



CARMICHAEL

ANNUAL REPORT 2024

*Join us for a better
tomorrow*

Presented by
The Carmichael
Improvement District

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KJAX Inc.

Stacey Yankee

Carmichael Recreation & Park District

Carmen Micsa

Dynamic Real Estate

STAFF

Samantha Beck

Executive Director

*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 2025*

The Carmichael Improvement District (CID) by the numbers

Winding Way

Manzanita Ave

Fair Oaks Blvd

Fair Oaks Blvd

Marconi Ave

996
Businesses
Served

363
Property
Owners

562
Parcels
within CID
Boundaries

A Word from our 2025 Board Chair



With the Carmichael Improvement District's ninth year underway, and many of our 2025 initiatives already in motion, the 2024 annual report represents significant progress.

Thanks to the continued engagement and dedication of our past and present board members, 2024 was a successful year. We expanded our engagement with local officials and law enforcement, substantially increasing the effectiveness of our Clean & Safe program.

We installed or supported nearly \$40,000 worth of CPTED projects, making the district more attractive and inviting. And, we partnered with and sponsored community stakeholders, driving more business traffic and economic growth. These accomplishments set the stage for even greater momentum in 2025 as we pursue our mission to make Carmichael a thriving destination.

Further strengthening the CID into a lasting and impactful PBID is essential for the district's long-term success. In 2024, the District contracted with MMS Strategies to achieve three priorities: to refine and establish efficient systems and policies, to clarify best strategies for achieving board priorities, and to execute a hiring process that would bring us candidates with experience, energy, attitude, and vision to lead the CID into the future. The CID also received strategic planning guidance from Community Strong Strategies (CSS) thanks to Supervisor Desmond. CSS's experience and insight helped shed light on areas the organization could improve.

With the help of MMS, CSS, and local PBID E.D.s, the CID's hiring process resulted in hiring Samantha Beck as Executive Director. In December, Samantha hit the ground running. She has connected with property and business owners, clarified clean and safe goals with security and maintenance vendors as well as property managers and owners, and made significant progress on our key projects, focusing on everything from further CPTED improvements to supporting district businesses.

My sincere thanks to the CID Board of Directors for their consistent engagement. The accomplishments in this report were only achieved through their collaboration and effort.

On behalf of the CID, I'd like to extend our gratitude to the dedicated property owners, business owners, local officials, and community partners who share and support our vision for a thriving Carmichael. Your investment and involvement make these improvements possible, and together, we are shaping Carmichael's brighter future. Here's to a successful 2025!

James Eowan
2025 Board Chair

A letter from the Executive Director



As we reflect on 2024, I am incredibly proud of the progress and achievements of the Carmichael Improvement District (CID). This past year has been one of growth, collaboration, and meaningful impact, and I am grateful for the dedication of our businesses, property owners, community members, and partners who have worked together to make Carmichael a better place to live, work, and visit.

I am also deeply thankful for the privilege of stepping into the role of Executive Director at the tail end of such a successful year. It has been an honor to witness firsthand the dedication and hard work that have driven these accomplishments. I am inspired by the passion of this community and eager to build upon the strong foundation that has been established.

In 2024, the CID made great strides in enhancing public safety, beautifying our corridors, and strengthening local businesses. Our enhanced security initiatives and partnerships with law enforcement have contributed to a safer environment for all. Beautification efforts, including new landscaping projects and public art installations, have revitalized key areas of our district. We have also continued to support economic growth by advocating for local businesses, hosting successful events, and implementing strategic initiatives that drive community engagement and economic growth.

Looking ahead to 2025, we remain committed to building upon these successes. Our goals include expanding safety and security programs, furthering infrastructure improvements, and fostering stronger connections between businesses and residents. We will continue to invest in beautification projects, advocate for smart economic development, and seek innovative solutions to keep Carmichael thriving. Collaboration will be key as we work together to create a vibrant, welcoming district that benefits everyone.

The future of Carmichael is bright. With your continued support and engagement, I am confident that we will achieve even greater milestones in the coming year. Thank you for your unwavering commitment to our community and for being part of this journey toward a stronger, more prosperous Carmichael.

Samantha Beck
Executive Director

Economic Development & Improvements

The **Development & Advancement** and **Outreach & Communication** Task Forces work together to promote local business growth, strengthen community connections, and enhance the economic vitality of the Carmichael Improvement District.

We continue the tradition of celebrating standout properties and business excellence through the **Bright Star Award**, recognizing those who contribute positively to the district's image and development. These awards were presented at the 2024 State of the PBID dinner, which was attended by 120 property and business owners along with local government officials.

Congratulations to our 2024 Bright Star Awardees!

Wellness Salt Cave
6210 Fair Oaks Blvd.

Carmichael Academy - Family Taekwondo
5733 Marconi Ave.

Von's Chicken
5825 Gibbons Dr.

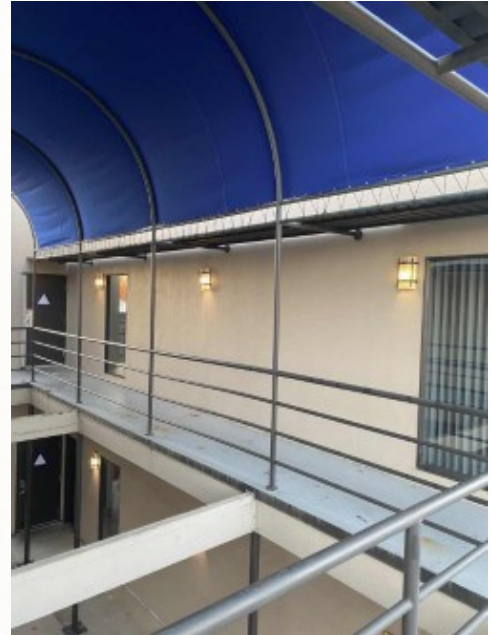


Economic Development & Improvements cont.

