



April 23rd, 2018

To: Property Owners and Property Managers in Downtown Santa Rosa
SUBJECT: Petition for Initiating Balloting for the Proposed New Downtown Santa Rosa Community Benefit District (CBD)

Attached please find a petition for the proposed Downtown Santa Rosa Community Benefit District (CBD). By signing the petition you are demonstrating your support for the CBD and will enable the process to move to the mail balloting phase. Property owners representing a minimum of 30% of the total assessments in the CBD must sign a petition in order to bring this issue to an official mail ballot vote. The petition includes information regarding your specific parcel(s) assessment – the 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, May 18th, 2018.**

When the minimum 30% weighted petition threshold is reached, the Santa Rosa City Council will consider adopting a “*Resolution of Intent*” to mail out ballots to all affected property owners. Ballots would be mailed to property owners the first two weeks of June and the ballots will be due to be returned by the public hearing, scheduled to be held by the end of July. In order for the Downtown Santa Rosa CBD 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 Rosa CBD.

If the Downtown Santa Rosa CBD is established, an annual assessment will be collected from each property owner on their county property tax bills beginning with the bill due on December 2018. Assessment funds would be managed by a new non-profit organization made up of primarily of the property owners that pay into the CBD.

This package includes a summary of the Downtown Santa Rosa CBD 2018 Management District Plan (the full plan is available upon request), your petition and a return envelope. You may return the petition by mail, scan and e-mail it to mail@newcityamerica.com, or fax it into our offices at (619) 239-7105.

We have a chance to take Downtown Santa Rosa to the next level and the CBD Steering Committee believes that the proposed CBD is the most effective long-term mechanism for doing just that. 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. Thank you for your cooperation in this important effort.

The Downtown Santa Rosa CBD Steering Committee



Corporate Office ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ 888-356-2726 ■ 619-233-5009 ■ Fax 619-239-7105
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The Downtown Santa Rosa Community Benefit District 2018 Management District Plan

Executive Summary/Final Plan – April 10th 2018

Formed Under Article 5 to Chapter 6-56 of Title 6 of the Santa Rosa City Code
Relating to the Establishment of Community Benefit Districts

Prepared by:

New City America, Inc.

The Downtown Santa Rosa Community Benefit District Steering Committee
and the Downtown Action Organization



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Management District Plan Summary

The name of this Community Benefit District (“CBD”) is the Downtown Santa Rosa Community Benefit District (the “District”). The District is formed under Article 5 to Chapter 6-56 of Title 6 of the Santa Rosa City Code Relating to the establishment of Community Benefit Districts.

The levy of assessments on real property within the proposed District will fund physical improvements to individual properties, attract new customers, and increase business sales. The assessments will fund maintenance, special events and activities, and other special benefits within the District, revitalizing the Downtown Santa Rosa area and creating jobs, attracting and retaining businesses, and reducing crime.

Since the Spring of 2017, a group of Downtown Santa Rosa property owners have worked to gauge support within the community for a new *Special Benefit District* for both the Downtown Santa Rosa property owners and business community alike. The City of Santa Rosa hired New City America – a company specializing in *Special Benefit District* formation and management - to work with the Downtown Santa Rosa property owners to investigate the viability of a new Community Benefit District in Downtown Santa Rosa.

Since the initiation of work last Spring, the Downtown Santa Rosa Community Benefit District Steering Committee and the Downtown Action Organization approved a plan on how to fund and manage these new services in Downtown. Previously, the Santa Rosa Chamber of Commerce had investigated and initiated the steps to form such a district throughout 2016 and 2017.

