

ANNUAL REPORT 2025

MACK ROAD PARTNERSHIP



MACKROAD
PARTNERSHIP
LIVE. SHOP. THRIVE.

An Agency of Service With A Commitment to

mackroadpartnership.com



~A Note From the Executive Director~

~Partnerships that Serve and Protect~



At the Mack Road Partnership, we are grateful to the property and business owners. The team at the Mack Road Partnership wishes to extend our sincere appreciation to the property and business owners whose continued investment of time, talent, and dedication to excellence helps shape the Mack Road Partnership business corridor into a dynamic hub of economic vitality. Your commitment is the driving force behind a district that continues to evolve and grow and serves as a cornerstone of opportunity.

A strong and sustainable business climate is built upon clear and consistent values. Central to our mission is the commitment to maintaining a corridor that is clean, safe, and welcoming for all who live, work, and visit. These priorities are not only foundational but also essential to fostering confidence, encouraging investment, and supporting long-term success. With this focus, the Mack Road Partnership continues to see meaningful growth. New businesses are joining our corridor, and entrepreneurs are increasingly choosing this community to realize their vision of business ownership. This momentum brings with it valuable employment opportunities, particularly for local residents and young people seeking accessible pathways into the workforce. This progress is made possible through the collaboration of dedicated community partners, whose contributions play a vital role in the corridor's continued success. In the following pages, we are proud to highlight their efforts and impact.

We would also like to express our deep appreciation to Supervisor Patrick Kennedy for his steadfast support and ongoing commitment to the community he serves. His leadership, forward-thinking approach, and dedication to enhancing both the local economy and quality of life have made a meaningful and lasting difference.

~Bill Knowlton, Executive Director Mack Road Partnership



~ Highlighting Our Community Partners ~



Since being elected to the Board of Supervisors in 2014, the Mack Road Partnership has been a valued partner in improving South Sacramento. Together, we have seen crime drop, businesses rise up, and the beautification of what was once a struggling commercial and residential corridor. Mack Road Partnership is unique among business districts in that it contains residential properties and businesses. Recognizing that local businesses are only healthy if their patrons thrive, it became clear that through our partnership we had to work together to strengthen the businesses while better meeting the needs of residents in the area. One of the great moments in my public service career was when I was given the opportunity to financially assist the Partnership and make possible the Mack Road Valley Hi Community Center. This tremendous resource provides local youth with a safe space to learn, grow, and have fun – something every child should be afforded. It provides a nurturing environment while building a stronger business district for generations to come. In short, we have given an abundance of hope where it was once scarce. Thank you to the Mack Road Partnership for working with me to make South Sacramento a great place to live, work, and play. I look forward to continuing to work with you in the years ahead.

~Patrick Kennedy, Sacramento County Supervisor and Mack Road Cheerleader

On behalf of the Mack Road Partnership, we extend our deepest appreciation to our valued law enforcement partners, the Sacramento Police Department, Sacramento County Sheriff's Department, California Highway Patrol, and the Sacramento County District Attorney's Office for their exemplary service and enduring commitment to those who live and work in South Sacramento.

Your hard work and dedication reflect the highest standards of professionalism, coordination, and public stewardship. From proactive patrol and targeted enforcement efforts to thorough investigations, traffic safety operations, and the careful prosecution of cases, each of your agencies plays a critical role in advancing public safety and upholding the rule of law. Your collective efforts not only address immediate concerns but also contribute to long-term crime prevention, community stabilization, and the protection of residents, employees, businesses, and property.

We recognize that this work requires sustained collaboration across agencies, thoughtful engagement with a diverse community of stakeholders, business and property owners, and a readiness to respond to complex and evolving challenges. Your collective ability to work in partnership, share information, align strategies, and maintain a visible, constructive presence has been instrumental in strengthening trust and improving outcomes throughout our district.

The Mack Road Partnership is especially grateful for your continued collaboration and support. As a Property and Business Improvement District, our mission to enhance economic vitality, safety, and community pride is significantly strengthened through our partnership with outstanding law enforcement agencies. Together, we are helping to create a more resilient, welcoming, and prosperous South Sacramento.

Thank you for your dedication, your leadership, and your ongoing service to our community and the Mack Road Partnership.



