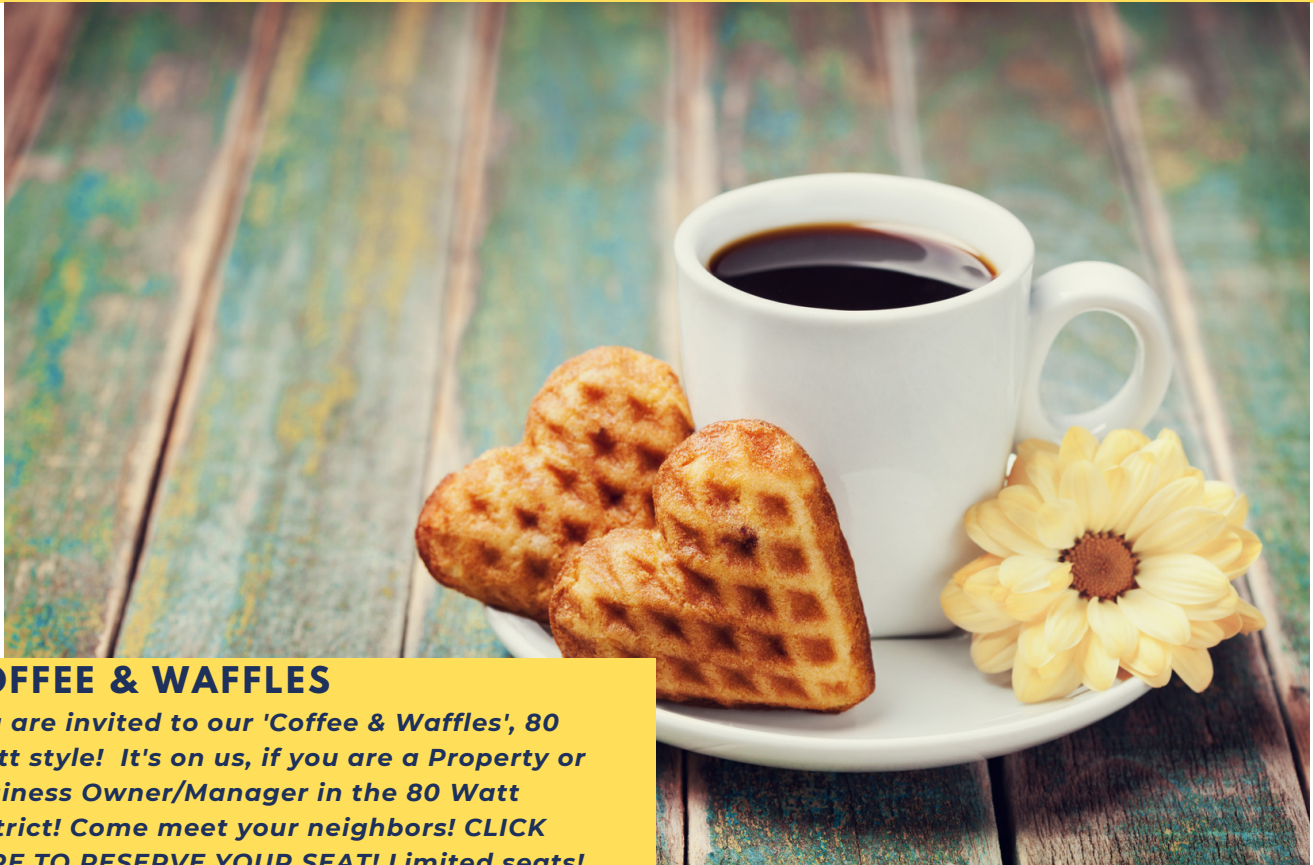




DISTRICT

BUSINESS FIRST

A newsletter for the 80 Watt District-PBID
August 2019



COFFEE & WAFFLES

*You are invited to our 'Coffee & Waffles', 80 Watt style! It's on us, if you are a Property or Business Owner/Manager in the 80 Watt District! Come meet your neighbors! **CLICK HERE TO RESERVE YOUR SEAT! Limited seats!***



2018 ANNUAL REPORT



DISTRICT

2018 ANNUAL REPORT

Our annual report is more than a legal requirement. It's an opportunity to be transparent about our financial health and makes a bold statement about our brand. It's also an opportunity to engage with our many different audiences that include:

- Stakeholders/shareholders
- Employees
- Potential employees
- Industry colleagues and competitors
- General public

We know that each person will read your annual report for a different reason, and each will take away something different. That's why our annual report doesn't serve one sole purpose. Instead, it's a chance to welcome our readers into our organization for a tour.

-Continued on Page 2....

NOW HIRING!



Love Laundry at 4661 Watt Avenue, is looking for 1 part-time employee and 1 full-time employee!

