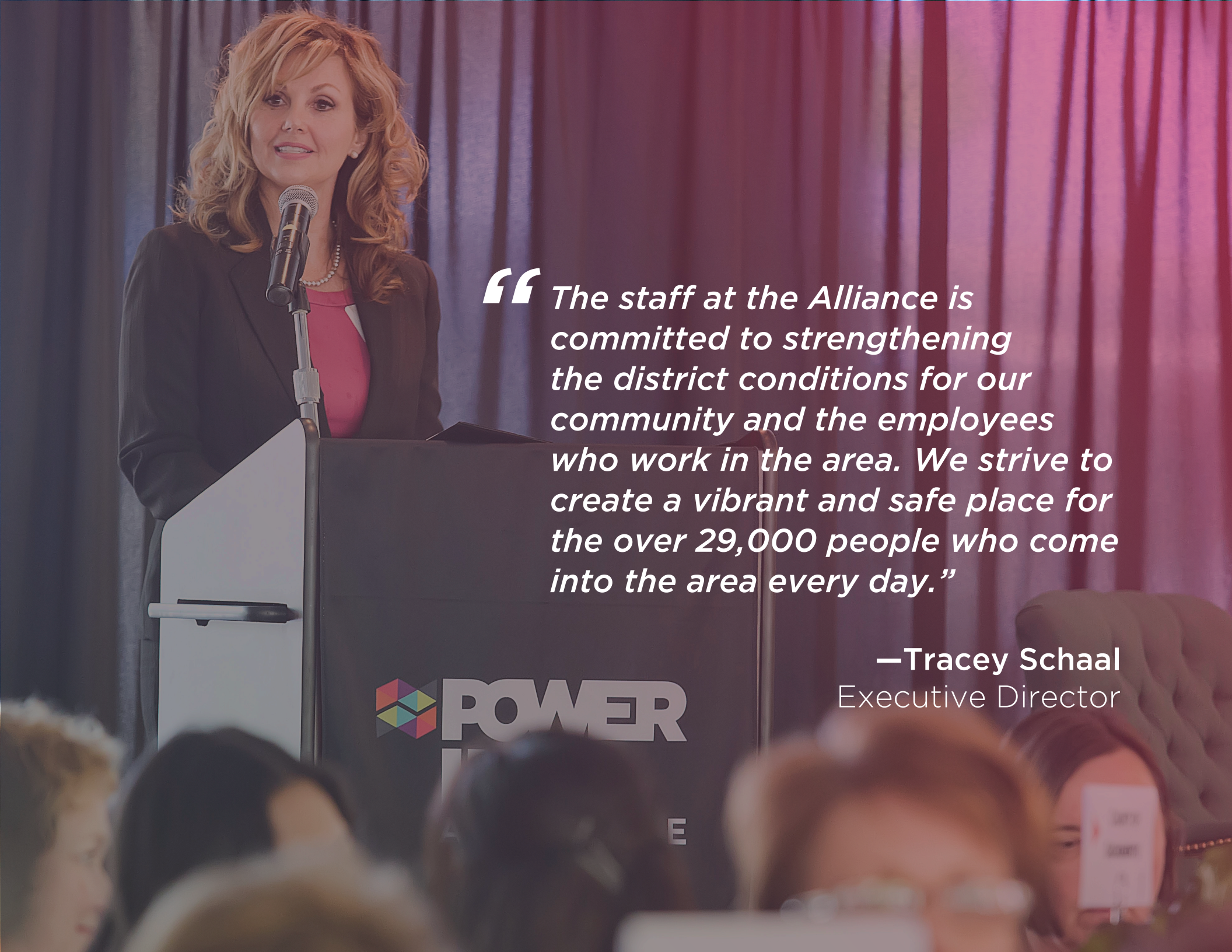




PROPERTY & BUSINESS IMPROVEMENT DISTRICT

An Advocate for Business, Transportation & Community





“The staff at the Alliance is committed to strengthening the district conditions for our community and the employees who work in the area. We strive to create a vibrant and safe place for the over 29,000 people who come into the area every day.”