Changes in Downtown Santa Rosa

In 2011, the State Legislature dismantled 408 redevelopment agencies, redirecting the flow of funds back to the counties, school districts, and cities rather than reinvesting back into redevelopment areas. The California League of Cities filed a lawsuit to stop this elimination, resulting in a 2011 California Supreme Court ruling ceasing the operations of all redevelopment agencies by February 2012. Consequently, the method of financing used previously by the City of Santa Rosa to fund Downtown Santa Rosa improvements no longer existed. In the past, the opportunity to fund pedestrian lighting, new sidewalks, and public improvements in Downtown Santa Rosa has typically been through this redevelopment, tax-increment financing. In light of the loss of that historic funding mechanism, the investigation of a new Downtown Santa Rosa CBD centered on these seven questions:

Without the Redevelopment agency to fund these improvements, the question still remains on how do property owners make sure:

1. That Downtown Santa Rosa's district brand will become more positive in Sonoma County.
2. That greater demand will be placed on the buildings resulting in greater rental rates and commerce to businesses and tenants.
3. That issues in the public rights of way including people demonstrating questionable behavior will be managed more consistent with standards in other communities.
4. That retail and restaurant commerce will increase for businesses.
5. That the public rights of way will become more orderly and attractive.
6. That new market rate housing will be built within Downtown.
7. That short-term and long-term parking needs and overall mobility, will be addressed.

How can a new CBD benefit property owners in Downtown Santa Rosa?

In summary, a Downtown Santa Rosa CBD is a *Special Benefits Assessment District* whereby property owners will pay for and control the assessments they generate through the CBD. The CBD will not replace current City services, but it can fund solutions to supplement City services in the areas including:

- safety and homeless/vacancy problems
- sidewalk cleanliness
- increase the trimming and replacement of damaging trees and landscaping
- install/improve decorative amenities such as street furniture/fixtures/equipment/lighting
- promote and enhance the brand/image of Downtown Santa Rosa
- manage events at Courthouse Square
- create a strong social media presence, and facilitate public relations for Downtown Santa Rosa businesses
- provide parking directional services and other mobility related activities

MOST IMPORTANTLY, THESE PROPERTY ASSESSMENT FUNDS CANNOT REPLACE EXISTING CITY SERVICES IN DOWNTOWN SANTA ROSA AND WOULD BE CONTROLLED BY A NON-PROFIT CORPORATION OF PROPERTY AND BUSINESS OWNERS, AFTER THE DISTRICT IS VOTED IN BY PROPERTY OWNERS.

Special Benefit Budget Category Analysis

The District Plan gives the property owners greater flexibility in determining the type and frequency of special benefit services that will be allocated on a year-to-year basis. As Downtown Santa Rosa evolves, services that are needed one year may not be needed the next. *Therefore, "bundles" or categories of special benefit funding are created and divided into five broad categories.*

Each section will give the property owner management corporation the percentages per services for the life of the District, but the flexibility to prioritize or minimize a service found within that category during the life of the District. The five categories of services include Sidewalk Operations, District Identity, Parking and Mobility, Administration, and Contingency.

The categories of services and their percentages represent the service plan the Downtown Santa Rosa property owners will be voting on when the District comes up for a mail ballot later this Spring or during the summer.

Estimated First Year Annual Budget: Approximately \$ 533,645.00 from assessments, (percentages rounded off)

Estimated % of Cost Per Category:

	<u>%</u>	<u>Annual Amount</u>
a. Sidewalk Operations, Civil Sidewalks	66%	\$ 350,000
b. District identity	9%	\$ 50,000
d. Parking and Mobility Related	7.5%	\$ 40,000
e. Program Management/Administration	14%	\$ 75,000
f. Contingency	3.5%	<u>\$ 18,645</u>
Total First Year Assessment		\$533,645.00

The proposed “bundles” of special benefit services are listed below.

SIDEWALK OPERATIONS/CIVIL SIDEWALKS:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Regular sidewalk and gutter sweeping
- Regular sidewalk steam cleaning
- Beautification of the District
- Enhanced trash emptying (over and above city services)
- Timely graffiti removal, within 24 hours as necessary
- Tree and vegetation maintenance (over and above city services)
- Maintenance of existing and new public spaces
- Planting flowers and installation and maintenance of hanging plants throughout the District
- Private security or case workers to address homeless issues, aggressive panhandling and mentally ill persons, including possible hiring of additional Santa Rosa Police Department Bike patrols and/or a camera system

