



**80 Watt District**

**Property Business Improvement District (PBID)**

# **2024 ANNUAL REPORT**

**Submitted by the Watt Ave Partnership / 80 Watt PBID District**

**Executive Director - Jhason Wint, M.B.A.**



# 2024 REVIEW

**PBID HISTORY:** Startup in January 2016 - Watt Avenue Partnership

**DBA:** 80 Watt District

**BUDGET APPROXIMATE:** \$606,648

**PROPERTIES:** 191

**PROPERTY OWNERS:** 129

**BUSINESS LOCATIONS:** 287

## 2024: YEAR FOUR OF TEN-YEAR RENEWAL

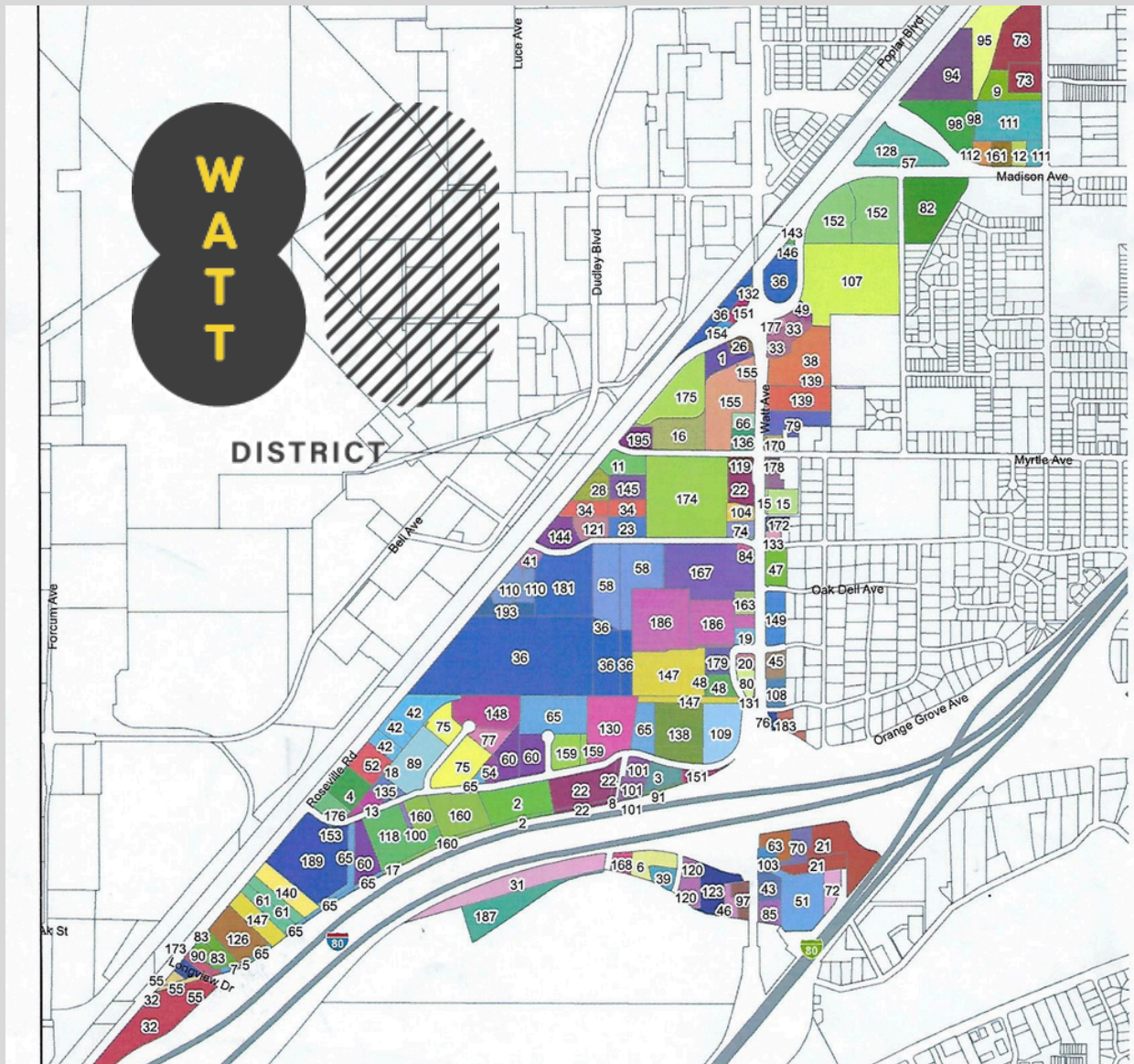
In 2024, we marked the fourth year of the District's ten-year renewal. The 80 Watt District has remained focused on its core services, prioritizing security and cleanliness. This positive momentum has led to noticeable improvements in quality of life initiatives, including decreases in transient encampments, illegally parked vehicles, illegal dumping and debris on public sidewalks. Collaborative efforts between law enforcement and the DA's Chronic Offender Rehabilitation Effort (CORE) have resulted in the removal of top offenders from the streets, enhancing safety for residents, employers, employees, shoppers, and visitors alike.

