

Discover
Carmichael



CARMICHAEL IMPROVEMENT DISTRICT



BENEFITS

- Public Safety Enhancements
- Streetscape & Image Enhancements
- Economic Enhancements
- Advocacy & Administration

Property Business Improvement District



916-481-3051



DiscoverCarmichael.com

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*Prepared pursuant to the State
of California Property and
Business Improvement District
Law of 1994, Streets and
Highways Code Section 36650*

*Submitted by Carmichael
Improvement District, Inc.
April 2024*



CARMICHAEL



CARMICHAEL PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (CID) 2023 ANNUAL REPORT

LEADING THE TRANSFORMATION OF CARMICHAEL TO A PROSPEROUS, ENGAGED, AND DESIRABLE COMMUNITY

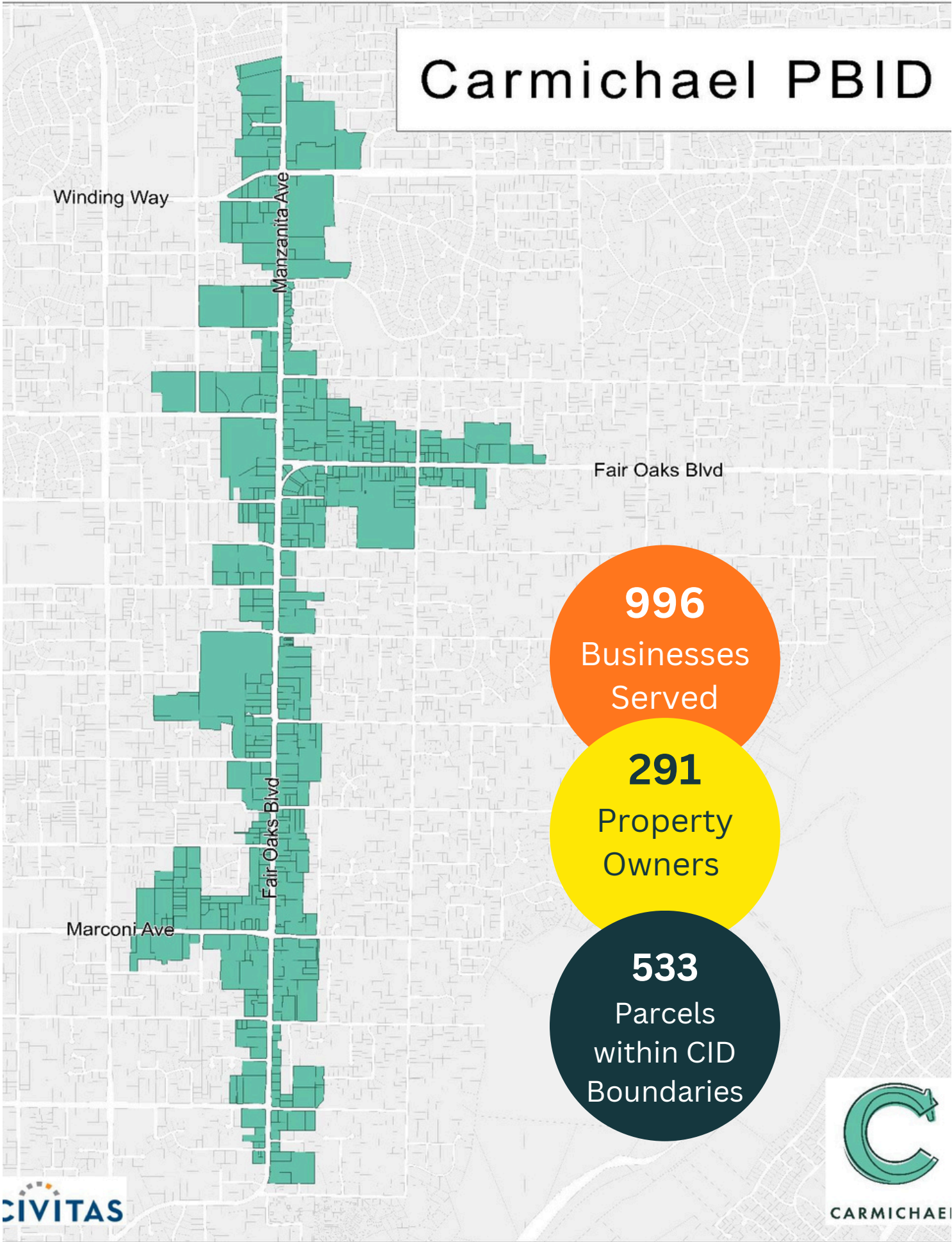
The Carmichael improvement District (CID) works daily to keep our community safe and clean in order to attract businesses and customers to our area.