DISTRICT IDENTITY AND STREETScape IMPROVEMENTS:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Web site development and updating
- Application development
- Management and coordination of special events
- Social media
- Public relations
- Holiday and seasonal decorations

- Branding of District properties so a positive image is promoted to the public
- Banner programs
- Public art displays
- Logo development
- Public space design and improvements

PARKING AND MOBILITY:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Creation of a new parking application
- Possible shuttle to and from train station
- Wayfinding system
- Installation of shared parking spaces with the City
- Possible community valet operated by the Management Corporation
- Negotiation of bulk or discount rates for District property owners and tenants with parking structures after hours of with surplus parking. As the districts becomes more dense, parking demand will increase and if current multi structure buildings can't accommodate the demand, the District may coordinate employee and tenant needs with the available peripheral parking to meet this need;
- Bike racks, car sharing spaces and other items that increase mobility in the district
- Negotiation with dockless bicycle companies to ensure that bicycles are launched in an organized way within District boundaries. Dockless bikes are creating major positive and negative mobility issues for Downtowns throughout the country. The District staff will need to work with the City and the dockless bike companies to ensure that these bikes do not impede the public rights of way

ADMINISTRATION/PROGRAM MANAGEMENT

Examples of this category of special benefit services and costs may include, but are not limited to:

- Staff and administrative costs
- General liability and Directors and Officers Insurance
- Office related expenses
- Rent
- Financial reporting and accounting
- Legal services

CONTINGENCY/CITY AND COUNTY FEES/RESERVE

Examples of this category of special benefit services and costs include, but are not limited to:

- Delinquencies, City/County fees, reserves

METHOD OF FINANCING:

The financing of the Downtown Santa Rosa CBD is based upon the levy of special assessments upon real properties that receive special benefits from the improvements and activities based upon which Benefit Zone they are located within. See Section 4 for assessment methodology and compliance with Article XIII (d) . There will be five factors used in the determination of proportional costs to the parcels in the District. These five factors are:

- Linear frontage
- Lot size or the footprint of the parcel
- Building square footage (excluding parking square footage built within the building that predominantly serves the tenants of the building and are not open to the public)
- City owned parking spaces that are open to the public
- Future commercial or residential condominiums that will be constructed within the District

Costs:

First Year Downtown Santa Rosa CBD Property Assessment Annual Costs

Zone	Cost/Building Square Footage	Lot Size Square Footage Cost	Linear Frontage Costs	City Parking Space costs per year
1	\$0.14	\$0.02	\$ 4.30	NA*
2	\$0.10	\$0.02	\$ 3.00	NA
3	\$0.14	NA	NA	NA
(Simon Mall and related buildings)				
4	NA	NA	0	\$36.00 per space per year
(City Parking Structures/Lots)				

*Not applicable

Benefit Zones:

1. Core properties around Courthouse Square (see Benefit Zone map)
2. Downtown peripheral properties
3. Simon Mall and related buildings
4. City Parking structures – 3,210 spaces

(City owned parcels are included in the District and are assessed based upon their location in Benefit Zone 1 or 2, if not parking related.)

- Annual assessments are based upon an allocation of program costs by assessable linear frontage, (assessable on all sides of the parcels that receive benefits); PLUS lot or parcel square footage; PLUS assessable building square footage, and in the case of residential condominiums, by actual building/unit square footage.
- Current and future residential condominium owners are assessed differently since condominiums include actual building square footage that are not necessarily on the ground level, therefore linear frontage and lot size are not _____ to condominiums. This alternate assessment methodology is created to respond to special needs within the growing District.
- The Simon Mall and related adjacent retail buildings are assessed for buildings square footage to fund marketing, promotions, public space activation for the nearby Courthouse square and ensuring that the parcels surrounding the mall remain clean, orderly and activated. If and when these buildings are redeveloped, they will be included in Benefit Zone 1 based upon the various property variable costs and level of services in this Benefit Zone.
- The City owned parking structures and lots will be assessed to create greater demand for these parking facilities and to accommodate customers in Downtown Santa Rosa. Based upon the data provided by the City, there are 3,210 parking spaces in the boundaries of the proposed District. They are each assessed \$36.00 per year, as stated in this Plan.