The community continues to look forward to the developments of the Watt Avenue Complete Streets project, the Safe Stay Community facility, and Regional Transit station renovations. The groundbreaking ceremony for the new Regional Transit has taken place, marking the start of several significant improvements within the district.

We express immense gratitude to the Sacramento Sheriff's Homeless Outreach Team (HOT), Problem Oriented Policing (POP), California Highway Patrol, and other law enforcement and county resources. Local county leadership and elected officials also deserve commendation for their dedicated efforts.

Jhason Wint, M.B.A. | Executive Director





## PBID BOUNDARIES

Unique in its division, the 80 Watt PBID includes parcels primarily in the unincorporated area of Sacramento County, with a few parcels located in the City of Sacramento. The boundary generally includes parcels fronting Longview Drive between Watt Avenue and Roseville Road, parcels fronting the east side of Roseville Road between Interstate 80 and Airbase Drive, parcels fronting Watt Avenue between Longview Drive and Roseville Road, and parcels located within the area bordered by Watt Avenue, Roseville Road, and Longview Drive. 4 years ago the district included an expansion area north of Madison Avenue, along Roseville Road, and south of A St. A map of the PBID boundaries is shown above.



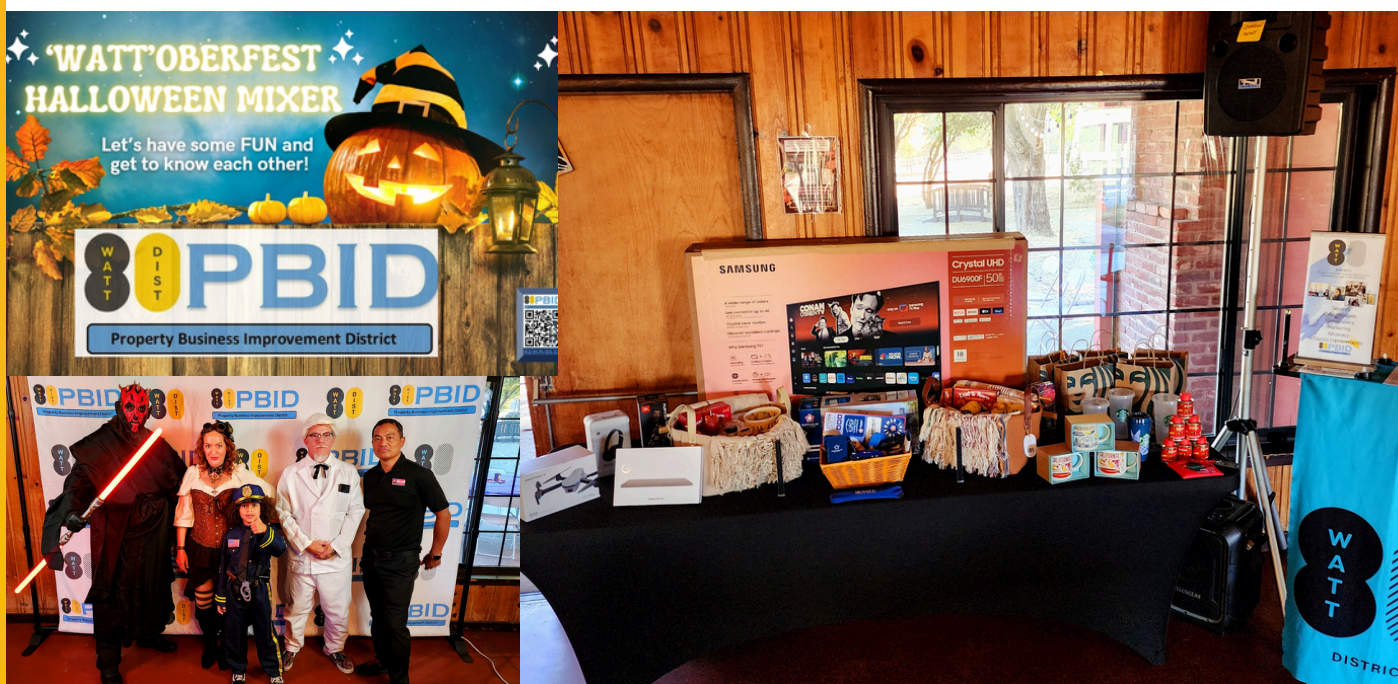
## PROGRAMS & SERVICES

Our programs and services are for the betterment of the district as laid out in the Management District Plan. Below are descriptions of Services and Programs that benefit members.

### ADVOCACY, COMMUNICATIONS & ADMINISTRATION

The 80 Watt PBID is focused on Advocacy, Communications, and Administration initiatives aimed at supporting and promoting local businesses and organizations through various channels, including newsletters, ALERTS (emails), social media, and outreach both online and in-person. These efforts help establish the 80 Watt District as a vibrant commercial hub with numerous opportunities. The 80 Watt District Staff and Board of Directors actively collaborate with government officials, vendors, and business leaders to ensure top-notch education and business support for stakeholders and the community.

In October 2024, we celebrated the second annual “Wattobertfest” Halloween Mixer. Business owners, managers, employees, and community members of the 80 Watt District generously contributed food, raffle prizes, and event space valued at over \$6,400 to support this community event! The prizes included portable speakers, headphones, drones, and even a big-screen smart TV, all of which were donated and offered free to the lucky winners.