The CID is a property owner-directed organization, dedicated to creating vitality and community in Carmichael through active coordination, forward planning and advocacy.

CARMICHAEL IMPROVEMENT DISTRICT COMMITTEES

- ***Board of Directors:*** Monthly, 4th Thursday of each month at 1:00 pm.
Location: Carmichael Veterans Halls
- ***Security & Maintenance Task Force:*** Monthly, 3rd Wednesday of each month at 10:00 am. *Location: Carmichael Library*
- ***Development & Advancement (DAC):*** Every two months, 2nd Monday at 11:30 am. *Location: Strings Italian Restaurant*
- ***Outreach & Communications:*** Every two months, 2nd Monday at 11:30 am.
Location: Cafe Madre in Milagro
- ***Executive Committee:*** Monthly, 2nd Tuesday at 2:30 pm *Location: CID Office*

Carmichael PBID



996
Businesses
Served

291
Property
Owners

533
Parcels
within CID
Boundaries



CARMICHAEL

Message from the 2024 Chair of the Board

The Carmichael Improvement District began 2024 with the hiring of the new District Manager, Diane Ebbitt. Diane comes from the Citrus Heights Chamber of Commerce where she was Executive Director. While 2023 was productive in many ways for the Carmichael Improvement District, the Board is excited to have Diane on board to connect with stakeholders, provide stable day-to-day operations, and to keep the CID's projects on track. Please join us in welcoming Diane to the organization.

Safe and Clean, Phase 1 of our Mission and Vision plan, remains the Carmichael Improvement District's 2024 priority. While the district's security and maintenance metrics improved in 2023, we have more work to do to put Carmichael in position to attract the ideal breadth and quality of businesses. To that end, a primary focus of the Board for 2024 is to improve our key relationships and grow our partnerships in the community.

Complementing our Phase 1 focus on security and cleanliness is the execution of our 2023 TOT and SMUD SHINE grant award projects focused on CPTED and lighting in the district. We are implementing our plans for the 2023 grants and have applied for the 2024 grants. With thanks to Sac County and SMUD, we plan to continue with projects like these into the future, and, to the continued support from outside of our assessed revenue.

While safety and cleanliness take up the majority of our budget, focus, and time, as a board, we understand the need to ensure stakeholders fully grasp CID's role in the community. The reduction and absence of crime, loitering, trash, and blight means the CID is making an impact and adding value. The board's outreach and communications effort is focused on educating stakeholders on the CID's many positive effects and bringing stakeholders into the fold as active partners in the community. We are achieving this through our annual State of the PBID dinner, a monthly newsletter, business walks, and other face-to-face opportunities.

On behalf of the Carmichael Improvement District Board of Directors and our staff, I thank the County Board of Supervisors and the County Staff, our property owners, and our businesses for your continued support. Together, we can usher Carmichael into a more prosperous, engaged, and thriving community. It is my honor to serve Carmichael as the 2024 Board Chair.

James Eowan
2024 Board Chair
Carmichael Improvement District





CARMICHAEL

District Manager Report

I'm excited to be working at the Carmichael Improvement District, and I'm looking forward to collaborating with each of you as we embark on this exciting journey together, enhancing the beauty and integrity of Carmichael.

It is with great pleasure the Board of Directors presents to you our annual report for the year 2023.

In this report we will provide an overview of our financial performance, and highlight our successful accomplishments using our "Safe & Clean" partnerships. We hope this report will provide you with a comprehensive understanding of our operations and our commitment to creating long-term value for our stakeholders.

