



Dare to Share

Building Vibrant Communities: Leveraging Partnerships for Fun and Engagement





Interactive Polling

Who do you partner with in
your community?



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Mayor/City of Rancho
Cordova



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Manager/City of Rancho
Cordova



Diann Rogers, CEO &
President/Rancho Cordova
Area Chamber of Commerce



Shelly Blanchard, Executive
Director/Cordova
Community Council

Panelists



Partnerships

Why Partnerships?

Shared Vision

Shared Trust

Shared Power



Case Study



Explore Rancho Cordova

Goal: Help new residents of Rancho Cordova feel welcome and connected.

Rancho Cordova Area Chamber

- Identified a need
- Presented that the Chamber was the ideal facilitator
- Demonstrated the program supported the City's values
- Program nexus between business and community

City of Rancho Cordova

- One of the first programs to receive Community Enhancement funding from the City
- Expanded the opportunity to connect and communicate with residents
- Provided contact information of new residents



Welcome Wagon on steroids!



Results

One decade later, new Residents have received:

9,000 welcome to our city letters from the Mayor along with a welcome gift

4,500 welcome bags delivered filled with resources, invitations, swag, calendars, and more!

300 fruit trees gifted to new homeowners, "Planting Roots in Rancho Cordova"

26 Welcome receptions at different locations

Event for ESL learners
Rancho Cordova Newcomers
Club Communication during
the pandemic Engagement
with local government

Value of in-person connections Importance of materials for non-English-speakers

Exponential value – a shared start, mutual needs

People still like maps!





Case Study



In partnership with the Sacramento Asian Chamber of Commerce

“Learning from Experts, Connecting with Others”



mbark Minority Business Assistance & Recovery Kickstart

Goal: Address needs of small and entrepreneurial businesses

Rancho Cordova Area Chamber

- **Meet Challenge observed by the City's Economic Development Department and the Chamber**
- **Those passionate about a business idea need tools to get started**
- **Engage small and minority-owned business community**
- **Sacramento Asian Chamber model**
- **10 weeks, once per week, 90 minutes, evenings, two "consulting" modules**

City of Rancho Cordova

- **City Council Members**
- **City of Rancho Cordova Economic Development Department**
- **Rancho Cordova Area Chamber members & staff**
- **Sacramento Asian Chamber of Commerce**
- **A dozen subject-matter experts**
- **Local businesses**



What was taught

- Effective Business Planning
- Branding and Marketing
- Personal and Business Credit
- Operating Within Your Jurisdiction
- Strategies for E-Commerce, Web and Social Media
- Financial Basics
- Funding Options for Small Business
- \$1,500 Stipend Upon Completion





Minority Business Assistance & Recovery Kickstart

- Lessons Learned
- Quick Changes
- What's Next
- Successes



An aerial night photograph of a community event. In the center, a large Christmas tree is illuminated with blue and white lights. To the left, a massive firework display is in progress, with bright orange and yellow streaks of light and large plumes of white smoke rising into the dark sky. The ground is filled with people, several white event tents, and residential houses in the background.

Case Study Rancho Cordova Community Events



Partners are everything.
So, pick some good ones.



**We help people fall in love with their city.
We strive for SPECTACULAR.**

Rancho Cordova Special Events

Goal: Help people fall in love with their city through great events

Cordova Community Council

- **Convene leaders of community groups**
- **Advocate for community investment**
- **Foster collaboration and group decision-making**
- **Curate community priorities**
- **Provide professional management and creative energy to execute and provide on-going stability**

City of Rancho Cordova

- **Facilitate alignment with citywide goals**
- **Broker relationships with other governmental entities as needed**
- **Catalyze success through funding or other technical support**

Results:

More passion, more fun!

