

# Statement of Purpose



The purpose of the proposed Community Benefit Improvement District ("District") is to ensure the future economic vitality of downtown and the Funk Zone by assessing property owners within the proposed District to independently fund and direct special benefits to address cleanliness, safety, beautification, maintenance, identity and placemaking, above and beyond what the City provides now and into the future.

This important initiative is presented by the Downtown Organization of Santa Barbara, the Santa Barbara South Coast Chamber of Commerce and the CBID Steering Committee.

Formation of the CBID would give property owners in the District a unified voice to advocate for the District, collectively liaise with the City, and independently manage use of funds to their benefit.

The assessments on real property within the proposed District will fund enhanced benefits with the purpose of attracting new customers, new businesses, welcoming residents, and appealing to visitors throughout downtown and the Funk Zone.

In 2022, a survey was sent to all property owners in the proposed District to determine their level of conceptual support for the services that would be funded through the establishment of a CBID. The survey results informed the priority services desired by the property owners. The top five special benefits are:

1. Homeless outreach services to respond to homelessness, panhandling, and loitering issues within the downtown Santa Barbara
2. Safety ambassadors or private security for downtown Santa Barbara
3. Fund special events such as Holiday décor, street festivals, etc. to improve the identity and bring positive attention to downtown Santa Barbara
4. Enhanced sidewalk and gutter sweeping services, enhanced cleaning/graffiti removal during peak times or afternoons as well as more frequent pressure washing of sidewalks
5. Marketing, promotions, social media and branding programs or campaigns to bring new business and attract new tenants

From this information, the CBID Steering Committee has directed consultant, New City America to formalize a Management Plan and Budget to be presented to the City Attorney this year allowing the plan to be voted on by property owners and ultimately adopted by City Council for implementation in 2024.

The CBID Management Plan will direct services and budget funds to benefit property owners addressing the following areas:

- 66% of funds used to enhance safety, cleanliness, beautification, and maintenance
- 14% of funds used to enhance placemaking and identity to improve the image of the District
- 15% of funds used to Administer the District benefits
- 5% of funds allocated to contingency/reserve

The District will be established for an initial term of 5 years, after that, the District can be renewed for as long as 20 years. The new CBID, if adopted, would be set up as a 501c3 organization enabling the expanded District to apply for grants and solicit philanthropic donations to further support District enhancements. The existing BID would not be renewed.

**It is imperative to act now, establish the new District to enhance downtown services, economic growth, district vitality and act independent of City budgets for the future of our downtown.**

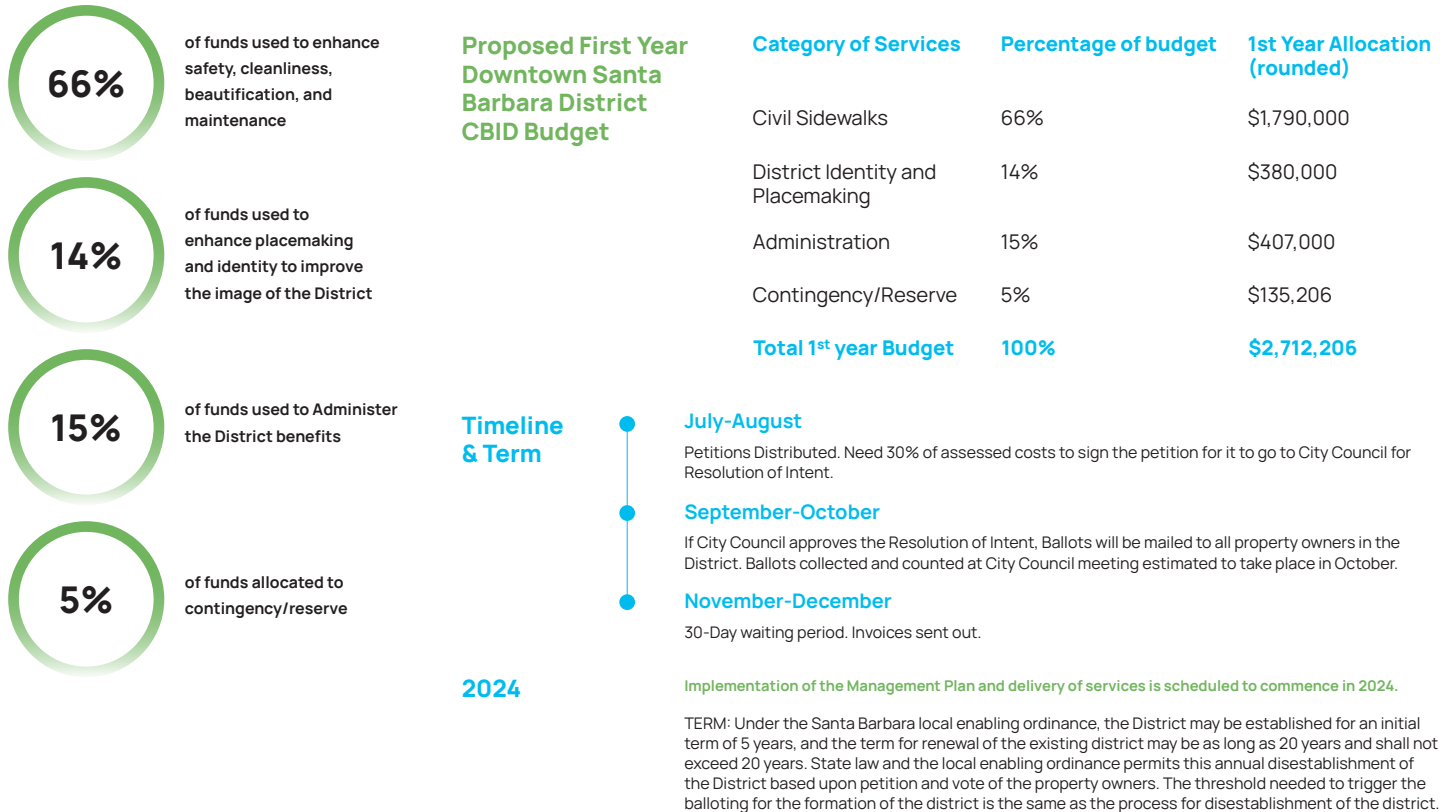
# Programs & Services

Through a 2022 survey of all property owners in the proposed District, the survey results informed the priority services desired by the property owners. The top five special benefits are:

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## Funding Allocations & Budget

The CBID Management Plan will direct services and budget funds to benefit property owners addressing the following areas:



**200** CBIDs in California



**1500** throughout the US



**700** Parcels to be assessed



**5 year** initial life,  
up to **20 year** after initial 5 years