Diane Ebbitt
District Manager



2023 BOARD OF DIRECTORS

- Nick Bloise, Victorious Sales - Chair
- James Eowan, The Continental & The Arlo Apartments - Vice Chair
- Rosie Buck, Buck Family Automotive - Secretary
- Joe Covington, Milagro - Treasurer
- Vanessa McCarthy-Olmstead, Office of Supervisor Desmond
- Mike Blondino, Carmichael Recreation & Park District
- Mark Ruiz, Attorney/Real Estate
- Gregg Jones, Property Manager, Carmichael Village
- Curt Pearson, Pastor Crossroads Church
- Ron Greenwood, Lyon Real Estate
- Izzy Delancey, Carmichael Chamber of Commerce
- Eric Price, Property Manager, KJAX Inc.

STAFF

Diane Ebbitt
District Manager
manager@discovercarmichael.com



2023 Achievements

Completed 2 Business Walks, allowing the CID to update its database and educate stakeholders.

- Awarded a Bright Star award to School of Rock for changes made to the outside facade of their building
- Hosted the 2023 State of the PBID Dinner
- Applied for and received two grants totaling \$21,000

2024 Goals

- Complete SMUD Box wraps
- Complete 2 CPTED Property Improvements
- Complete Select District Lighting Improvements
- Conduct 2 Business Walks
- Install Enhanced Wayfinding Signage
- Increase Property & Business Owner Communication
 - Increase Non-Assessed Revenue



CARMICHAEL

Programs and Services

A. Clean and safe Enhancements

Clean and safe Enhancements include contracting and directing private security and maintenance crews, and partnering with local law enforcement to engage and enforce the law within the District.

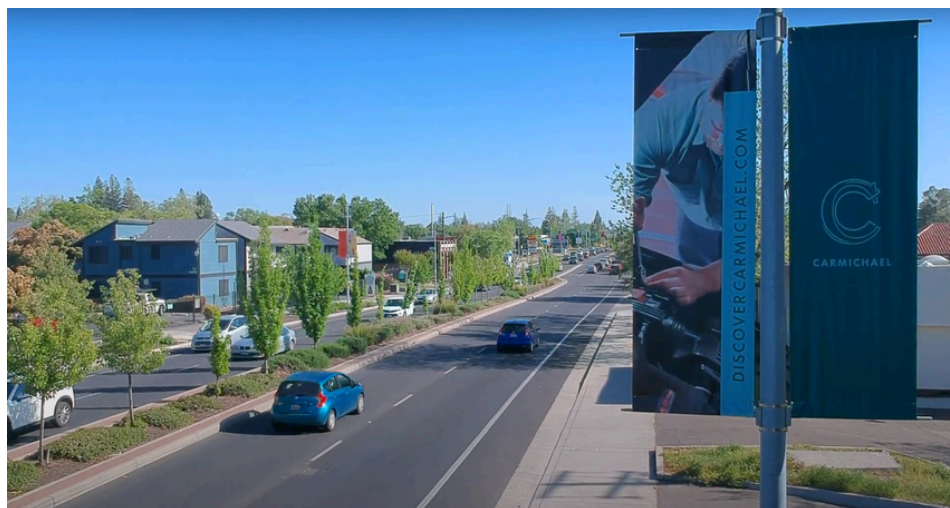
Our management of the security and maintenance teams help to control vagrancy, property damage, encampments, and petty crimes. Enhanced reporting of code violations to County Code Enforcement limits blight and improves the overall experience of being in the district. The CID gives guidance and resources to our properties and businesses on topic such as Crime Prevention Through Environmental Design (CPTED) measures, crime reporting needs, and methods.

The Maintenance objectives are under the guidance of a private contractor, which maintains litter control, illegal dumping, street cleaning, non-compliant signage, and landscape maintenance, and provides support to the Sacramento County 311 crew as needed.

B. Streetscape image & Economic Enhancements

The Development & Advancement Committee (DAC) and Outreach & Communication Committee focus on making the District more accessible and attractive to potential tenants and customers.

- In 2022, the CID initiated the Bright Star Awards, a recognition program celebrating properties in the district that have invested in street-facing improvements that contribute to the beautification of Carmichael. The most recent Bright Star Award was presented to School of Rock at the 2023 State of the PBID dinner, which was attended by 120 property and business owners along with local government officials.
- Through the efforts of the Outreach & Communication committee, social media campaigns attracted new customers and new businesses to the district.





