



DOWNTOWN
SANTA BARBARA

SANTA BARBARA
SOUTH COAST
CHAMBER OF COMMERCE



Downtown Santa Barbara

Community Benefit Improvement District

Building an economically vibrant future for Downtown & the Funk Zone



The purpose of the proposed Community Benefit Improvement District (CBID) 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.



What is a CBID?

A CBID is a Property-based Community Benefit Improvement District. A unique funding tool which allows business district property owners to pool their financial resources by assessing themselves to pay for certain district-wide activities and improvements. There are hundreds of CBIDs throughout California and thousands throughout the country. CBIDs are a more modern way for urban districts to invest in and support themselves that offer additional legal authorities and benefits to its members.



How are CBIDs paid for?

CBIDs are funded primarily through special assessment fees that property owners within the district's defined boundaries have agreed to pay. The fees are then used to fund various improvement projects that typically include addressing safety and the homeless population, maintaining sidewalk and street cleanliness, improving landscaping, installing decorative amenities like lighting and art, promoting and protecting downtown's image, managing events and programming, and providing directional signs and services.





Why?

Creating a CBID for Downtown Santa Barbara will establish a new District to enhance downtown services, economic growth, district vitality and act independent of City budgets for the future of our downtown.

Proposed District for Downtown Santa Barbara and the Funk Zone

Boundaries

The proposed Downtown Santa Barbara CBID consists of approximately 37 square blocks (blocks vary in size on each side of Highway 101), consisting of 642 parcels owned by 430 property owners.

Zone 1: Core Area:

In general,

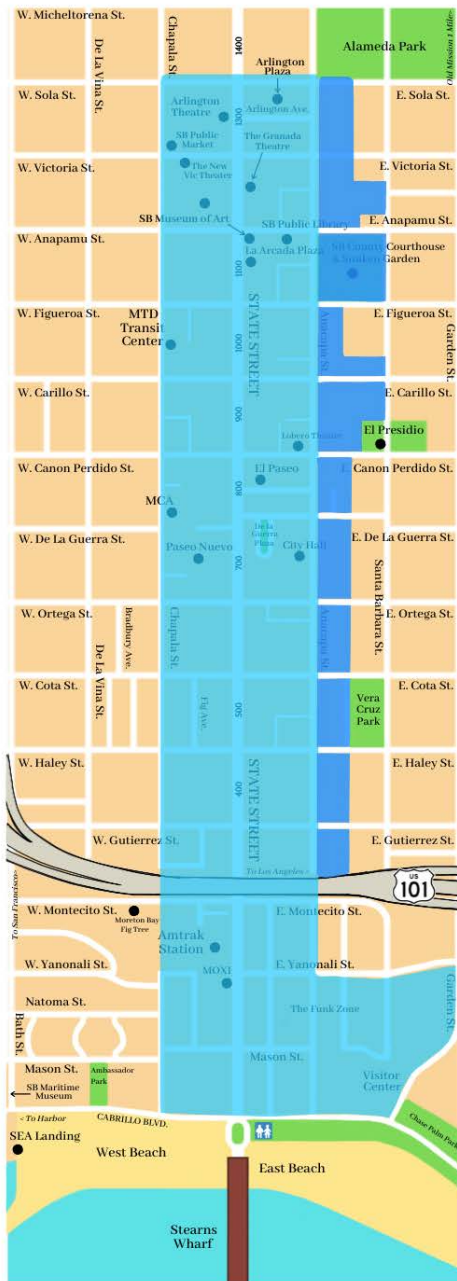
On the northwest side: the southern side of Sola Street

