



# THE HISTORIC MONTEREY TRAIL DISTRICT

Franklin Boulevard Business Association

April 2017 Newsletter

## Tales from the Trail



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### Historic Monterey Trail District Coupons!

Greatdeals along the Trail on Franklin Blvd. with more coming soon! ---- *no need to print, just show them the coupon image to get the discount!*  
[Click here to download a copy.](#)

¡Comience el año nuevo ahorrando dinero y apoyando a los pequeños negocios en el bulevar Franklin!

<b>10% OFF</b> <b>A&amp;M FASHION</b> the purchase of \$75 or more 10% de descuento en la compra de \$75 o más A&M Fashion 6127 Franklin Blvd Sacramento, CA 95820 (916) 238-6076	<b>25% OFF T-Mobile</b> cellphone accessories 25% de descuento en los accesorios para celular EXCLUYE ACCESORIOS EN LIQUIDACION T-Mobile 5283 Franklin Blvd Sacramento, CA 95820 (916) 476-3883	<b>\$10 OFF \$50</b> <b>\$20 OFF \$100</b> \$10 de descuento en la compra de \$50 \$20 de descuento en la compra de \$100 PHONE SELECT 3475 Folsom Blvd Sacramento, CA 95822 (916) 450-2164	 <b>FRANKLIN BOULEVARD BUSINESS ASSOCIATION</b> <b>THE HISTORIC MONTEREY TRAIL DISTRICT</b>
<b>\$10 OFF</b> <b>CABRILLO'S</b> tax preparation for new clients \$10 de descuento en servicios de impuestos para nuevos clientes Cabrillo's Accounting & Tax Service 1127 Franklin Blvd Sacramento, CA 95820 (916) 295-8218	<b>10% OFF</b> <b>RODEO WEAR</b> any purchase over \$50 10% de descuento en la compra de \$50 o más INCLUDING BOOTS, BELTS, SHIRTS AND JEANS Rodeo Wear 8127 Franklin Blvd Sacramento, CA 95820 (916) 225-7490	<b>50% OFF</b> cellphone accessories with the purchase of a new handset 50% de descuento en accesorios para celular en la compra de un nuevo teléfono móvil. boost Boost Mobile 6127 Franklin Blvd Sacramento, CA 95820 (916) 273-6027	 <b>FRANKLIN BOULEVARD BUSINESS ASSOCIATION</b> <b>THE HISTORIC MONTEREY TRAIL DISTRICT</b>
<b>1 FREE</b> <b>GATORADE</b> with paid drop-in entrance fee 1 gatorade GRATIS con el pago de entrada. Soccer Planet 2218 24th Street Sacramento, CA 95822 (916) 468-9222	<b>10% OFF</b> a chemical & FREE haircut 10% en el químico y corte de cabello GRATIS E-Color Fashion de Barrios 5283 Franklin Blvd Sacramento, CA 95820 (916) 457-3141	<b>\$10 OFF \$100</b> <b>\$20 OFF \$200</b> <b>\$30 OFF \$300</b> Muffler Man Auto Repair \$10 de descuento en la compra de \$100 \$20 de descuento en la compra de \$200 \$30 de descuento en la compra de \$300 Muffler Man Auto Repair 4700 Franklin Blvd Sacramento, CA 95820 (916) 434-4124	<b>\$19.99</b> <b>O'Reilly</b> Official Conventional 5 Quarts & a MicroGuard Filter 5 cuartos de aceite convencional y un filtro MicroGuard O'Reilly Auto Parts 3726 Folsom Blvd Sacramento, CA 95820 (916) 452-1448
<b>10% OFF</b> <b>Yanesa's Artesanias</b> any purchase over \$50 10% de descuento en la compra de \$50 o más Yanesa's Artesanias 7127 Franklin Blvd Sacramento, CA 95820 (916) 751-4558	<b>1 FREE TACO</b> with the purchase of a taco or equal or greater value and a regular drink 1 taco GRATIS en la compra de un taco de carne igual o mayor a un bebida regular JIMBOY'S TACOS Jimboy's Tacos 5557 Franklin Blvd Sacramento, CA 95820 (916) 427-3857	<b>\$5.00 OFF</b> any size cake \$5.00 de descuento en cualquier pastel La Esperanza Bakery La Esperanza Bakery 5644 Franklin Blvd Sacramento, CA 95820 (916) 453-4371	<b>\$300 CASH DISCOUNT</b> \$300 de descuento en efectivo STEVE'S AUTO SALES Steve's Auto Sales 8201 Franklin Blvd Sacramento, CA 95820 (916) 872-0668
<b>\$500 DOWN</b> <b>PAYMENT CREDIT</b> Equivale de \$500 CASH OR APPROVED CREDIT SOLO EN CREDITO APROBADO Automex 4771 Franklin Blvd, Ste B Sacramento, CA 95820 (916) 465-8220	<b>\$25 OFF</b> initial payment for new clients \$25 de descuento en el pago inicial para nuevos clientes Dal Campo Restaurant 5217 Franklin Blvd, Ste 10 Sacramento, CA 95820 (916) 455-6889	<b>10% OFF or 15% OFF</b> for students, seniors or veterans and <b>FREE</b> brake inspection 10% de descuento, o 15% de descuento para estudiantes, veteranos y personas de la tercera edad Ideal Automotive Service & Repair Ideal Automotive 4844 Franklin Blvd Sacramento, CA 95820 (916) 758-4764	<b>20% OFF</b> EVERYTHING IN STOCK 20% de descuento en todo el inventario HI-Fashion FABRICS HI-Fashion Fabrics 4134 Franklin Blvd Sacramento, CA 95820 (916) 457-5648
<b>FREE DESSERT</b> with any purchase over \$15 Postre GRATIS en la compra de \$15 o más TAZON Tazon del Bar 2288 Franklin Blvd Sacramento, CA 95820 (916) 970-5838	<b>FREE SMALL DRINK</b> (jamaica or horchata) with the purchase of a combination plate Bebida de jamaica o horchata GRATIS en compra de plato combinado La Esperanza Mexican Food 5528 Franklin Blvd Sacramento, CA 95820 (916) 455-3815	<b>20% OFF</b> EVERYTHING IN STOCK 20% de descuento en todo el inventario Gala Festival Arts Gala Festival Arts 5032 Franklin Blvd Sacramento, CA 95820 (916) 751-7033	<b>HERSTADT AUTO INSURANCE</b> Sacramento 816-228-6655 www.HerstadtAuto.com

