



**Memo**

To: Public Financing Authority

From: Downtown Action Organization (DAO)

Date: May 7, 2025

Re: Recommendations for the Enhanced Infrastructure Financing District (EIFD) Draft Infrastructure Financing Plan (IFP)

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The DAO's support of the EIFD is based on the belief that this funding mechanism is an ideal vehicle to create substantial economic impact *within* the district. Including a potential mix of housing, catalyst development projects, and placemaking infrastructure investments that are at a scale to increase foot traffic, development investment, and vitality within the district. We support honing in on priorities that will have a substantial impact by directly increasing property values and tax revenues as well as business revenue and sales tax revenue. It is paramount that the investments are aligned within the district itself, and benefit both new and existing properties.

At the April 23 DAO Board Meeting, the board discussed the current draft IFP and made the following recommendations for the Public Financing Authority to consider including in the next draft:

1. The DAO brought forward and supported the concept of an EIFD as a mechanism for providing much needed funding for Downtown infrastructure and placemaking and believes that should remain a central component of the IFP. A minimum of 50% of the funds generated should support Downtown infrastructure and placemaking, not directly tied to a catalyst project.
2. Since both affordable housing and a catalyst project are dependent on outside partners as well as additional criteria to come to fruition, there should be flexibility in fund allocation, with a maximum amount of 50% of funding being allocated. Additionally, both a catalyst project and affordable housing projects within the EIFD boundaries would require and rely on enhanced infrastructure and placemaking in the Downtown.

3. Any catalyst project should be in, or immediately adjacent to the EIFD, with easy pedestrian access to Downtown businesses and properties within the EIFD boundaries.

We look forward to continued discussions about the EIFD and appreciate the work of the staff and elected officials who are working to bring this concept to Santa Rosa.

Chair  
Pauline Block

Vice Chair  
Chris Denny

cc:

Daryel Dunston, Assistant City Manager

Gabe Osburn, Director of Planning & Economic Development