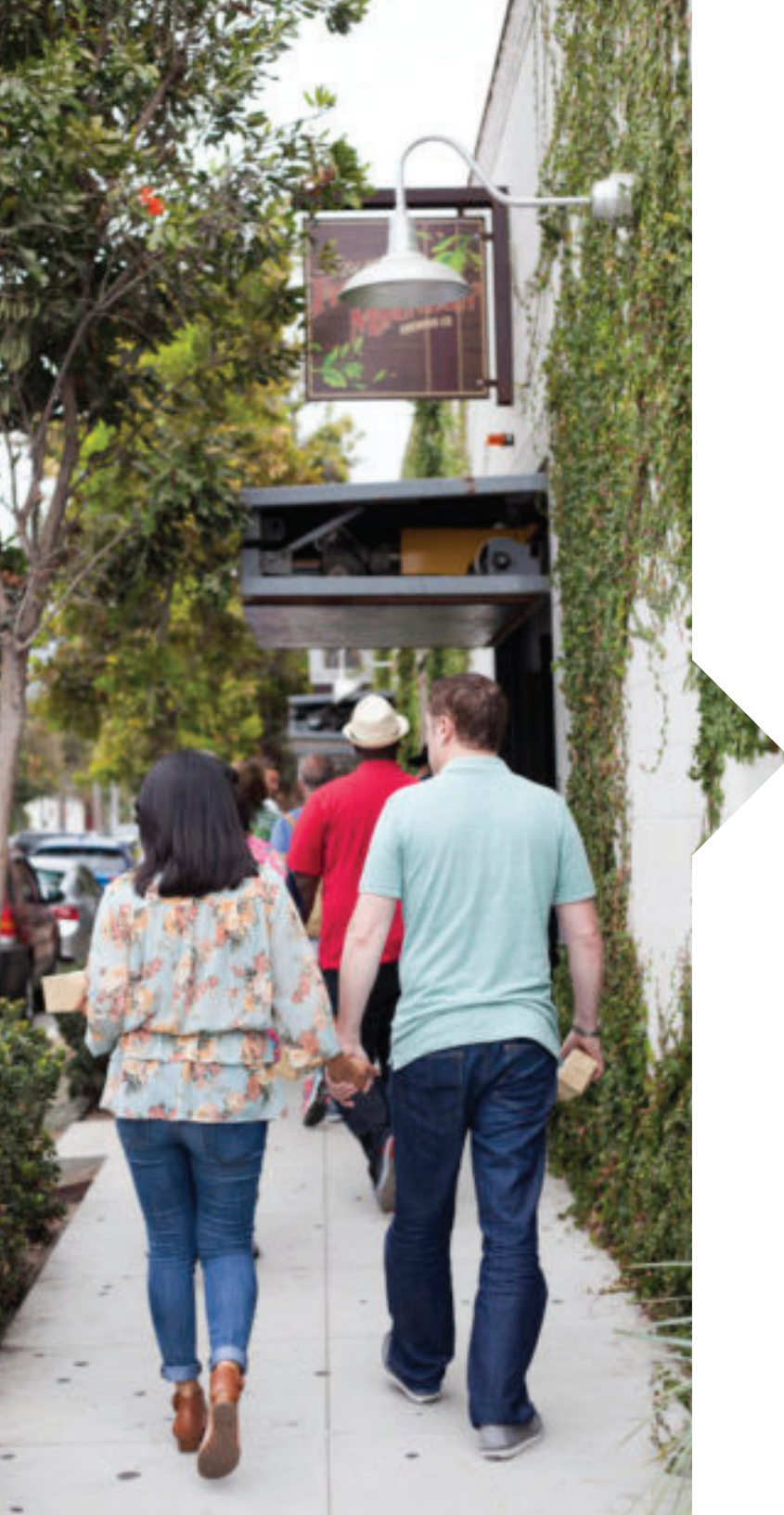
On the northeast side, the parcels on west side of Anacapa Street

On the southwest side, the eastern side of Chapala Street

On the southeast side, the northern side of E. Cabrillo Street;

Zone 2: In general, all of the parcels on the east side of Anacapa Street from Sola Street on the northeast corner side to Highway 101 on the southeast corner.





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:

1. Respond to homelessness, panhandling, and loitering activities that interfere with business in downtown Santa Barbara
2. Safety ambassadors and private security for downtown Santa Barbara
3. Fund community events to improve the identity and bring positive attention to downtown Santa Barbara
4. Enhanced sidewalk and gutter sweeping services, enhanced cleaning/graffiti removal, and increase pressure washing of sidewalks
5. Marketing, promotions, social media and branding programs or campaigns to bring new business and attract new tenants

Funding Allocations & Budget

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

Proposed First Year Downtown Santa Barbara District CBID Budget

Category of Services	Percentage of budget	1st Year Allocation (rounded)
Civil Sidewalks	66%	\$1,790,000
District Identity and Placemaking	14%	\$380,000
Administration	15%	\$407,000
Contingency/Reserve	5%	\$135,206
Total 1st year Budget	100%	\$2,712,206

Timeline & Term



July-August

Petitions Distributed. Need 30% of assessed costs to sign the petition for it to go to City Council for Resolution of Intent.



September-October

If City Council approves the Resolution of Intent, Ballots will be mailed to all property owners in the District. Ballots collected and counted at City Council meeting estimated to take place in October.



November-December

30-Day waiting period. Invoices sent out.

2024

Implementation of the Management Plan and delivery of services is scheduled to commence in 2024.

TERM: Under the Santa Barbara local enabling ordinance, the District may be established for an initial term of 5 years, and the term for renewal of the existing district may be as long as 20 years and shall not exceed 20 years. State law and the local enabling ordinance permits this annual disestablishment of the District based upon petition and vote of the property owners. The threshold needed to trigger the balloting for the formation of the district is the same as the process for disestablishment of the district.

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.

Who We Are

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.



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For more information, visit
DowntownSB.org or SBSCChamber.com