AT WORK IN YOUR COMMUNITY

Clean & Safe

The Mack Road Partnership's District Clean Team spends more than **160 man hours a week** to keep the district clean by removing the following:

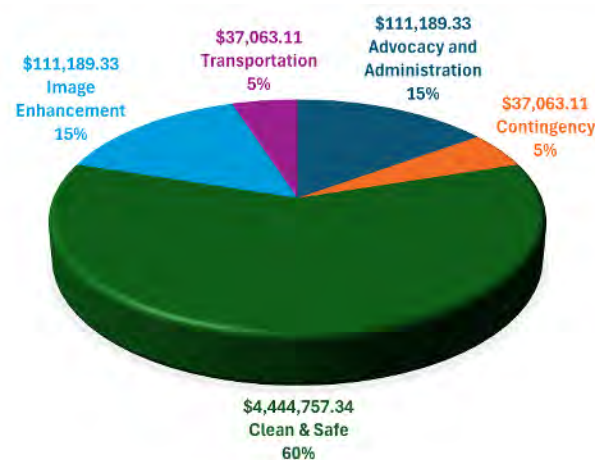


ReIMAGINE MACK ROAD FOUNDATION COMMUNITY ENGAGEMENT

ReIMAGINE Mack Road Foundation continues to provide a safe space for youth with credible mentors, expanded learning opportunities, earn-as-you-learn youth workforce- development activities, and community engagement and outreach events. During 2025, ReIMAGINE Mack Road Foundation programs provided:



2025 BUDGET



MRP PROGRAMS & SERVICES

- Armed security officers on duty 7 days a week
- Clean Team maintains public right-of-way and responds to business concerns
- Pressure washing services
- District & holiday banners
- Monthly Safety Meetings- 2nd Thursday of every month (open to public)
- Business and property owners support and advocacy
- Meeting space available to businesses and non-profits located in our district
- 311 Connectivity

City of
SACRAMENTO
Innovation & Economic Development



311

CUSTOMER SERVICE



SizeUp Sacramento

Small Business Insights

Small Business Support in Sacramento

The City of Sacramento provides free tools, programs, and personalized guidance to help small and local businesses start, grow, and succeed.

Get Help Through 311

Businesses can connect with the City's Small Business Assistance Team through the 311 portal for one-on-one support. Assistance is available for marketing strategies, financial and accounting questions, business planning, and help navigating permits, licensing, and other City processes.

Use SizeUp Sacramento

This free online tool offers powerful data to help you make informed decisions. Compare your performance to similar businesses, identify your ideal customers, evaluate competitors, and uncover opportunities for growth, expansion, and smarter marketing.

Promote Your Business with Shop 916Local

Local storefront businesses can join this no-cost program to increase visibility and attract customers. Benefits include participation in e-gift card programs and City-sponsored campaigns designed to encourage residents to shop and support local businesses.

Partner Support Available

The City works with community organizations like the Mack Road Partnership to provide hands-on assistance to help businesses sign up for 311, access available programs, and connect with the right resources quickly and easily.

START TODAY — IT'S FREE!

Take advantage of these programs and grow your business in Sacramento! Contact the Mack Road Partnership at 916-706-3833 for more information and one-on-one assistance!



ARE YOU A BUSINESS THAT NEEDS ASSISTANCE WITH ACCESSING 311 SERVICES?

Let Us Help!

- Complete Your Business 311 services
- Submitting 311 Requests
- And More!

Reach out to the Mack Road Partnership's Business Navigator team by calling or emailing us to schedule an appointment. We're here to support you.

Contact Us Today
916.706.3833

admin@mackroadpartnership.com
marilyn.mann@mackroadpartnership.com

311

CUSTOMER SERVICE

2025 BOARD OF DIRECTORS

Matt Mertens, Board President
Business Owner

Sabrina Tefft, Board Treasurer
City of Sacramento - Economic Development

Chase Stremsterfer
County of Sacramento - Economic Development

Mariane Santos
Newmark Merrill

Ken Nguyen
Business Owner

John Rice
Kaiser Permanente

Vera Utley
Wasatch Property Management

Robert Brown, Board Vice President
Another Look Salon

Jennifer Ablog, Board Secretary
Kaiser Permanente

Keaton Riley
Sacramento County District 2

Carole Kight
RPS Property Management

Anish Prakash
Phoenix Hospitality

Amit Prakash
Phoenix Hospitality
**Honorary Lifetime Board Member*

2025 MACK ROAD PARTNERSHIP & *Re*IMAGINE MACK ROAD FOUNDATION TEAM

Bill Knowlton, Executive Director

Marilyn Mann, Director of Community Partnerships

Ibra Henley, Administrative Coordinator

Norma Ward, District Maintenance Manager

Mia Gonzales, Maintenance Team Member

Terrell Olive, Community Center Program Coordinator

Ryan Makins, Community Center Program Assistant

Jacob Johnson, Youth Activity Leader

Azalia Riveria, Youth Engagement Specialist

Jonathan McQueen, Youth Engagement Specialist

Johann Tate, Youth Engagement Specialist



An Agency of Service With A Commitment to Excellence

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