—Tracey Schaal
Executive Director

POWER INN BY THE NUMBERS

COMPANIES LOCATED IN THE POWER INN AREA CREATE NEARLY

**\$6.2 BILLION IN
DIRECT OUTPUT**



**\$2.3 BILLION IN
INDIRECT OUTPUT**

**\$1.7 BILLION IN
LABOR INCOME**

THE POWER INN AREA IS HOME TO **29,512 EMPLOYEES**

94%

ARE IN THE PRIVATE SECTOR



REPRESENTING **14%** OF THE CITY
OF SACRAMENTO'S PRIVATE SECTOR

THE POWER INN AREA IS THE LARGEST EMPLOYMENT HUB FOR

MANUFACTURING



CONSTRUCTION

IN THE CITY OF SACRAMENTO

LARGEST EMPLOYMENT SECTORS IN THE AREA INCLUDE:

**5,300 JOBS | 62%
TOTAL CITY EMPLOYMENT
MANUFACTURING**



**7,000 JOBS
RETAIL TRADE**

**7,400 JOBS | 81%
TOTAL CITY EMPLOYMENT
CONSTRUCTION**



**4,800 JOBS
WHOLESALE TRADE**

► Data prepared by the Burris Service Group and Power Inn Alliance, *The Impact of Economic Activities in the Power Inn Alliance Area*, Jan. 2016.

THE IMPACT OF ECONOMIC ACTIVITIES IN THE POWER INN ALLIANCE AREA

The area supported by Power Inn Alliance is a driving force in both the city and region of Sacramento. Businesses within the service area benefit the economy through the people they directly employ, and also create a larger economic impact in the regional economy and beyond through supplier and consumption activities which their operations support. The following data highlights Power Inn Alliance's current local and regional economic impact.



OUR GEOGRAPHIC AREA COVERS
6.2 SQUARE MILES & 1,300 BUSINESSES



IN  TOTAL

THE POWER INN BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY

58,000 JOBS



\$10.4 BILLION + IN OUTPUT

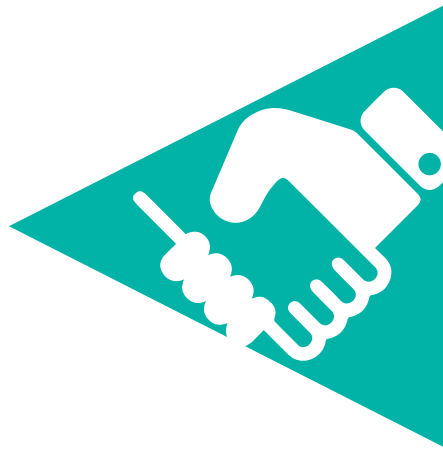
\$3.2 BILLION IN WAGES

► Totals based on direct impact of Power Inn area businesses, indirect impact through purchases made from their suppliers, and as a result of consumption activities within the regional economy of both direct and indirect employees.

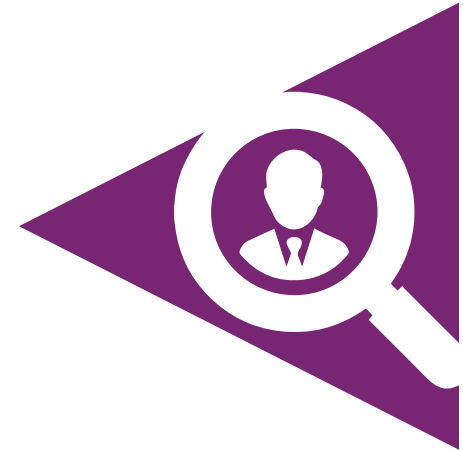
MEMBERSHIP LEVELS



SUPPORT



PARTNER



VISIBILITY



INFLUENCE



**EXECUTIVE'S
CIRCLE**



SUPPORT

ADVOCACY

Represent members' interests and concerns at City Hall

GAIN VISIBILITY & CONNECTIONS

- “Welcome” recognition in newsletter with link to directory listing
- Committee participation
- Host a ribbon cutting
- Promote member-to-member benefit on website
- Directory listing
- Business walk
- Membership decal
- Welcome bag

WE HAVE YOUR BACK IN BUSINESS

- Three Safety Patrol & Alarm Response (SPAR) calls (Requires registration)
- Social media support
- Ongoing crime prevention, intervention, education and awareness
- Public Blight Abatement
- Help with permitting/zoning
- Crime Prevention Through Environmental Design (CPTED) Audit
- Emergency ride home
- Free initial legal consultation with Alliance member attorney

ANNUAL INVESTMENT

PBID: **\$250**

Non-PBID: **\$425**

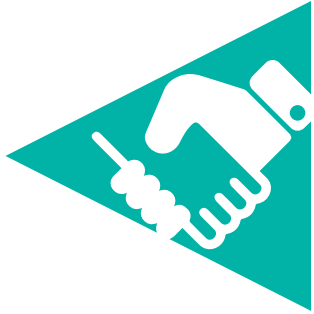
Valued at: **\$850**

A photograph of two men shaking hands. The man on the left is wearing a grey t-shirt and a grey baseball cap. The man on the right is wearing a dark suit, a white shirt, and a red and white striped tie. They are both smiling. The background is slightly blurred, showing what appears to be an office or meeting room with framed pictures on the wall.

