

*It has been my good fortune to have served the Power Inn area for 17 years and I commend the leadership and outstanding work of the Power Inn Alliance.*

Don Nottoli, Fifth District Supervisor,  
County of Sacramento  
*Annual Report 2011*

THE HISTORY OF



**POWER  
INN  
ALLIANCE**

1994-2020

# HISTORY

1994

Area business owners formed the Power Inn Transportation Management Association (TMA) to advocate for increasing transportation needs in the area.

1999

The Association's services broadened and became the Power Inn Business and Transportation Association (BTA).

2005

Recognizing the need for more improvements and services, the Association partnered with property and business owners to investigate expanding its mission, who ultimately decided to form a Property and Business Improvement District (PBID).

2006

The district was successfully formed for a five-year term.

2007

The district officially began as a PBID, and the name was changed to Power Inn Alliance to better reflect its dynamic vision for the 4.2 square mile area.

2011

Due to increasing interest, the PBID was renewed for 10 years and increased in size to 6.2 square miles, making it the largest PBID in California.

2020

Power Inn is celebrating 25 years of successfully managing the district and has begun the renewal process for the next 10 years.

## MISSION

Power Inn Alliance creates and strengthens the physical, business and economic conditions of the Power Inn community. This is achieved through a collaborative approach in advocacy, beautification, civic partnership, security, transportation, marketing and communication.

“As a developer in the Power Inn Area for over 20 years, I have great faith in the continued growth and opportunities the area holds for business and industry. Even in this tough economy, I probably have more faith than ever before, largely due to the efforts of several business and city leaders who spent months studying what kind of future Power Inn should have.”

Dain Domich  
Annual Report 2010

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The first power substation for Sacramento at Folsom Boulevard and Power Inn Road. Basso's Place – later named “The Power Inn” across from the Brighton power substation.





## ADVOCACY

The below accomplishments are reflective of the successes from 1994 to current:

- Reflecting on industry growth, change, and awarding the key players who show exceptional service for the community at 25 State of the Alliance events.
- Alliance provides an influential role in the development, implementation, and infusion of the Cannabis Industry, championing undo over concentration and the Neighborhood Responsibility Plan.
- Leading active committees to steer the overall vision and goals of the area and developing best business practices.
- Giving a unified voice for property and business owners on new regulations, ordinances and taxes, including a proposed increase in Business Operations Tax (BOT) and waste hauler rates.
- Strong advocate with City Long Range Planning and Sacramento State in support of the 2030 General Plan and to develop a technology center on an unused 25-acre parcel.
- Collaborating with multiple agencies and stakeholders to develop a plan to meet the needs of homelessness in the business communities.
- Testifying before City Council on issues impacting the Power Inn area at City Council and commission meetings.
- Advocating before local agencies for proper CEQA review and improvements on special land uses.

Grand opening of the Ramona Avenue extension.

*“I’m proud to serve for the Alliance because we are committed to making the district the best it can be every day. It doesn’t get much better than that when volunteering my time.”*

**Bernie Lenau, Lawnman Inc.**  
*Annual Report 2018*

*“Sacramento State cherishes the Power Inn Alliance’s deep commitment to prosperity. We are great neighbors and strong partners in the ongoing effort to create brighter futures in the area we share.”*

**Dr. Alexander Gonzalez**  
**President, Sacramento State**  
*Annual Report 2011*



## TRANSPORTATION

- Key first objective for the BTA was for the installation of the light rail over crossing, roadway expansion and streetscape improvements on Power Inn Road.
- Twenty years as the driving force complete the Ramona Avenue extension connecting the industrial business hub to Folsom Blvd and Sacramento State University.
- Continuing advocacy and involvement for the 14th Avenue extension and the widening of South Watt Avenue.
- Campaigning for new traffic lights and medians at the intersection of Watt Avenue and Fruitridge Road alleviate traffic and improves safety.
- An active member of SACOG’s Strategic Planning Committee in the effort to reduce traffic congestion throughout the six-county area.
- Participation in the Regional Transit’s Microtransit Workshop and planning
- Partnership in the Get In & Go (GIG) car share service, helping people get from the Power Inn Light rail station to the area’s employers and services
- Outreach to businesses and employees about alternative commuting modes and emphasizing the health-related and air quality benefits.