CARMICHAEL

It's not just what you see, but what you don't see!



Your Carmichael Improvement District (CID) Maintenance Team consists of Rich Esmiol and Hilary Gould. Gould Maintenance has been keeping our district looking its best since the CID's 2017 inception. They are part of a family of business district maintenance professionals that service 5 Property & Business Improvement Districts (PBIDs) in Sacramento City and Sacramento County for over 17 years.

The team's 5 day per week routine begins before the sun comes up in order to take care of the heavy lifting before the commute traffic begins. Its duties include litter and illegal dumping removal, graffiti mitigation and wayward shopping cart management. Cleaning up after the homeless takes up a big part of the day and would be considerably more challenging without the excellent working relationship with the CID's security provider, Sacramento Protective Services (SPS).



We are proud to be an integral part of the Carmichael business community and sincerely appreciate all the honks, waves and thumbs up we receive as we go about our appointed duties.



Sacramento Protective Services (SPS) employs only the highest level of Private Security Officers in the industry. SPS Officers have "real-world" experience and possess the knowledge and training to "observe and act" rather than merely "observe and report." SPS is determined to bridge the gap between law enforcement and private security for the betterment of your community.

CARMICHAEL IMPROVEMENT DISTRICT
24/7 SECURITY DISPATCH
(916) 931-0911
ASSISTANCE WITH NON-EMERGENCY
SAFETY AND SECURITY CONCERNS
DISCOVERCARMICHAEL.COM



CARMICHAEL

Meet our Security and Maintenance Team



Officer Trent Davis, Code Enforcement, and Officer Andrew Borghesi, SPS Security, Rich Esmiol, and Hilary Gould, Gould Maintenance

2023 Statistics

DISTRICT SECURITY

- 2891 Officer Initiated calls
- 1690 Dispatch service calls
- 3370 Public relations visits
- 1754 Notice of Trespass
- 281 Maintenance / Safety issues
- 33 Incident reports (high level)

DISTRICT MAINTENANCE

- 5132 Buckets of trash removed
- 860 Bags of trash removed
- 954 Abandoned shopping carts returned
- 737 Illegal signs removed
- 23 Illegal dumping instances removed
- 9 Stickers removed
- 236 Drug items removed
- 39 Municipal service 3-1-1 requests made



Financials

CARMICHAEL

2023 ACTUAL INCOME

Assessment Income	\$530,818.40
2022 Rollover Unused Funds	\$13,070.00
Grants/Sponsorships	\$4,100.00
Other Income	\$3,946.33
In-Kind	\$36,684.82
Total Non-Assessment Income	\$44,731.15
Total	\$588,619.55

2024 BUDGET INCOME

Assessment Income	\$538,230.62
2023 Rollover unused Funds	\$16,232.00
Grants/Sponsorships	\$5,000.00
Other Income	\$10,000.00
In-Kind	\$50,000.00
Total Non-Assessment Income	\$65,000.00
Total	\$619,462.62

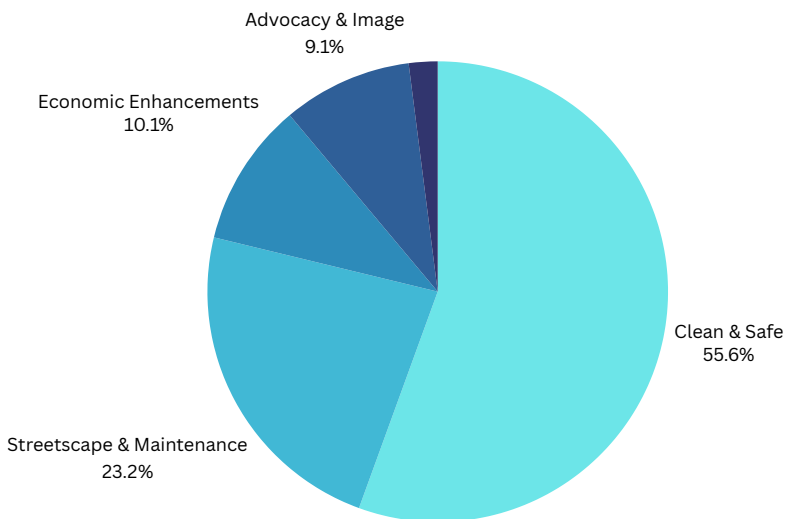
2023 ACTUAL EXPENSES

55% - Clean & Safe	\$308,351.67
23% - Streetscape & Maintenance	\$135,571.61
10% - Economic Enhancements	\$53,838.16
9% - Advocacy & Image	\$19,986.50
2% - Contingency	\$9,600.00
Total	\$527,347.94