“The Alliance has been a driven and effective partner in the pursuit of the Sacramento Center for Innovation for the City of Sacramento. With their help, dozens of new businesses and homes, hundreds of jobs and innovation are all possible in our district.”

—Councilmember Eric Guerra
City of Sacramento, District 6





PARTNER

Includes all benefits from the **SUPPORT** Membership level, as well as:

INCREASE VISIBILITY

- Enhance your directory listing with the Partner Icon
- Unlimited use of the Alliance Boardroom
- Include an item for new member Welcome Bags to promote your business

★ Share your company's event on our online calendar

ANNUAL INVESTMENT

PBID: **\$750**

Non-PBID: **\$1,250**

Valued at: **\$1,500**

“Being a member of the Alliance brings customers to our business that might never have come otherwise. It truly works.”

—Dennis Shanahan
Shanahan's Auto Body



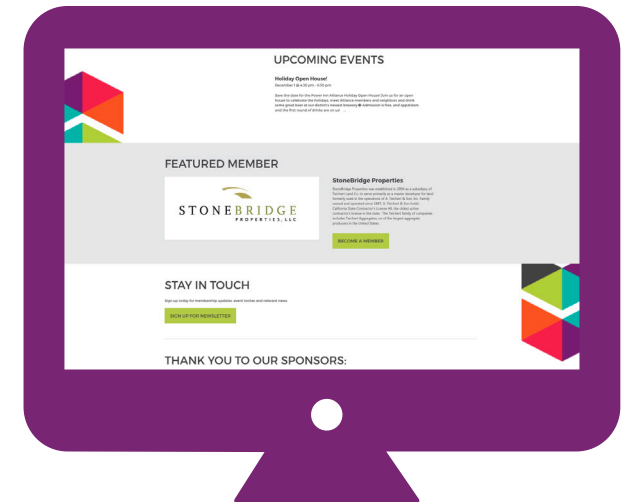


VISIBILITY

Includes all benefits from the **SUPPORT** and **PARTNER** Membership levels, as well as:

MAXIMIZE VISIBILITY & STRENGTHEN COMMUNITY PRESENCE

- Take advantage of 25% off of our Adopt-a-Road sign program
- Enhance directory visibility with your Visibility Icon and a video or image
- Be included in the Annual Report (distributed to all members, elected officials and potential members)
- Be featured on our website homepage for one week



ANNUAL INVESTMENT

PBID: **\$1,500**

Non-PBID: **\$2,500**

Valued at: **\$3,000**



“We look to the Alliance to provide opportunities to connect with elected officials, business leaders and other decision-makers who collectively influence the long-term vision of our community.”

—Johnnise Downs
Republic Services





INFLUENCE

Includes all benefits from the **SUPPORT**, **PARTNER** and **VISIBILITY** Membership levels, as well as:

STRATEGIC VISIBILITY & OPPORTUNITIES

- Take advantage of 50% off of our Adopt-a-Road sign program
- ★ Includes your 10 person table at our Annual Awards Luncheon and logo recognition on collateral (\$700 value)
- Enhance your directory listing with your company logo, a video or image and the Influence Icon
- Team up with the Alliance to present/host an educational forum



ANNUAL INVESTMENT

PBID: **\$3,000**

Non-PBID: **\$5,000**

Valued at: **\$6,500**

“Power Inn Alliance is a catalyst to move and motivate our business community into action. It’s an organization that can truly affect change and demonstrate direct results that positively impact the business climate of our district.”

—Richard Fischer, Jr.
Depot Park





EXECUTIVE'S CIRCLE

Includes all benefits from the **SUPPORT**,
PARTNER, **VISIBILITY** and **INFLUENCE**
Membership levels, as well as:

SHAPING THE COMMUNITY

- Enjoy a quarterly lunch with Executive Circle peers, the Alliance Executive Director and community leaders like the City Manager, City Director of Economic Development, Public Works or our local Councilmember, Eric Guerra
- Advertise your company, events, job openings and more in a rotating, monthly ad spot in our e-newsletter
- Executive's Circle Icon for online directory

ANNUAL INVESTMENT

PBID: **\$7,000**

Non-PBID: **\$10,000**

Valued at: **\$TBD**