Email to: love@lovelaundry.com along with a copy of your resume or work history.



Important Meetings to attend

We are reaching out to you today on behalf of the **Sacramento Regional Solid Waste Authority**. The SWA is hosting an important meeting on August 13th which covers issues your members need to know about. The SWA is anticipating revising its code to enhance enforcement of the three-bin collection service (trash, recycling, organics) for commercial businesses and multi-family properties. This would take effect in January 2020.

Current SWA code allows businesses and multi-family properties to decline mandated recycling and organics recycling collection from their trash service provider and seek those services elsewhere. The proposed code changes will require each trash service provider to provide all 3 services (trash, recycling, and organics collection) to businesses and multi-family properties.

You and your members are highly encouraged to join SWA staff at this meeting to:

- Learn about the upcoming code changes to enhance enforcement of the three-bin collection system (trash, recycling, organics.)
- Learn how these code changes will affect your business or multi-family property.
- Share your opinions and suggestions on the proposed code changes.

Tuesday, August 13th at 1:00 pm
Sacramento County Board Chambers
700 H Street
Sacramento, CA

Continued from Page 1: 2018 Annual Report

You'll find our mission. Our brand's mission, vision, and values guide everything we do.

We want to build trust in our business practices. By disclosing financials, showing how and where 'your money' goes, we are transparent to our stakeholders. We are excited to introduce our leadership and other team members to you. These are the people whose sweat, tears, and hard work make the District what it is. We wanted to showcase our District culture. Culture is an important element of any brand—rarely expressed through spreadsheets.

We wanted to celebrate our success. Humility and hard work are important, but being able to celebrate the wins is important to show you, our stakeholders that their investments are worthwhile, for your support, and congratulate and encourage our own team.

We also wanted to lay the groundwork for our future. An annual report is a summary of a year, which lays the foundation for the next. Moving into that future with hope, enthusiasm, and a renewed commitment is essential to our future success. We want YOU to be part of it! Call 916-495-5599 for more information!

**CLICK HERE TO READ THE
2018 ANNUAL REPORT!**



Below is a link to a flyer for the event and an RSVP website. We would appreciate it if you would forward this to your membership and your networks via your existing newsletters, social media channels and as a discussion item during any meetings you may have before August 13th. **Registration link: [CLICK HERE!](#)**

Please call saac Gonzalez, Public Affairs Manager at RUNYON SALTZMAN, INC, 2020 L Street, Suite 100 Sacramento, CA 95811, 916.446.9900 rs-e.com



WATT'S HAPPENING

SHOP LOCAL & EMPLOYEE PERKS PROGRAM IN 80 WATT

Have you wanted to be part of a 'shop local' program? Do you want to SAVE when you are shopping local? How about giving your employees PERKS -just because they work for you? **Now, you can...**

The 80 Watt District (marketing/advocacy) has invested back into your company with this mobile app! Welcome to **"Snaptown™"** - our personalized 80 Watt District community of local offers, events, rewards and new experiences.

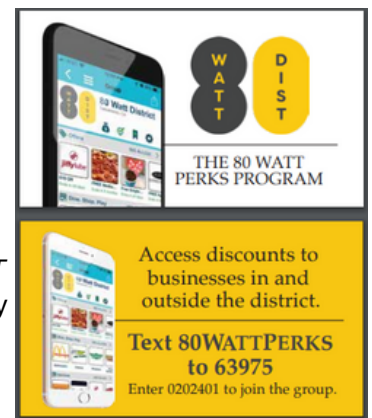
Whether you're looking for a nearby restaurant, coffee shop, or a local event, Snaptown™ is your local guide to finding the perfect places to dine, shop, play and relax.

80 WATT DISTRICT BUSINESSES will be able to change their deal or offer for FREE every quarter.

CLICK HERE to sign up

In addition to the **FREE shop local offer or deal**, 80 WATT DISTRICT BUSINESSES may also offer a FREE better than usual deal for the **PERKS PROGRAM!**

To receive some Employee PERKS Cards (for your employees)- email to info@80WattDistrict.com and let us know how many you need! 916-495-5599 (Rebekah)



WATT'S HAPPENING



THE 80 WATT DISTRICT PBID

Introducing the new
80WATT
Mobile Directory
Discounts and community
events for all that live, work
and visit the district.

Text 80WATT to 63975

Join to Shop Local, Support Local



CLICK to
sign up
for the **FREE**
Business
listing on
our
Snaptown
'Shop Local,'
app!

What is CPTED?

Fundamentally, CPTED suggests that you can change how people act in a place by altering its design. The goal is to reduce crime and fear, and improve quality of life. Basic principles include "natural surveillance," which harkens back to Jane Jacobs' ideas about the positive power of eyes on the street, described in her influential 1961 book, *The Death and Life of Great American Cities*, and "territoriality," which looks at how signage and maintenance suggest that a space is cared for.