- Much of the work is carried out by volunteers which stretches dollars, saves resources, provides service opportunities and builds community
- 170 event days per year
- Non-governmental groups will try things government will not
 - Example: To celebrate a city milestone, Cordova Community Council produced a Lip Dub video





Case Study

Rancho Cordova Athletic Association

Improve Facilities

Improve the Culture to The Rancho Cordova Way

Remove financial barriers

Tell our story

Honor and Enshrine

Rancho Cordova Athletic Association

Goal: Increase play 5% year over year for 5 years

Cordova Community Council

- **Convene leaders of youth leagues**
- **Advocate for community investment by the city and others**
- **Foster collaboration and group decision-making**
- **Negotiate community priorities among youth sports leagues**
- **Connect youth sports with high school athletics**

City of Rancho Cordova

- **Facilitate alignment with citywide goals**
- **Broker relationships with other governmental entities as needed**
- **Catalyze success through funding or other technical support**

Improve Facilities

- League leaders meet monthly to plan for improvements across the city
- Present city with annual plan for funding
- Leverage volunteer power for greater impact
- Partner with other governmental agencies to coordinate growth and improvements
- **RESULT:** New Girls Softball facility built in partnership with local school district





The RANCHO CORDOVA WAY

- Improve the Culture
- Better Athletes, Better People
- The Rancho Cordova Way



What is the 'Rancho Cordova Way?'

Remember, this is only a game

Accept the decisions of the
Umpire/Officials

No tolerance for bullying, insults, foul
language

Congratulate the other team after
each game

Help maintain our equipment and
fields

Obey the rules of the game and chase
greatness

Remove Financial Barriers

- Provide fee assistance
- Serve2Save
- Boosting participation in all leagues from between 9 and 27 percent exceeding our 5 percent annual growth goal





Tell our story

- **Make sure community knows about play opportunities**
- **RCAA Street Team visits to Back to School Nights and Parent Night activities**
- **Participate at community events**
- **Website, signage and social media**



Honor and Enshrine

Annual inductions into the
Rancho Cordova Sports
Hall of Fame



Results

- Volatile and weak leagues have been stabilized
- New leagues have been established
- MOU reached with local school district to assure priority to local recreation leagues at lower cost
- Participation growth was 9 percent in 2023, on course for 15 percent in 2024
- High School teams have adopted The Rancho Cordova Way



A close-up photograph of a hand holding a wooden-handled paintbrush, applying thick orange paint to a wooden palette. The palette has other colors of paint on it, including blue and red. The background is blurred, showing a person in a plaid shirt and a warm, golden light source.

Case Study

Rancho Cordova Arts

Make Rancho Cordova a place for art and artists

**There's a hole
in the bucket,
dear Liza, dear
Liza...**





AUGUST 6 - SEPTEMBER 24

Cordova

AN EXHIBIT OF FINE ART BY
RANCHO CORDOVA ARTISTS

Rancho Cordova Arts

Goal: Make Rancho Cordova a place for art and artists

Cordova Community Council

- Convene leaders
- Advocate for community investment
- Foster collaboration and group decision-making
- Negotiate community priorities
- Connect arts with the community

City of Rancho Cordova

- Facilitate alignment with citywide goals
- Broker relationships with other governmental entities as needed
- Catalyze success through funding or other technical support



Results

A home for the Arts





There's always something
happening here

Next: Bring on the music



Rancho Cordova
RiverCity
Concert Band



Strings, anyone?

Rancho Cordova Civic Light Orchestra is born



Results: Annual Art Activities

2009 Art Scene

2024 Art Scene

4 City Hall Art Exhibits

110 days activities at the MACC

1 Community Concert Band

1 Symphony Orchestra

1 Swing Band

3 Theater Groups

1 Documentary Film Festival

\$25 million art-based overpass in development

Art: Think BIG

City investment in public art

- \$27 million art-focused bike and pedestrian overcrossing
- \$100 million art-focused Mills Crossing project





**Share the Vision. Share Trust. Share Power.
Let's start a Symphony.**

Share the Vision: California League of Cities needs a Symphony

Share Trust: Every person will be responsible for one note and we are counting on you to get it right

Share Power: We will all take a bow when we perform at Carnegie Hall



Rehearsal: Happy Birthday

4-4-5-4-7-6

4-4-5-4-8-7

4-4-11-9-7-6-5

12-12-9-7-8-7

California, Here I Come!

11-11-11-11-5-11-9

8-8-8-8-9-8-6

8-9-8 9-10-9 10-11-5-8

8-9-8 9-10-9 10-11-13-5-8-9

10-11-11-11-11-5-11-9

8-8-8-8-9-8-6

11-8-9-11-6-5-11 9-10-11-9-11-5-8



Y FOURTH OF J

**Building Community.
One Partnership at a time.**

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