Through the support of the SMUD Shine Grant Program and the County of Sacramento, the CID was awarded two grants totaling \$21,000 that were applied to lighting and landscaping updates encouraging Crime Prevention through Environmental Design (CPTED).



Courtesy of Crossroads Church



Courtesy of Ethan Conrad Properties

Two Business Walks were completed allowing the CID to update its database, educate stakeholders and engage with the business community.

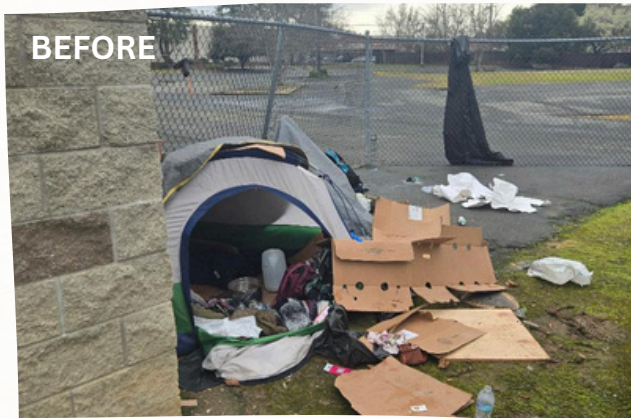


**Task Force meetings are as needed on the 2nd Monday of the month at 11:00 am.*

Streetscape & Image Enhancements

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.

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.



The numbers speak for themselves! Look what our team accomplished in 2024

- 16 Illegal dumps removed
- 178 Drug items removed
- 42 3-1-1 requests made
- 841 Illegal signs removed
- 5314 Buckets of trash removed
- 615 Bags of trash removed
- 672 Abandoned shopping carts returned

Public Safety Enhancements

The CID's Public Safety Enhancements include contracting and directing private security, **Sacramento Protective Services**, 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.



In 2024, the CID formed a **Business Watch & Security Task Force** with local law enforcement and business and property owners to strategically target critical risk locations.

A **Community Resource Page** was created and is available on the CID website with agency and communication information for every possible scenario that our properties, businesses and residents may face.



Thank you, Sacramento Protective Services, for your commitment and dedication to our district!

- **2299 Dispatch service calls**
- **1006 Maintenance/Safety issues**
- **144 Incident reports/Arrests**
- **16 Vehicle citations/Tows**
- **1460 Nighttime vehicle patrols**
- **1052 Tasks completed**
- **4562 Officer observations**
- **1788 Notice of Trespass**

Financial Report

2024 ACTUAL INCOME

Assessment Income	\$548,335.12
2023 Rollover Unused Funds	\$8,264.08
Grants/Sponsorships	\$21,025.00
Other Income	\$6,232.99
In-Kind	\$12,514.08
Total Non-Assessment Income	\$39,772.07
Total	\$596,371.27

2024 ACTUAL EXPENSES

48.9% - Clean & Safe	\$315,349.35
33.7% - Streetscape & Maintenance	\$115,506.80
12.3% - Economic Enhancements	\$61,252.51
3.6% - Advocacy & Image	\$7,874.34
1.5% - Contingency	\$11,443.48
Non-Assessment Expenditures	\$27,354.81
Total	\$538,781.30

2025 BUDGET INCOME

Assessment Income	\$564,785.05
2024 Rollover unused Funds	\$57,589.97
Grants/Sponsorships	\$5,000.00
Other Income	\$9,000.00
In-Kind	\$11,000.00
Total Non-Assessment Income	\$25,000.00
Total	\$647,375.02

2025 BUDGET EXPENSES

61.04%- Clean & Safe	\$342,549.96
21.41% - Streetscape & Maintenance	\$120,158.25
13.00% - Economic Enhancements	\$72,949.45
2.28% - Advocacy & Image	\$12,795.64
2.26% - Contingency	\$12,697.82
Total	\$561,151.12
SURPLUS	\$86,223.90

The Carmichael Improvement District is focused on projects that enhance safety, beauty, and vitality throughout our district.

Here's a look at what's on the horizon for 2025.

2025 PROJECTS

Phase 3 Street Banners /
Holiday Banners 2025
\$40,350

SMUD Box Wraps
\$10,000

Monument Sign
\$40,000

Landscaping Frontage
Matching Grants
\$2,000

CPTED Improvement Support
\$6,000

Total Amount Reserved
\$98,350

Financial Report cont.

For fiscal year 2024/25, the CID proposed an increase in the previous assessment rates by 3%, which is lower than the 4% rate permitted by the Management District Plan.

Parcel Type	Fiscal Year 2024/25 Assessment Rate per Square Foot
Retail Trade	\$0.025713
Commercial/Public/Vacant	\$0.019284
Multi-Family/Private Tax-Exempt	\$0.012931
Utility	\$0.006429

A rate of \$3.2782 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 (In. ft.)
Fair Oaks Boulevard., Manzanita Avenue, Winding Way, and Marconi Avenue	\$3.2782

The CID will propose a 3% increase for Fiscal Year 25/26 assessment rates.



Carmichael Improvement District



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