

Statement of Purpose



DOWNTOWN
SANTA BARBARA

SANTA BARBARA
SOUTH COAST
CHAMBER OF COMMERCE








The purpose of the proposed Community Benefit Improvement District ("District") is to ensure the future economic vitality of downtown 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.

Programs & Services

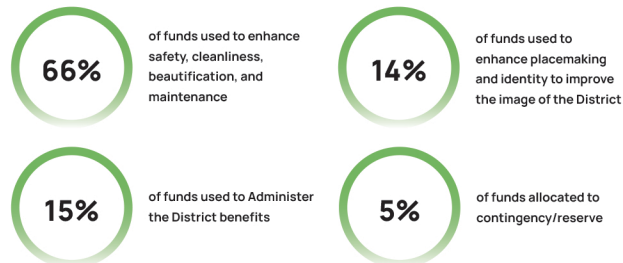
Through a 2022 survey of all property owners in the proposed District, the survey results informed the priority services desired by the property owners. The top five special benefits are:

-  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

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 allowing the plan to be voted on by property owners and ultimately adopted by City Council for implementation in 2025.

Funding Allocations & Budget

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



Proposed First Year Downtown Santa Barbara District CBID Budget

Category of Services	Percentage of budget	1st Year Allocation (rounded)
Civil Sidewalks	66%	\$1,320,000
District Identity and Placemaking	14%	\$280,000
Administration	15%	\$300,000
Contingency/Reserve	5%	\$100,000
Total 1st year Budget	100%	\$2,000,00

Timeline & Term

July 2023-February 2024

Petitions Distributed. Need 25% of assessed costs to sign the petition in support of the CBID plan for it to go to City Council for adopting a Resolution of Intent.

March 2024

If the required petitions are submitted to the City, the City Council approves the Resolution of Intent, and Ballots will be mailed to all property owners in the District. Ballots are then collected and counted. The ballots list the assessment amount and are attached with the plan summary of the CBID. Property owners will know which services they will be funding and what their contribution will be, printed on the ballot. All returned ballots must have a signature of the owner of the property as well as a

May - Public Hearing Held

The public hearing will be held approximately 50-60 days after the ballots have been mailed to every property owner. Ballots will be counted at the public hearing and if the weighted returned ballots demonstrate support for the establishment of the CBID, the City Council will adopt a "Resolution of Formation" and instruct the appropriate City Dept. to communicate that the assessments should be included in the Fall 2024 property tax bills. The first assessments should come with the December 2024 property tax bills and the City will then transfer those assessments to a new non-profit management corporation which will oversee the day to day operations of the CBID and manage the funds as articulated in the Management District Plan.

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.

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

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.

