



MEDIA ADVISORY

FOR IMMEDIATE RELEASE- September 21, 2011

Contact: Maurice Chaney, City of Sacramento, 916.808.7948

City, County of Sacramento Team Up to Target Franklin Boulevard Businesses

Participants hit the streets to check up on more than 200 businesses in South Sacramento to see how they are doing

Story: Complete with walking shoes, clip boards and surveys, a combination of staff from the City of Sacramento, County of Sacramento, North Franklin District Business Association and the Sacramento Hispanic Chamber of Commerce will conduct the first City/County business walk along the south end of Franklin Boulevard. City and County leaders will kick off the event and conduct a site visit at Campbell's Soup, a longstanding food manufacturer in Sacramento. This event – estimated to reach more than 200 businesses – will gain insight on promoting established businesses and improving the overall local economy.

When/Where: **Thursday, September 22 from 9:00 a.m. to 1 p.m.** Opening remarks will begin at 9 a.m. at Caballo Blanco Restaurant, located at 5604 Fruitridge Road. The Campbell's Soup site visit will occur at 10 a.m. at 6200 Franklin Boulevard.

Who: Jim Rinehart, City of Sacramento Economic Development Director; Mamie Yee, Chief of Staff to Supervisor Jimmie Yee; Troy Givans, Sacramento County Economic Development Manager; Chris Pahule, Sacramento Housing and Redevelopment Agency Assistant Director; Kathy Tescher, North Franklin District Business Association Executive Director; and Steve Gándola President and CEO, Sacramento Hispanic Chamber of Commerce.

Background: As part of the City of Sacramento Economic Development Business Visit Program, staff initiates outreach efforts to engage businesses in key commercial corridors in the City. This year, Economic Development conducted 4 walks and reached over 800 businesses. Following the walks, information collected will be used to implement specific plans and strategies that further enhance the success of these businesses.

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