# SECURITY & SAFETY

Since its inception in 2016, the safety and security of the 80 Watt business community is the top concern of the PBID. To keep up with safety demand, the allocation for security was increased from 50% to 75% of our total budget. Maintenance was modified from 16% to 21%. While the budget allocations were adjusted, the assessments themselves remained unchanged. “*Safe and Clean*” --that’s what a PBID is all about!

Security reports from 2024 reveal enhancements in trespassing, citations, and maintenance safety. Officer-initiated interactions rose by 42%, which was due to proactive security presence and public relations. Monthly collaborative security meetings with local law enforcement agencies, including the Sacramento Sheriff’s Office and California Highway Patrol, emphasize the sharing of procedures and updates to prevent property crimes and ensure the safety of patrons.

One notable initiative was the successful four-month BETA test, during which six trailer cameras were installed throughout the district. This effort supported various law enforcement operations, leading to the rescue of numerous individuals from trafficking situations.



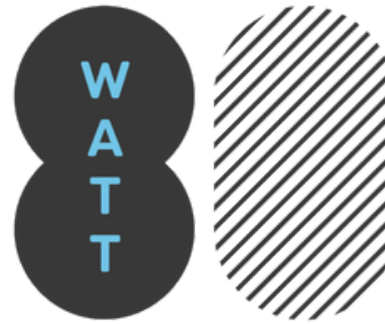
## 2024 SECURITY STATISTICS

### BY THE NUMBERS

## PROGRAMS & SERVICES / BY THE NUMBERS

SACRAMENTO PROTECTIVE SERVICES	ANNUAL TOTAL ( ) = Previous year	AVG/MONTH ( ) = Previous year	% CHANGE
Officer Initiated	<b>13004</b> (7230)	<b>1083</b> (603)	<b>56% ↑</b>
Dispatch Service Call	<b>2163</b> (2670)	<b>180</b> (223)	<b>21% ↓</b>
Public Relations Visits	<b>3214</b> (2524)	<b>268</b> (210)	<b>24% ↑</b>
Maintenance / Safety Issues	<b>272</b> (142)	<b>22</b> (11)	<b>63% ↑</b>
Vehicle Citation / Tow Removal	<b>42</b> (51)	<b>4</b> (4)	<b>19% ↓</b>
Incident Reports (high level)	<b>28</b> (22)	<b>2</b> (2)	<b>24% ↑</b>
Notice of Trespass	<b>697</b> (342)	<b>58</b> (28)	<b>*29% ↑</b>

*\*Trespass notice push drove numbers up intentionally in support of CORE program*



## MAINTENANCE & BEAUTIFICATION

The Maintenance and Beautification team provide debris and litter abatement, addressing of illegal signage, dumping, graffiti removal, and hazmat cleanup services. Bags of trash were down 38% as compared to 2023. That's great progress! The maintenance team continues to report issues to the City and County 311 as needed, and supports the PBID in beautification initiatives.

