

MACK ROAD CARNIVAL

LIVE. SHOP. THRIVE.

OUR ANNUAL MACK ROAD CARNIVAL WAS A SUCCESS !

The Mack Road Partnership (MRP) was proud to present our annual carnival in the spring from May 11th - 14th, in collaboration with Johnston Amusements! This family fun event provided carnival rides, games, food vendors, prizes and more to our valued community members on Mack Road and surrounding areas. Every night, the carnival was packed with families, friends and community members from near and far! We are looking forward to hosting the carnival again next year in a continued effort to bring more consumers into the business district!

Follow us on facebook for up-to-date events: <https://www.facebook.com/MackRoadPartnership/>



EVERY THURS-SAT

THURSDAYS: SOCCER

FRIDAYS: CREATIVE WRITING CAMP

SAT: BREAKDANCE & PERCUSSION

EVERY THURS, FRI, & SAT:
BASKETBALL & BIKE CLINIC

FROM 7PM - 11PM

ENJOY FREE:

- ◆ FOOD
- ◆ MUSIC
- ◆ GAMES
- ◆ ARTS & CRAFTS



@Mack Road/Valley HI Community Center
7833 Center Parkway, 95823

YEAR-TO-DATE, OUR URBAN CLEAN TEAM HAS CLEANED UP:



11,385
GALLONS OF
TRASH COLLECTED



45
PIECES OF GRAFFITI
OR TAGS REMOVED



13
ILLEGAL DUMP
PILES REMOVED



MACK ROAD BUSINESS NEWSLETTER

SUMMER 2017

PRSR STD
ECRWSS
U.S.POSTAGE
PAID
EDDM Retail

Local
Postal Customer



YEAR TO DATE, WE HAVE
OFFERED HELPED TO
373
PEOPLE EXPERIENCING
HOMELESSNESS.

YEAR TO DATE, WE
HAVE ANSWERED
1,250
CALLS FOR SECURITY
ALONG MACK ROAD.



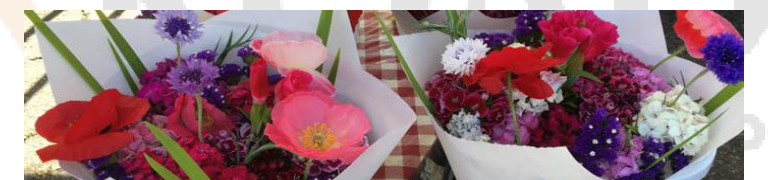
WE ARE EXCITED OUR SEASONAL FARMERS MARKET IS BACK!!! The Farmers Market is in the same location as last year in the Valley Mack Plaza located at 6100 Mack Road (in the Food Source lot, between McDonalds and Starbucks) from 8:30am-1pm. This year, our Farmers Market managers will be Living Smart Farmers Markets, who have an extensive background in event planning and manage several other farmers markets in the Sacramento region. With their network, we will be able to offer more vendors and run the farmers market longer (May-late Fall). Our Farmers Market is proud to offer a variety of cost reducing purchasing options, such as our \$20

"Market Match", "CalFresh/EBT", WIC and more. Come see us and #GETYOURFRESHON!

HERE'S A LIST OF WHAT YOU CAN EXPECT AT OUR FARMERS MARKET THIS YEAR:

- Baked goods: breads, pies, etc.
- Certified organic fruits & vegetables
- Specialty teas
- Craft items
- Fresh cut flowers
- Gourmet prepared foods
- Honey
- Organic Beef Jerky and dried fruits

Follow our Farmers Market Facebook page to get updates:
<https://www.facebook.com/Mackroadvalleyhifarmersmarket/>



\$1

Farmers Market COUPON

Present this coupon to any vendor at the Mack Road Valley HI Farmers Market to get a dollar discount! One coupon per customer per visit.

Must produce original coupon. Reproductions not accepted.

Expires July 28, 2017

MRP & COMMUNITY

LIVE. SHOP. THRIVE



Paladin Security Officers receive award for service and mentorship!

Congratulations to our valued partner, Paladin Private Security, for their award presented by Sacramento Job Corps. Thank you for your ongoing commitment to providing jobs and mentorship opportunities to our local youth, while keeping our communities safe! If your business is within the Mack Road Partnership boundary, you have access to Paladin Private Security 24 hours a day. Contact us and we'll bring you a contact card!



Our Mobile Bicycle Repair Workshop Director, Dean Alleger, receives Senator Pan's Unsung Hero Award!

We are so excited to see our Mobile Bicycle Repair Workshop Director, Dean Alleger, receive recognition for his great work that is being done every week at our community center. Visit <https://goo.gl/CcV62B> to read the full interview with Senator Pan's office to learn more about the wonderful work he is doing to help our local youth build confidence, learn valuable repair skills and increase urban mobility!

Mack Rd - PBID

Crime Statistics: January –June 15th

Crime Type	2016	2017	% Chg
Assault	97	55	-43%
Larceny	39	55	41%
Drug Offense	36	26	-28%
Burglary	34	30	-12%
Vandalism	28	19	-32%
Theft from a Vehicle	27	20	-26%
Robbery	19	12	-37%
Motor Vehicle Theft	17	18	6%
Fraud	2	2	0%

Crime is down on Mack Road in 2017!