Cap:

The District budget and assessments may be subject to annual increases not to exceed 5% per year. Increases will be determined by the Owners' Association/District Management Corporation and will vary between 0% and 5% annually. Changes in land uses, the development of vacant parcels, the conversion of tax exempt to profitable land uses, the demolition of buildings, building improvements that increase square footages, and new building construction or residential condominium development, may alter the District's budget and individual property assessments. Linear frontage and parcel size are normally not altered in the redevelopment of a site. Changes to assessments are more likely to occur upon changes to building square footages. Changes may also occur upon the conversion of single parcels to multiple parcels due to the construction of residential or commercial condominiums.

As Zone 3 parcels are converted from predominantly major retail buildings to housing or other land uses, the assessments apportioned to Zone 1 parcels will be applied to these converted Zone 3 parcels in the fiscal year following that conversion.

Bonds:

The District will not issue any bonds related to any program.

District Formation:

Under Article V of Chapter 6-56 of the Santa Rosa City Code (“Article V”), District formation requires a submission of petitions from property owners in the proposed district representing more than 30% of the total assessments.

Once the City verifies the petitions totaling a minimum of 30% of \$ 533,645.00 (or \$ 160,093) in assessment contributions to the District, the Santa Rosa City Council may adopt a **Resolution of Intention** to mail out ballots to all affected property owners. The City will then hold a public hearing and tabulate the ballots. The Downtown Santa Rosa CBD will be formed if the weighted majority of all returned mail ballots support District formation and if the City Council adopts a **Resolution of Formation** to levy the assessments on the benefiting parcels.. The date for that public hearing has not been scheduled but is assumed that it will be held in late July 2018.

Boundaries:

The proposed Downtown Santa Rosa CBD consists of approximately 25 square blocks consisting of 159 parcels owned by 118 property owners, including the City of Santa Rosa. See the Downtown Santa Rosa proposed CBD map in Section 2, pages 12 and 13. The District is generally bounded by:

- On the south: On the north side of 1st Street from D Street running west to Santa Rosa Avenue and continuing westward along the north side of the Santa Rosa Creek to Morgan Street;
- On the west: On the west side of Morgan Street from the Santa Rosa Creek running northward to 6th Street and following A Street to 7th Street;
- On the east: From parcel 063-029 on the east side of E Street, running northward on both sides of E Street to parcel 052-047 near the intersection of 7th Street and E Street;
- On the north: Beginning at E Street heading west along 7th Street running south on Beaver and continuing on the northern side of the parcels fronting on 5th Street to Humboldt, running northward to 7th Street and heading westward including the parcels on both sides of 7th Street up to A Street.

Data in the proposed District:

Building Sq. Ft	Lot Sq. Ft.	Linear Frontage	Residential Condominium Bldg. Sq. Ft.	Public parking spaces
2,339,480 sq. ft.	2,412,012 sq. ft.	29,399 linear ft.	0	3,210

Term

Under Article V, the District may be established in perpetuity, based upon the will of the property owners. Acting through the District Management Corporation, District property owners will determine the duration of the District. Article V permits an annual disestablishment of the District upon petition and vote of the property owners.

Time and Manner for Collecting Assessments:

The Downtown Santa Rosa CBD assessments will appear as a separate line item on annual property tax bills prepared by the County of Sonoma. The assessments are collected at the same time and in the same manner as ad valorem property taxes paid to the County of Sonoma. The assessments have the same lien priority and penalties for delinquent payments as ad valorem property taxes. Any delinquent assessments owed for the first year will be added to the property tax roll for the following year together with any applicable interest and penalties. The “property owner” means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City.

Government Assessments:

The Downtown Santa Rosa CBD Management Plan assumes that the City of Santa Rosa, the Parking Authority, the Successor Agency to the Redevelopment Agency of the City of Santa Rosa, and the Housing Authority of the City of Santa Rosa will pay assessments for the public property they own in the District. Article XIII D, Section 4 of the California Constitution provides that public agencies such as the City and Successor Agency are not exempt from the assessments.

