



MEDIA ADVISORY

Date: FOR IMMEDIATE RELEASE – July 20, 2009
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CITY, PARTNERS “HIT THE STREETS” TO REACH OUT TO BUSINESSES ON FRANKLIN BOULEVARD

*City teams with North Franklin Business Association, Sacramento Hispanic Chamber
to conduct business walk aimed to check in on more than 150 businesses*

WHO/ WHAT:

Complete with walking shoes, clip boards and surveys, a combination of staff and membership from the City of Sacramento, North Franklin Business Association and the Sacramento Hispanic Chamber of Commerce will conduct a business walk on Franklin Boulevard between Broadway and Fruitridge. Business walk participants will “hit the streets”, reaching out to an estimated 150 businesses to obtain first hand feedback from the local business community on the state of their company.

WHEN/ WHERE:

Wednesday, July 22, 2009, 8:30 a.m. to 1 p.m.

The kick off, slated for 8:30 a.m. at 5383 Franklin Blvd Suite F, will include Mayor Kevin Johnson, Vice Mayor Lauren Hammond, and representatives from the North Franklin Business Association and the Sacramento Hispanic Chamber of Commerce.

WHY:

As part of the City of Sacramento’s *Business Visit Program*, Economic Development and its partners conduct business walks to obtain qualitative feedback from area business community. Once the survey information is gathered, it will be used to implement specific plans and strategies that further enhance the success of local businesses, including a seminar to provide information on resources and programs available to assist these businesses.

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