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 The Historic Monterey Trail District  
 Monterey Trail Dist  
 MTDistrict

### Clean and Safe Team Stats

What does this awesome crew do? They ensure our streets are clean of graffiti and debris, trash to provide a better experience for our shoppers. We hope you have noticed this difference as we continue to improve our district!





**79** BAGS OF TRASH COLLECTED

**12** TAGS OF GRAFFITI REMOVED

**4** CARTS RETRIEVED FROM STREET

**3** ILLEGAL DUMPS CLEANED

**13** ILLEGAL SIGNS REMOVED

**7** ILLEGAL STICKERS REMOVED



FRANKLIN  
BOULEVARD  
BUSINESS ASSOCIATION

## *Streetscape: Creating a safe District for you!*

We are moving along with improvements in the district to better serve you! The City Council recently approved our Phase 1 for our streetscape/complete streets which includes Feasibility Studies, Traffic Analysis, Environmental Studies, and Outreach.

As we move forward, the goal is to increase the walkability, biking and safety in our district. Currently, we have people and families walking the district because they *need* to, not because they *want* to and we would like to create a better street for our community. We anticipate more trees, slower traffic and more parking to be a solution. This project is slated to complete within 5 years.







## *Connecting Businesses + Neighborhoods*



Last month on March 31, several of us showed our respect for Caesar Chavez by helping our fellow neighbors. With several community members at Maple Neighborhood Center, we helped plant trees, picked up trash, cleaned furniture, and trimmed bushes to ensure that this ground remains safe for our youth and families. We have a commitment to our community to give back and show our appreciation. We joined County Supervisor Kennedy, Executive Director of La Familia Counseling Center, Rachel Rios, and other community leaders and neighbors to help beautify this community center.

## *Events*

**What** - May Fiesta with music, food and much more!

**When** - May 7 from noon to 8pm

**Where** - 5383 Franklin Blvd, 95820



**Libre admisión**

**d'primera mano .inc**  
Utilizando a nuestra comunidad para el futuro mejor

**Presenta:**

¡Llama ya para reservar tu mesa de negocios y compartir tus servicios con la comunidad latina!

**916 706 2555**

**¡Ven y celebra**  
**Por 1ra vez el domingo 7 de Mayo**  
**en Barrio Alegre, el corazón de los latinos,**  
**en el 5385 de la Franklin Blvd,**  
**La Gran Fiesta de la Batalla de Puebla!**

La fiesta será a partir de las 12 del mediodía hasta las 8:00 pm, un día de fiesta lleno de tradiciones, bailes, comidas típicas y ¡Muchas sorpresas más!

**EL KANELO**  
**BANDA XPLOSIVA**  
**HERENCIA**  
**GIRA**  
**LA BOLA**  
**TERREMOTO**  
**LA FAMILIA**  
**LA BANDA**  
**LA BANDA**

**BBB**  
**LA PRIMA**  
**99.1**  
**LA VIEJA**  
**MONTEREY TRAIL DISTRICT**  
**Franklin**  
**John G. Gentry, CEO**

Stay up-to-date with what we have going on!

Be sure to follow us on social media!

FB: [Our FACEBOOK Page](#)

Twitter: [Our TWITTER page](#)

Instagram: [Our INSTAGRAM page](#)

Check out what's happening on our social media sites!



Questions? Call us at (916) 455-2124 |  
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