Parcels owned by the City of Santa Rosa identified in Section 7 will receive benefits commensurate with assessments they pay. These publicly owned parcels are presumed to benefit equally to the privately-owned parcels with respect to the special benefit services outlined in this Management District Plan.

Governance:

Pursuant to Article V and Section 36650 of the California Streets and Highway Code, a District Management Corporation or Owners’ Association will review District budgets and policies annually within the limitations of the Management District Plan. The Management Corporation must file Annual Reports with the City of Santa Rosa and will oversee the day-to-day implementation of services as defined in the Management District Plan.

“[O]wners' association" means a private nonprofit entity that is under contract with a city to administer or implement activities and improvements specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. (Sts. & Hy. Code § 36612.)

Disestablishment

Under Article V, Downtown Santa Rosa CBD participants will have an annual period in which to petition the City Council to disestablish the CBD. If the property owners vote by weighted majority to disestablish the District, assessments will be removed from the parcels the following fiscal year. Unexpended surplus funds will be returned to property owners based upon a parcel’s percentage contribution to the previous fiscal year’s assessments.

Exemptions or Reductions in Rates:

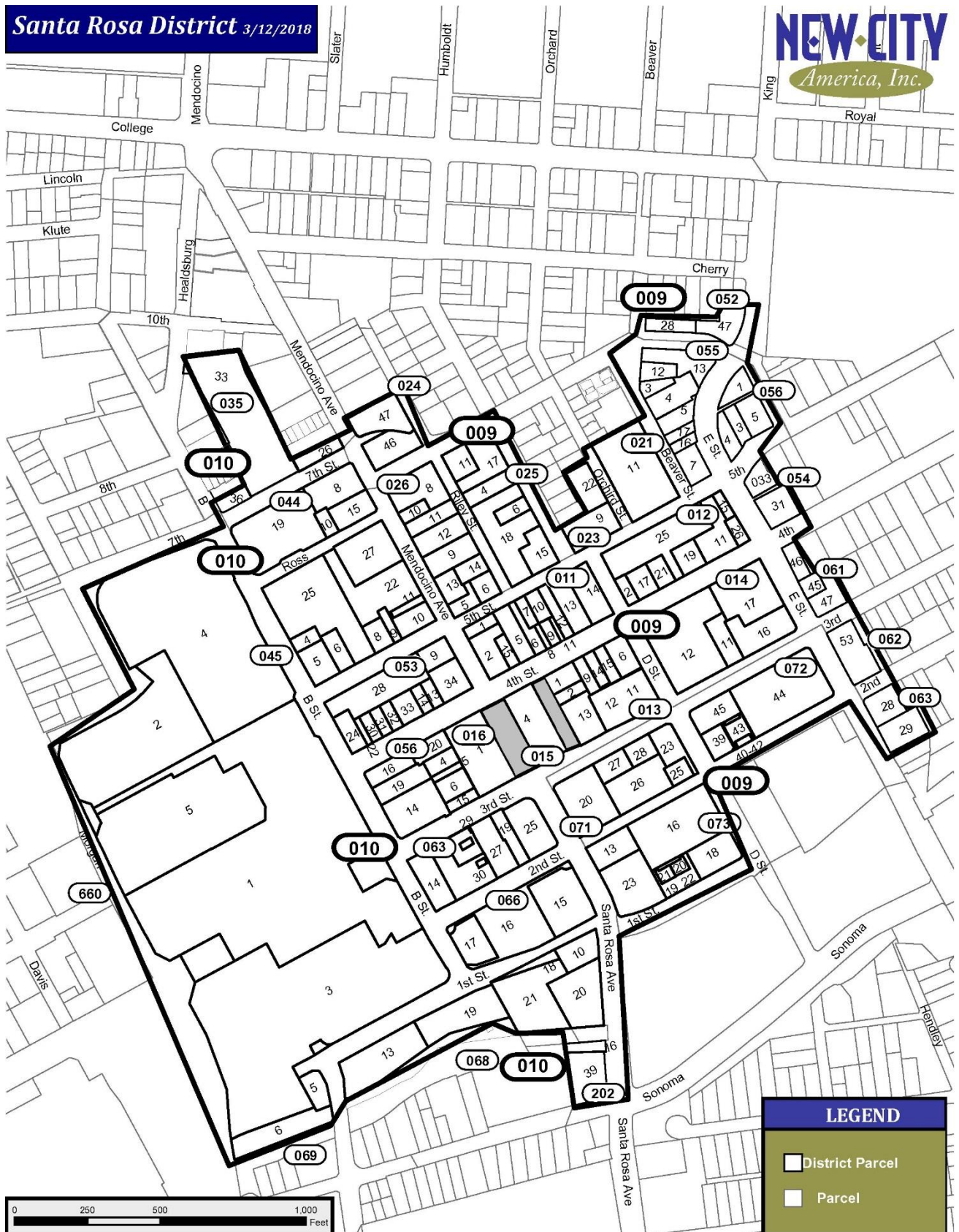
Under this Management District Plan and consistent with Proposition 218 and Article XIII (D) of the State Constitution, no parcel receiving special benefits from the establishment of a property assessment district is exempt from payment of the assessment. This Plan acknowledges the financial impact that CBD assessments may have on various land uses within the boundaries of the District. Therefore, *affordable housing building square footage* is exempt from the building mass in the calculation of assessments for that parcel. If and when an affordable housing component is relocated out of the District or converted, that building square footage will be fully assessed consistent with Benefit Zone 1 or 2 as outlined in this Plan.