These principles often get people talking about windows, lighting, fences, and landscaping (including rose bushes), which can reduce opportunities for crime in relatively cost-efficient ways. Some of the ways the 80 Watt District is working to use CPTED, (Crime Prevention Through Environmental Design) is with our 1) **'Light it Up' Campaign** working with SMUD to bring in light to the darkness. Another is our 2) **'Flower Project,'** which will be available for businesses in the Fall.

We encourage the Property & Business Owners within the 80 Watt District to use the CPTED principles when landscaping and/or upgrading your business location. *Call for more information on the programs available to support your efforts. 916-495-5599*



Let's LIGHT it Up!



Flower Project!

Be not afraid of greatness. Some are born great, some achieve greatness, and others have greatness thrust upon them.

WILLIAM
SHAKESPEARE

NETWORKING EVENT

2019 NETWORKING & LEADERSHIP EVENTS

PLEASE JOIN US!

The following dates are set to do business networking and showcase your business to those within our community and more! Reserve your spot today! info@80WattDistrict.com

- **Tuesday, August 6 - 'Complimentary' Coffee & Waffles,**
at 4661 Watt Avenue - *for any property or business owners/managers in the 80 Watt District. CLICK on title.*
- **Tuesday, October 8 - '4th Annual IMPACT Luncheon,**
at 'The Officers Club, McClellan Park' - Table/Marketing Sponsorships available.
- **Wednesday, December 4 - Holiday Celebration 80 Watt Style,'** at TBD- Table/Marketing Sponsorships available



LONGVIEW DRIVE BUSINESS WATCH

Thank you to all who
attended and helped to
plan our strategy!



WERE IN THIS
TOGETHER

-80WattDistrict-

2020 PBID RENEWAL

The **80 WATT DISTRICT-PBID** is being renewed for a ten-year period by a consortium of property and business owners within the boundaries of the District. IFormed in 2015 for a five-year period, the PBID Master District Plan, must now be renewed in order to continue in 2020.

**"To RENEW the PBID,
is up to the Property
Owners, they need to
vote yes in 2020."**

**CLICK HERE FOR RENEWAL
INFORMATION**

80PBID
Property Business Improvement District

HISTORY

2014-2015
80 Watt District PBID formation created to create better business resources (2014/2015)

2016
Initial PBID structure creates significant new resources for newly formed 80 Watt District PBID (2016)

2017
New funding is needed to USA 80 Watt District PBID accomplishments start to see major steps in security and maintenance.

2018
Over 2018 district is online, 17% up in home sales, new businesses open. Branding starts to appear Marketing items with a more vibrant business environment.

2019
Marketing of the district, Street Barriers, 1 month for business resources. 80 Watt District plans to ready for PBID renewal with plans to support services.

2020
80 Watt District due for renewal plans for planning areas, marketing of the business plan for (Continuation) within the District. Preparing to services for Clean & Safe to continue economic support for all business within the District.

Property Business Improvement District's are proven economic revitalization funding tools around the world. Advise property owners to pool their financial resources by assessing themselves to pay for activities and improvements.

Renew the District
PLEASE HELP CONTINUE OUR PROGRESS

For the last 4 years, the 80 Watt District (PBID) has been the collective voice of property owners, businesses and advocates who strive to make our part of North Highlands, a more safe, vibrant and desirable place to do business. Operating primarily from funds collected through a Property-based Business Improvement District (PBID), the non-profit 80 Watt District carries out a vast array of responsibilities and services, all aimed at improving economic impact with Security, Maintenance, Advocacy, Marketing, and Capital Improvements.

2019 brings about the need to once again commit to pooling resources through the PBID to continue our work for another ten-year term. Help us continue promoting the economic vitality of the 80 Watt District, as the County of Sacramento's consider for commercial, and community. Starting in June 2019, our Business Watch team will bring a service, updated information and share the petition for your signatures to ensure that the renewal can proceed to a vote, so that you can cast your ballot in favor of renewal.

For more information, turn to the back page to find out how you can support the PBID renewal.

186 Properties
250+ Businesses
36,273 residents
18,891 workers
667 new jobs

A PBID is your money going to work 100% in the 80 Watt District, managed by the District leadership. The not-for-profit, (PBID) Board of Directors, is composed of property owners, business owners, and community leaders. The allocate PBID funds for Security & Safety, Maintenance and Clean-up, Marketing and Advocacy, and Capital Improvements. Future events and activities will also help to grow a better business & economic impact for all.

LIKE US ON SOCIAL MEDIA



80 Watt District -PBID
Building A Stronger Sense of Place

80 WATT DISTRICT

INFO@80WATTDISTRICT.COM

916-495-5599