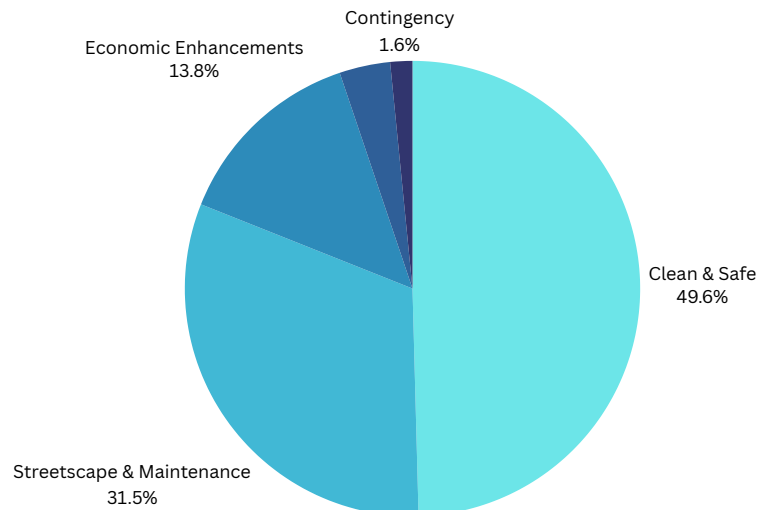
2024 BUDGET EXPENSES

49.58% - Clean & Safe	\$303,730.48
31.46% - Streetscape & Maintenance	\$192,728.35
13.79% - Economic Enhancements	\$84,480.14
3.61% - Advocacy & Image	\$22,109.70
1.57% - Contingency	\$9,600.00
Total	\$612,648.68

2023



2024



Parcel Type	Fiscal Year 2023/24 Assessment Rate per Square Foot
Retail Trade	\$0.024964
Commercial/Public/Vacant	\$0.018722
Multi-Family/Private Tax-Exempt	\$0.012554
Utility	\$0.006242

For fiscal year 2023/24, the CID has proposed an increase in the above assessment rates by 3%, which is lower than the 4% rate permitted by the Management District Plan.

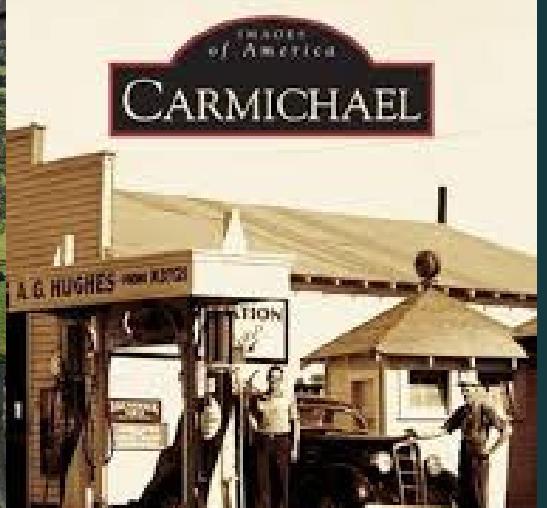
A rate of \$3.1827 per lineal foot of frontage along Fair Oaks Boulevard, Marconi Avenue, Manzanita Avenue and Winding Way is also included in accordance with the MDP.

Frontage	Linear Front Frontage Assessment Rate (ln. ft.)
Fair Oaks Boulevard., Manzanita Avenue, Winding Way, and Marconi Avenue	\$3.1827



CARMICHAEL

Our Prosperous District





Carmichael Improvement District



P.O. Box 528, Carmichael, CA 95608



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CARMICHAEL