Downtown Santa Rosa Community Benefit District Boundaries

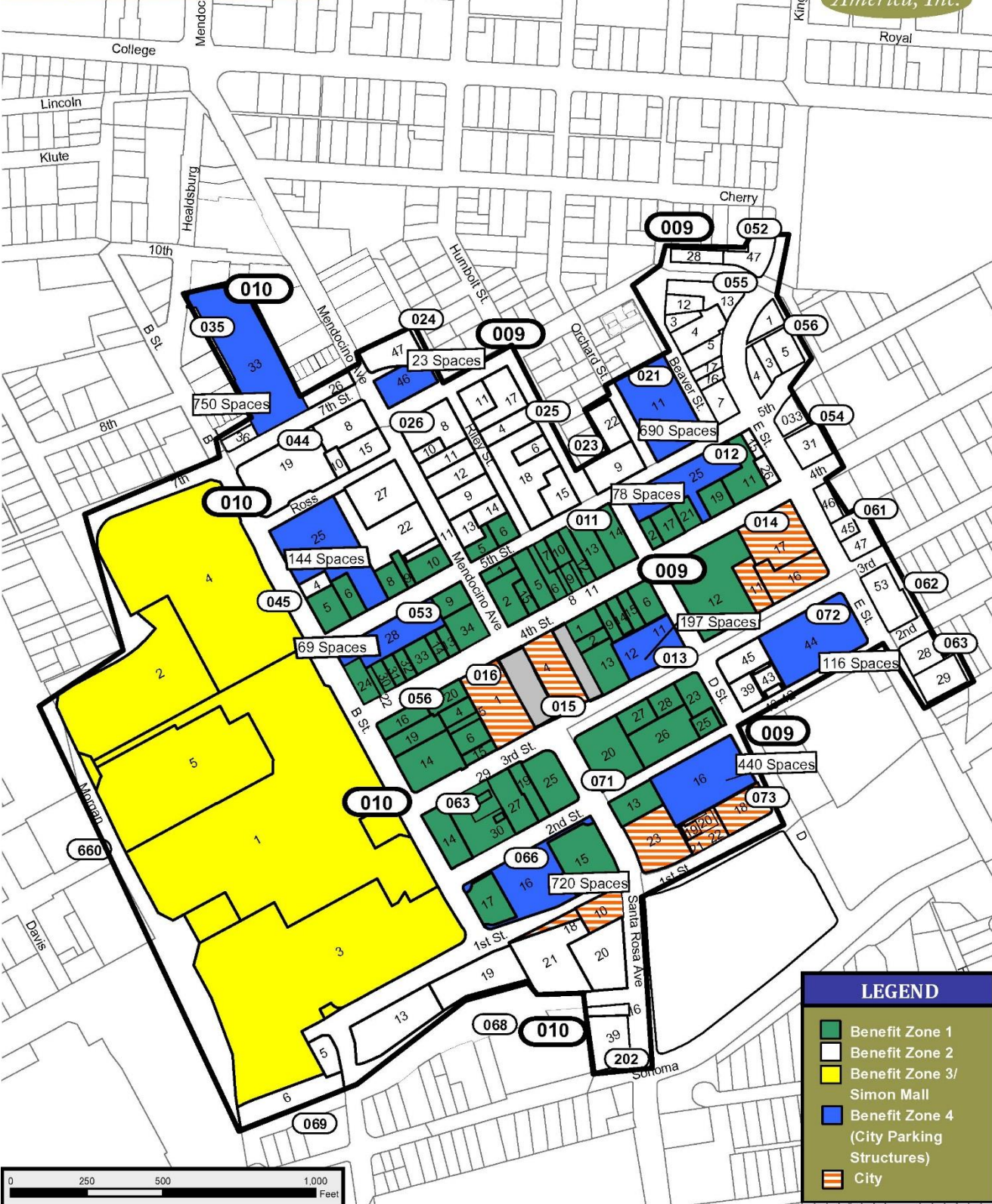
Boundaries:

