



**DOWNTOWN**  
**SANTA BARBARA**

**SANTA BARBARA**  
**SOUTH COAST**  
CHAMBER OF COMMERCE



July 24, 2023

Dear Property Owners and Property Managers in Downtown Santa Barbara,

***Enclosed with this letter you will find an important petition to assist in initiating the proposed Downtown Santa Barbara Community Benefit Improvement District (CBID).*** By signing this petition, you are demonstrating your support for the CBID that will enable the process to move to the official mail balloting phase bringing the district to fruition. 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 to support the short and long-term economic vitality of the district.

#### **ABOUT THE PROPOSED COMMUNITY BENEFIT IMPROVEMENT DISTRICT (CBID)**

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.

Formation of the CBID would give property owners and businesses in the district a unified voice to advocate for the District, collectively liaise with the City, and independently manage the 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 three 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

From this information, the CBID Steering Committee has directed consultant, New City America to formalize a Management Plan and Budget.

#### **A PROJECT MILESTONE: THE PETITION PROCESS & NEXT STEPS**

This communication and petition represent a milestone in the project. The CBID Steering Committee, made up by a diverse cross section of downtown property owners who want to support the future of downtown has thoroughly vetted the professional management plan and budget and is bringing it to you now to sign. Your signature will affirm the process can go to an official ballot anticipated for September/ October.

**How this all works per the local enabling ordinance...** Property owners representing a minimum of 30% of the total assessments in the CBID must sign a petition to bring this issue to an official mail ballot vote. The petition includes information regarding your specific parcel(s) assessment – the annual assessment amount and percentage of the total assessment.

**The petition must be signed by the legal owner or an authorized representative. Your prompt return of the petition would be appreciated. Please return no later than Friday, August 31, 2023.**

When the minimum 30% weighted petition threshold is reached, the Santa Barbara City Council will consider adopting a “*Resolution of Intent*” to mail out ballots to all property owners in the proposed CBID. Ballots would be mailed to property owners in late September or early October and the ballots will need to be returned by the public hearing, scheduled to be held by the end of November. In order for the Downtown Santa Barbara CBID to be adopted by the City Council, *50% plus one of the weighted ballots returned* must be in favor of the formation of the Downtown Santa Barbara CBID.

If the Downtown Santa Barbara CBID is established, an annual assessment will be collected from each property owner through their county property tax bills beginning with the bill due in early December 2024. During the first year, partial assessment bills will be sent out by the City of Santa Barbara to get the new District up and running by Spring of 2024. Assessment funds would be managed by a new non-profit organization made up primarily of the property owners and business owners that pay into the CBID. Shall the CBID pass, the existing BID would not be renewed, and the downtown organization of Santa Barbara’s resources would be folded into the new organization to support a smooth transition.

This package includes a summary of the Downtown Santa Barbara CBID 2023 Management District Plan (the full plan is available upon request), your petition and a return envelope. You may return the petition by mail in the enclosed envelope, scan and e-mail it to [mail@newcityamerica.com](mailto:mail@newcityamerica.com) (the company Downtown Organization and the Santa Barbara South Coast Chamber are working with to support this initiative fax to their offices at (619) 239-7105.

It is imperative we act now, establish the district to enhance downtown services, economic growth, district vitality and act independently of city budgets for the future of our downtown. The CBID Steering Committee members strongly believe that the proposed CBID is the most effective long-term mechanism for improving the Downtown Santa Barbara.

For more information, or to get a copy of the full Management District Plan e-mailed or sent to you, please call Monica Montes at New City America at (888) 356-2726 or e-mail her at [monica@newcityamerica.com](mailto:monica@newcityamerica.com). Thank you for your cooperation in this important effort.

Sincerely,

**CBID STEERING COMMITTEE:**

**Co-Chairs:** Janet Garufis, Peter Lewis,

**Steering Committee members:** Joe Corazza, Trey Pinner, Crosby Slaughter, Ron Robertson, Trevor Large, Geoffrey Carter, Mitchell Sjerven, Matt LaBrie, David de L'Arbre, Dan Burnham, CJ Young

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