Year to date crime statistics within the business district boundaries are in from Sac PD and crime has dropped this year significantly in every category with the exception of larceny and motor vehicle theft. Please be sure to advise your customers and employees to report any emergency or non emergency activity to our Paladin Security team and/or PD to ensure they are patrolling the areas that need the most attention.

COMMUNITY EVENTS



Farmers Market
(seasonal)
EVERY Friday
8:30am-1pm
6100 Mack Road

Join us every Friday during the summer for some fresh fruits, vegetables, and flowers! Now managed by Living Smarts Farmers Market.

Visit their website at:
ILoveMyFarmersMarket.com
Questions? 916.706.3833

S.H.O.P.

Safety, Health, Opportunities & Practice
Community Engagement Youth Workshops
EVERY Monday, Wednesday & Friday starting June 5th
12pm-4pm
7833 Center Parkway

FREE workshops for youth ages 13-18! Workshops include topics like relationship building, self-respect, effective communication and neighborhood safety. Come meet new friends, stand up for your neighborhood and be a voice for your community.

Questions? 916.706.3833



Sacramento
Summer Night Lights (SSNL)
EVERY Thursday, Friday & Saturday
7pm-11pm
7833 Center Parkway

FREE entertainment, activities, food and more for our local community member of all ages to enjoy throughout the summer from June - August 26th!
Questions? 916.706.3833

MACK ROAD PARTNERSHIP STAFF IS BRINGING FINANCIAL EDUCATION TRAINING TO MACK ROAD

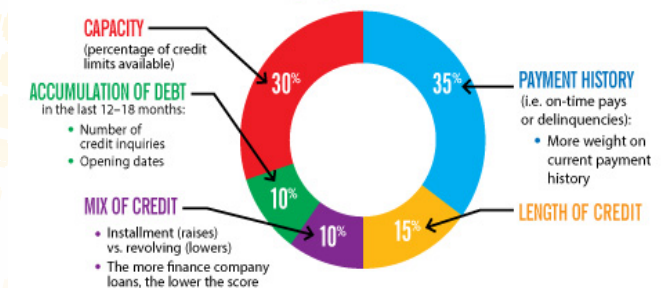


Last week, our office manager, Dia Vang, attended a three day "Train the Trainer" seminar with our valued community partner, SAFE Credit Union, to bring Financial Literacy Education to our community members and business owners on Mack Road. This week, Dia debriefed our staff on what she learned and how she can help our community members on Mack Road take charge of their financial future:

WHAT DID YOU FIND THE MOST VALUABLE AFTER TAKING THE SAFE'S FINANCIAL TRAINING?

The most valuable thing I learned from the training was the significance and power of a credit score and knowing how to prepare a personal budget. From there, I learned how I can help someone look for ways to reduce spending to save money, pay off high interest credit card debts first, etc, to increase your credit score.

What makes up your credit score?



NAME SOMETHING YOU LEARNED ABOUT ABOUT BANKING FEES THAT YOU LEARNED THE TRAINING THAT YOU DIDN'T KNOW MUCH ABOUT BEFORE?

I did not know about the different ways banks will post debit transactions in a day and how that ultimately impacts overdraft fees. Some bank transactions are posted based on the time you make the purchase in a day (which is more advantageous) but some banks post transactions based on highest to lowest debit amounts in a day, which is costly to the consumer. For example, let's say you have \$100 left in your bank account: In one day, you spent \$30 at Wal-Mart, then filled up your gas for \$25, bought lunch for \$10, spent \$5 on a lottery ticket, and lastly, a family dinner at Sizzler costs \$40 with a total spending of \$110. When a bank posts transactions based on highest to lowest, you end up having two transactions that did not have sufficient funding and therefore charged with two overdraft fees. If the posting transactions was based on time, only the last transaction did not have sufficient funding and therefore charged with only one overdraft fee.

WHY SHOULD OUR COMMUNITY ON MACK ROAD INVEST IN A CREDIT UNION BANK ACCOUNT?

It is a personal preference whether or not an individual opens a bank account with a credit union. However, investing in a credit union is advantageous in that they are not for profit and donate money back into our local community.



HOW CAN OUR COMMUNITY/BUSINESS OWNERS LEARN MORE ABOUT THIS TRAINING?

Thanks to SAFE Credit Union's Financial Education Training, The Mack Road Partnership can now hold financial education info sessions and one-on-one coaching sessions for our community members and business owners. For more information, please email Dia at: dia.vang@mackroadpartnership.com or call her between 9am-5pm during the weekdays at 916.706.3833.

The purpose of Mack Road Partnership is to promote and encourage business on and around the Mack Road corridor. The Partnership is governed by a board of directors representing businesses and property owners. Meetings are held the 2nd Wednesday of each month.



For more information, contact The Mack Road Partnership at (916) 706-3833.
www.mackroadpartnership.com | info@mackroadpartnership.com
75 Quinta Court, Suite D Sacramento, CA 95823