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- *On the south:* On the north side of 1st Street from D Street running west to Santa Rosa Avenue and continuing westward along the north side of the Santa Rosa Creek to Morgan Street;
- *On the west:* On the west side of Morgan Street from the Santa Rosa Creek running northward to 6th Street and following A Street to 7th Street;
- *On the east:* From parcel 063-029 on the east side of E Street, running northward on both sides of E Street to parcel 052-047 near the intersection of 7th Street and E Street;
- *On the north:* Beginning at E Street heading west along 7th Street running south on Beaver and continuing on the northern side of the parcels fronting on 5th Street to Humboldt, running northward to 7th Street and heading westward including the parcels on both sides of 7th Street up to A Street;



**Santa Rosa District
Benefit Zone Map 3/6/2018**



Calculation of Assessments:

The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the improvement or the maintenance and operation expenses of an improvement or for the cost of property service being provided. Per California Constitution Article XIII D, Section 2(i), "Special Benefit," means a particular and distinct benefit over and above general benefits conferred on a real property located in the district or to the public at large. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefits conferred upon that parcel. Only special benefits are assessable and these benefits must be separated from any general benefits. Properties are assessed as defined on the County Assessor's most current parcel maps. The preceding methodology is applied to the database of parcels within the District. The process for compiling the property database includes the following steps:

- A report was generated from data obtained from the Sonoma County Tax Assessors office.
- A list of properties to be included within the District is provided in Section 7.

Parcel Assessment Calculation

The annual assessment method to calculate all parcels and ground floor commercial condominiums for Benefit Zone 1 will be:

$$\begin{aligned}
 &\text{Total Street Frontage X \$4.30 per foot} \\
 &\quad + \\
 &\text{Total Lot Square Footage X \$0.02 per square foot} \\
 &\quad + \\
 &\text{Total Building Square footage X \$0.14 per square foot} \\
 &\quad = \\
 &\text{TOTAL PARCEL ASSESSMENT}
 \end{aligned}$$

The annual assessment method to calculate all parcels and ground floor commercial condominiums for Benefit Zone 2 will be:

$$\begin{aligned}
 &\text{Total Street Frontage X \$3.00 per foot} \\
 &\quad + \\
 &\text{Total Lot Square Footage X \$0.02 per square foot} \\
 &\quad + \\
 &\text{Total Building Square footage X \$0.10 per square foot} \\
 &\quad = \\
 &\text{TOTAL PARCEL ASSESSMENT}
 \end{aligned}$$