*“Our investment in the Alliance has been well worth it. Our district is stronger because of the organization’s efforts on behalf of the community.”*

**John Jackson, Jr. Jackson Properties**  
*Annual Report 2018*

The Power Inn light rail overcrossing



- Assisting riders to form carpools and vanpools.
- Developing programs from transportation grants, such as:
  - A way-finding sign at the Power Inn light rail station
  - Go Green – Get Gold, a biking program with Sacramento State and Rosemont High
  - Bike donations to The Boys & Girls Club
  - Adopt-A-School helmets
  - Bike safety courses
- Promotes “May is Bike Month” through Smart Cycling classes, lunchtime bike rides, and serving refreshments to hundreds of bikers and walkers along the American River Parkway.



## ECONOMIC IMPACT

- The Alliance inspired a reuse of former vacant land to become a hub that links higher education, public and private sector as a catalyst for new clean technology commercial enterprise called the Sacramento Center for Innovation (SCI)
- Actively partner with the Inclusive Economy Development Collaborative (IEDC) to support businesses affected by COVID-19 and offer resources and recovery from the economic downturn.
- Continually meeting with area commercial realtors and developers for business placement and retention, including retaining Squeeze Inn Burger restaurant in the Power Inn area.
- The Alliance's Making Your Mark micro-manufacturing business competition for entrepreneurs awarding the chance to establish a business in the Power Inn District with resources and tools to turn a dream into reality.
- Outreach to businesses regarding awareness and benefits of the CleanTech Enterprise Zone.

*By far the Power Inn Area is Sacramento's pre-eminent location for manufacturing and production, ideally situated next to the world class California Sate University Sacramento. The pre-eminent authority representing the area is the Power Inn Alliance.*

Jim Rinehart, Economic Development Director  
City of Sacramento  
Annual Report 2011

*The Power Inn Alliance is definitely the voice of business for the largest industrial area in Sacramento County. We've worked closely together in my district for many years and made much progress.*

Kevin McCarthy  
Councilman, 6th District  
Annual Report 2011



Groundbreaking for the Ramona Ave extension.

THE POWER INN BUSINESS COMMUNITY DIRECTLY AND INDIRECTLY SUPPORTS NEARLY

**56,000** JOBS



**\$2.9**

BILLION IN WAGES

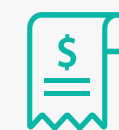


**\$9.0**

BILLION + IN OUTPUT



THE POWER INN AREA GENERATES:



**\$13.5**  
MILLION

SALES  
TAX  
REVENUE\*

\*2019

COMPANIES LOCATED IN THE POWER INN AREA CREATE NEARLY:

\$569.3 MILLION IN LABOR INCOME

\$5.3 BILLION IN DIRECT OUTPUT

\$1.9 BILLION IN INDIRECT OUTPUT



**16.5%**  
CONSTRUCTION  
5,009 JOBS



**13.3%**  
RETAIL TRADE  
4,038 JOBS



**10.5%**  
MANUFACTURING  
3,188 JOBS



**9.8%**  
WHOLESALE TRADE  
2,979 JOBS

OUR GEOGRAPHIC AREA COVERS:



**36**  
MILES OF  
SACRAMENTO



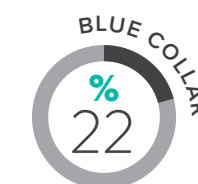
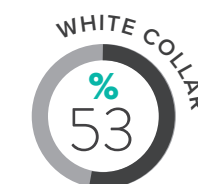
**111K**  
STAKEHOLDERS



**347** PARCELS  
FOR FUTURE  
DEVELOPMENT

THE POWER INN AREA IS HOME TO:

**30,366**  
DIRECT JOBS







## BEAUTIFICATION

- Manages a full-time clean-up crew since 2007 that maintains 36 miles of Sacramento roadways. The crew acts as an added layer of security and support to businesses.
- The Alliance clean-up crew continues to maintain the landscape of Power Inn Road at the Union Pacific rail crossing since its installation in 2009.
- In collaboration with Sacramento State School of Art, a metal sculpture (nicknamed “Poppy”) was created for the Ramona roundabout, inspiring the college to develop a new “Art in Public Spaces” curriculum.
- Facilitated “Art of the Dumpster” blending the area’s waste industry with local artists for a first of its kind art show in 2014.
- Partnering with Wide Open Walls bringing unique art murals to open spaces in the PBID.
- Adopt-A-Road sponsors fund and bring awareness of our clean-up campaign.
- Ongoing efforts with city staff to clean up and improve the safety of nuisance and blighted properties.
- Alliance illegal dumping statistics prompted a POD camera in an area heavily affected by illegal dumping.
- The creation of a Graffiti removal program erases offensive language, images and gang-related tags.
- Alliance staff acts as an ombudsman for the district continuously working with area businesses to improve store front and curbside appearance, mitigate weeds and debris, and remove non-compliant signs.

Unveiling of Poppy the art sculpture created by CSUS students.



“Thank you for collecting  
wayward shopping carts. We  
really appreciate The Alliance  
for working diligently to keep  
our streets safe and beautiful.  
311 City Reporting Services  
Annual Report 2013

1,940 CAR PARTS



921



PALLETS

1,085

ELECTRONICS



1,261

PIECES OF FURNITURE



MATTRESSES AND  
BOX SPRINGS  
RECYCLED



3,083

SHOPPING CARTS



4,624

TIRES OFF  
THE STREET

35,647 BAGS  
OF GARBAGE COLLECTED



“You and I and our clean up crew have established a new alliance that is an amazing tool to combat crime, ie: dumping, theft, vandalism, etc. I am amazed at the Alliance’s ability to get things done.

Keith LaFlamme  
Sacramento Police Department  
2012





## SAFETY

- Our active working partnership with law enforcement and security patrol strengthens safety and communication in efforts to reduce crime.
- Selected by the Sacramento Police Department as the first “Business Partner of the Year” for our efforts to educate stakeholders, increase safety measures and build a working relationship with law enforcement.
- Educating members since 2011 on a Business Watch program created for the district.
- Teaching members on property and personal protection with Crime Prevention Through Environmental Design (CPTED) principles.
- Alliance staff moderated Good Neighbor meetings bring together neighbors, police and code enforcement to help mitigate ongoing nuisance issues.
- In cooperation with police and major recycling companies to reduce incidence of metal theft through education, identification and surveillance techniques.
- Staff monitors crime rates and activities in the district, sharing information with police and security.
- Manages the Security Patrol & Alarm Response (SPAR) protection program exclusive to Power Inn businesses.



*Top Cop Officer,  
Tera Carson, 2019.  
Recognizing officers for  
extraordinary efforts in  
the district since 2010.*



*The Alliance gets people involved to speak with a unified voice, identify reasonable, legitimate Police issues for us to focus on. Together we help solve problems, including the work by the Clean-Up Crew. It shows the PBID's commitment to work together.*

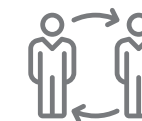
**Lt. Glen Faulkner, SPD**  
*Annual Report 2013*



*Mayor  
Darrell Steinberg  
addresses “State  
of the Alliance.”*

*The Power Inn Alliance is an effective partner with the City's Economic Development Dept. Their efforts to improve this major industrial area have been significant. The Alliance helps greatly to strengthen our economy and create jobs.*

**Jim Rinehart, Director Economic  
Development Dept.**  
*Annual Report 2013*



## CONNECTED COMMUNITY

- Visiting with members to inquire what the Alliance can do to help their businesses grow. This also provides a valuable networking opportunity, and a chance to update members on Alliance activities.
- Power Inn proactively connects local communities and partners through various committees, newsletters, website, social media and events.

## OUR EVENTS

State of the Alliance and Awards | Dinner at the Dump | Dinner at the Warehouse | Picnic in the Park | Crime & Dine  
Business Walks | Power Hours | Labor Law Seminars | CPTED Trainings | Business Watch Classes | Cops & Coffee  
Manufacturing Forums | Art of the Dumpster | Farmers Market | Marking Your Mark | Wide Open Walls



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