The District applied for and received a Shine Award from the Sacramento Municipal Utility District (SMUD). This grant provided participating property owners with the opportunity to improve their lighting and ensure safe, well-lit environments for customers and employees while reducing dark areas at night-- which aids in crime prevention.

## 2024 MAINTENANCE STATISTICS

### BY THE NUMBERS

MAINTENANCE & CLEANUP	ANNUAL TOTAL	( ) = Previous year	% CHANGE
Bags of Trash	1019	(1655)	48% ↓
Matresses	72	(107)	39% ↓
Miscellaneous Items	1277	(1599)	22% ↓
Furniture Removed	110	(114)	3.6% ↓
Signs Removed	174	(47)	154% ↑
Shopping Carts	653	575	12% ↑
Tires Collected	141	252	56% ↓
Hazardous Items	228	451	66% ↓
Graffiti Removal	24	34	34% ↓
Dump Fees	\$5,200	\$5,015	4% ↑
TOTAL NET WEIGHT	76,485lbs/38Tons	86,160lbs	12% ↓



## ECONOMIC DEVELOPMENT & MARKETING PROGRAMS

Economic Development and Marketing programs focus primarily on attracting new businesses and stimulating job growth. Activities included collaborating with area-wide development agencies and local partners including the Sacramento County Economic Development Department, SMUD, the North Sacramento Chamber of Commerce, and other local entities concerned with business and personnel development.

It is important that the PBID sustain collaborative efforts with adjacent non-profit organizations important to community impact, such as the 80 Watt sponsorship efforts during the 2024 80 Wattoberfest, held at the Sacramento Horseman's Association, and well attended by various members of our 80 Watt community.

## CAPITAL IMPROVEMENTS

Capital Improvements such as lighting upgrades, continued to move forward with additional recommendations from the Board of Directors. The District awaits the implementation of the Watt Avenue Complete Streets project in 2025, as well as the County's Safe Stay Community.

The Complete Streets project proposes to increase multi-modal accessibility and safety along Watt Avenue, between I-80 and Roseville Road, by providing buffered bicycle lanes in both directions, new raised landscaped medians, and separated sidewalks with landscaped buffers. The project also includes upgrading and improving traffic signals, street lighting and transit facilities. Road maintenance and rehabilitation will also occur with an AC overlay and reconstruction.

The Safe Stay Community addresses issues surrounding the homelessness crisis by providing clean, secure housing complete with a full array of necessary wrap-around services to include: mental, emotional, physical, and vocational assistance as part of their temporary housing program.

Regional Transit Improvement project includes widening of the Watt Avenue Bridge, construction of an open-air stairwell linking Watt Avenue and the transit center, a new bus/pedestrian plaza, improvements to on-ramps, and upgrades to the portion of the transit center located beneath Watt Avenue. These changes will help create a safer, more accessible environment at one of the region's largest transit hubs.

# CONTINGENCY & RENEWAL

This budget item shall continue to provide a prudent reserve maintained for contingencies, including true-up funds from uncollected assessments, and increased or unanticipated program costs. For 2024, it supported the adjustment of changing the Security Budget from 50% to 75%, and Maintenance from 16% to 21% to align with the growing needs of security and clean up efforts. Assessment methodology of total amount received by the PBID from the county remains unchanged.

In addition, this budget item accumulates reserve funds needed for the renewal costs to begin in 2028.





# ASSESSMENTS

The 80 Watt District Board of Directors had proposed an assessment budget for 2024 in the amount of \$606,648, with actual realized assessments totaling \$591,885.01 with a carryover of approximately \$357,003.50 from year 2023. The budget is based upon the following projected allocation of 80 Watt District-PBID revenues. A 3% increase in assessments for FY 2025-26 was approved by the Board.

