

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.

Programs & Services

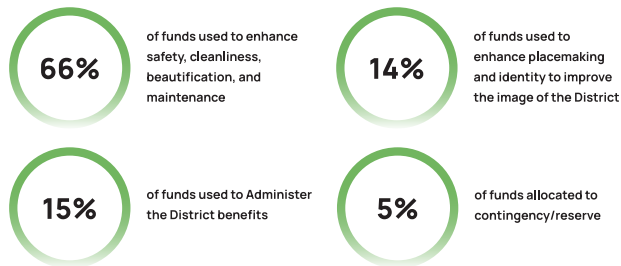
Through a 2022 survey of all property owners in the proposed District, the survey results informed the priority services desired by the property owners. The top five special benefits are:

-  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 this year allowing the plan to be voted on by property owners and ultimately adopted by City Council for implementation in 2024.

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%	\$1,790,000
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.

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.

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.



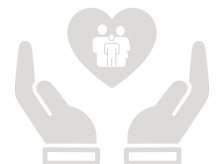
200 CBIDs in California



1500 throughout the US



700 Parcels to be assessed



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