,000	City CDBG (M04320)
	\$12,000	County CDBG (M08417)
Rio Linda	\$24,000	County CDBG (M08618)
Walnut Grove	\$24,000	County CDBG (M08619)
Franklin Blvd.	\$24,000	City CDBG (M04319)

This allocation is for an eleven-month contract period. The monthly salary for the coordinators would be \$2,182. This salary level is based on a twenty hour work week.

Funds were allocated for all the coordinators and approved in the 1990 Budget, except for the Franklin Blvd Coordinator. However, funds can be transferred from the Commercial loan and Grant program (5500/4761/M04318) to finance the contract.

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

CONTRACTS FOR COMMERCIAL REVITALIZATION COORDINATORS FOR  
STOCKTON BOULEVARD AND FRANKLIN BOULEVARD

BE IT RESOLVED BY THE SACRAMENTO CITY COUNCIL:

Section 1: The Executive Director of the Redevelopment Agency of the City of Sacramento is authorized and directed to execute contracts with the existing commercial revitalization coordinators for Stockton Boulevard and Franklin Boulevard on the same terms as the previous contract and in accordance with the attached budget.

Section 2: The Executive Director of the Redevelopment Agency of the City of Sacramento is authorized to allocate \$36,000 (as set out in the attached budget) from the City Community Development Block Grant funds for the payment of the existing consultants for Stockton Boulevard and Franklin Boulevard.

\_\_\_\_\_  
MAYOR

ATTEST:

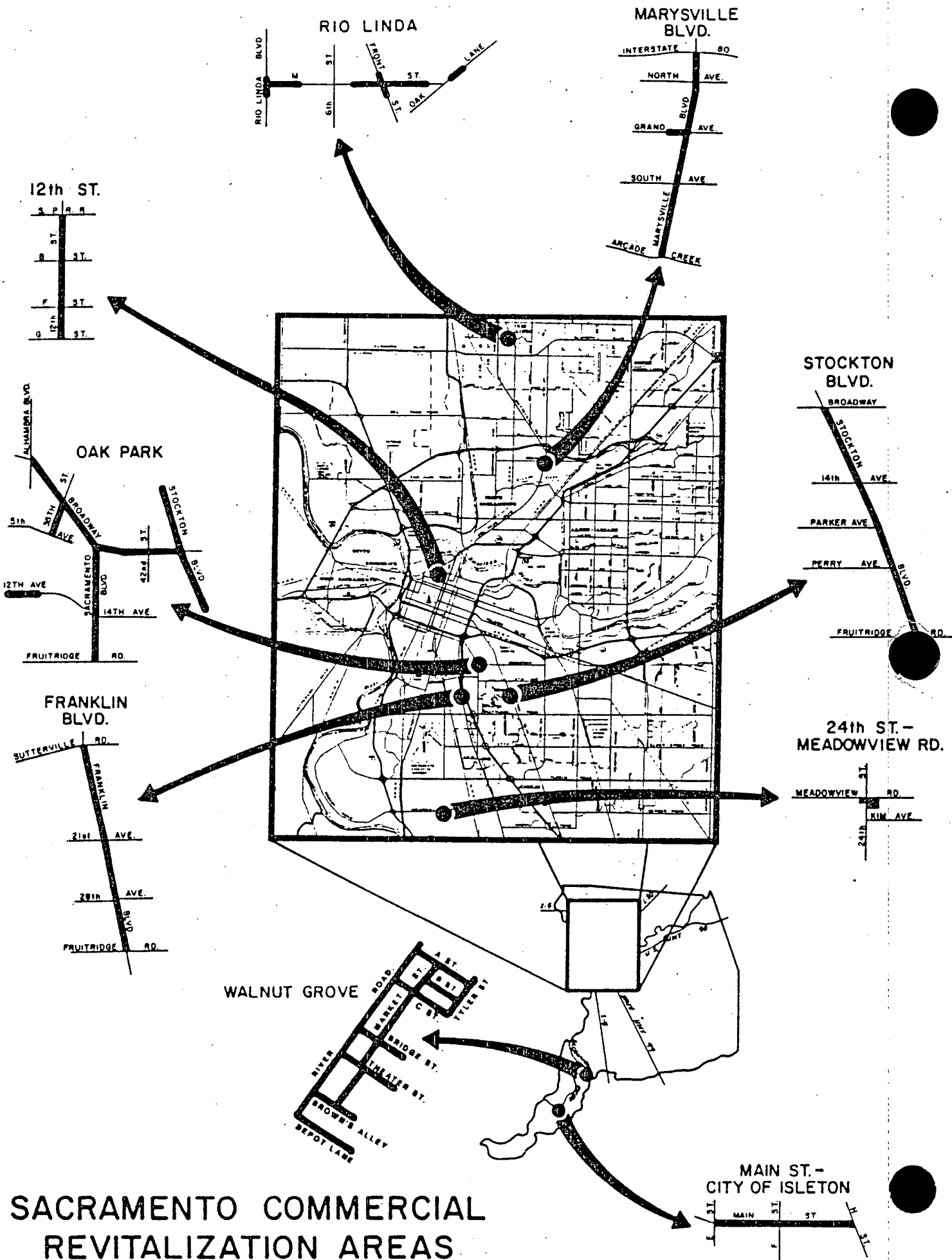
\_\_\_\_\_  
CITY CLERK

1100WPP2(579)

FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_



# SACRAMENTO COMMERCIAL REVITALIZATION AREAS

NOTE: FOR FURTHER CLARIFICATION, DETAILED MAPS CAN BE OBTAINED FROM THE REDEVELOPMENT AGENCY.

The 1990 budget includes the following funding for the coordinators:

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