## ASSESSMENT METHODOLOGY

**Assessments for FY 2024-2025 increased by 3%. Below is a list of assessment rates:**

- Fast food/ Gas Stations: Assessment rate: \$0.131127/sq. ft. + \$15.2982/linear ft. of Watt Ave frontage
- Hotel/ Restaurant: Assessment rate: \$0.076491/sq. ft. + \$15.2982/linear ft. of Watt Ave frontage
- Retail: Assessment rate: \$0.065564/ sq. ft. + \$15.2982/linear ft. of Watt Ave frontage
- Other Commercial/Office: Assessment rate: \$0.030055/sq. ft. + \$15.2982/linear ft. of Watt Ave frontage
- Industrial/Vacant/Military: Assessment rate: \$0.021855/sq. ft. + \$15.2982/linear ft. of Watt Ave frontage

**Assessments for FY 2025-2026 proposed to increase by 3%. Below is a list of assessment rates:**

- Fast food/ Gas Stations: Assessment rate: \$0.135061/sq. ft. + \$15.7571/linear ft. of Watt Ave frontage
- Hotel/ Restaurant: Assessment rate: \$0.078786/sq. ft. + \$15.7571/linear ft. of Watt Ave frontage
- Retail: Assessment rate: \$0.067531/ sq. ft. + \$15.7571/linear ft. of Watt Ave frontage
- Other Commercial/Office: Assessment rate: \$0.030957/sq. ft. + \$15.7571/linear ft. of Watt Ave frontage
- Industrial/Vacant/Military: Assessment rate: \$0.022511/sq. ft. + \$15.7571/linear ft. of Watt Ave frontage

## 2024 Non-assessed CONTRIBUTIONS

For 2024, the 80 Watt PBID realized unassessed contributions from various sources in excess of: \$123,443.



# 2024 FINANCIAL REPORT

2024 REVENUES & EXPENSES		
Year Ended 2024		Assessment
Revenues: Assessments	-	\$591,885
Revenues: Non-Assessments	Waste Management, SMUD, Dividend, Office, Wattoberfest	\$123,446
Total Cash Revenues	-	\$715,331
Security		\$335,940
Maintenance		\$101,370
Capital Improvements		\$4,350
Administration		\$62,176
Marketing/Advocacy		\$22,100
Contingency		\$8,299
Total Cash Expense	-	\$664,976
NET INCOME		\$93,572

BALANCE SHEET	
FOR THE YEAR ENDED DECEMBER 31, 2024	
ASSETS	
Current Assets	\$471,089
TOTAL ASSETS	\$471,089
LIABILITIES AND EQUITY	
Liabilities	\$49,368
Equity	
Retained Earnings	\$443,634
Net Income	-\$22,101
TOTAL LIABILITIES AND EQUITY	\$421,533



# 2025 PBID BUDGET & PROJECTED ASSESSMENTS

2025 Budget	%	ASSESSMENT (projected)	CONTRIBUTIONS (projected)	ROLLOVER FROM 2024	SUBTOTAL BUDGET
Security	75%	\$468,635		(\$138,051)	\$330,584
Maintenance	21%	\$131,218		(\$30,752)	\$100,466
Capital Improvements	1%	\$6,248	\$25,000	\$165,954	\$197,202
Administration	1%	\$6,248	-	\$19,739	\$25,987
Marketing/Advocacy	1%	\$6,248	-	\$231,304	\$237,552
Contingency	1%	\$6,248	-	\$108,810	\$139,749
<b>TOTAL</b>	<b>100%</b>	<b>\$624,845</b>	<b>\$25,000</b>	<b>\$357,004</b>	<b>\$1,031,540</b>



## GOALS & OBJECTIVES FOR 2025

- 1) Recruit Board Members to share ideas and support our efforts
- 2) Enhanced signage (New Banners) after Complete Streets Project concludes
- 3) Support projected/ anticipated improvements via Safe Stay for unhoused
- 4) Security vendor to implement Track Tik integrated reporting technologies
- 5) Maintain high levels of cleanliness throughout the district, enjoying the newly renovated corridor



# THANK YOU

[www.80wattdistrict.com](http://www.80wattdistrict.com)