The annual assessment method to calculate all parcels in Benefit Zone 3 will be:

$$\begin{aligned}
 &\text{Total Building Square Footage X \$0.14 per foot} \\
 &\quad = \\
 &\text{TOTAL PARCEL ASSESSMENT}
 \end{aligned}$$

The annual assessment method to calculate all parking spaces for Benefit Zone 4 will be:

$$\text{Parking Space X \$36.00 per space} = \\ \text{TOTAL PARCEL ASSESSMENT}$$

Residential Condominium Assessment:

The annual assessment method for a residential condominium once they are built, regardless of Benefit Zone will be:

$$\text{Total Residential Unit Building Square footage X \$0.20 per Square Foot} = \\ \text{TOTAL RESIDENTIAL CONDOMINIUM UNIT ASSESSMENT}$$

Future Development:

As a result of continued new development, the Downtown Santa Rosa CBD will experience the addition or subtraction of assessable commercial buildings or the conversion of vacant parcels into new commercial and residential or buildings and units. The Management District Plan assessment methodology will reflect any and all land use changes in the District with annual adjustments being submitted to the City, as these assessment calculation and property variable alterations occur.

Maximum Assessment:

Assessments may be subject to annual increases not to exceed 5% per year. Increases will be determined by the CBD District Management Corporation and will vary between 0% and 5% in any given year. The maximum the assessments may be increased is 5% over the previous fiscal year's base assessments. The absence of increase in any given year does not give the District Management Corporation the authority to accumulate increases above 5% in any successive year. The following projections illustrate a potential 5% annual increase.

PETITION TO THE CITY COUNCIL OF THE CITY OF SANTA ROSA TO FORM THE DOWNTOWN SANTA ROSA COMMUNITY BENEFIT DISTRICT

We petition the City Council of the City of Santa Rosa to initiate proceedings to form the Downtown Santa Rosa Community Benefit District (the "Proposed District") pursuant to Ordinance No. 2018-004, Article V To Chapter 6-56 of Municipal Code relating to the Establishment of Community Benefit Districts. A summary of the Management District Plan for the Proposed District is attached to this petition. The full Management District Plan and corresponding Engineers report is available by mail, fax or email by contacting New City America at (888)356-2726. We understand that the City Council of the City of Santa Rosa will not take final action to form the District until it conducts a mail ballot proceeding at which affected property owners may express their support for or opposition to the proposed assessment. If the mail ballot proceeding results in a majority protest against the assessment, then the Proposed District will not be formed.

009-023-009	2	707	5TH ST	18,000	17,460	380	\$3,246.00
009-023-021	2	413	ORCHARD ST	13,000	19,250	150	\$2,635.00

I hereby declare, under penalty of perjury of the laws of California, that I am the owner of the parcels listed on this petition or I am the authorized representative of such owner.

Please Print Name and Title

X _____
Signature of Record Owner or Authorized Representative
(in the case of property owned by non-individuals)

Please return Petitions by Friday, May 18, 2018
Please fax to (619) 239-7105 or scan and email to mail@newcityamerica.com
and mail to Downtown Santa Rosa Community Benefit District
c/o Santa Rosa Metro Chamber
50 Old Courthouse Square, Ste. 110, Santa Rosa CA 95404

WHAT OUR SUPPORTERS ARE SAYING



"I support the District because it will help make Courthouse Square and the downtown area more attractive for locals to enjoy and for visitors to spend time."

–Hugh Futrell, downtown business and property owner

"Successful cities have vibrant downtowns. I support the District because people who own businesses and property downtown can have more control over the activity and services that make our downtown more successful."

–Sonu Chandi, downtown business owner



"I grew up in downtown Santa Rosa. I support the District because it gives us the opportunity to build upon the success of our reunified square and help business grow."

–Michael Hyman, downtown business and property owner

"We have invested our lives in downtown Santa Rosa. I support the District because it will provide even more reasons for people to come downtown to eat at our wonderful restaurants and spend time in our shops."

–Sue and Ric, downtown business and property owner



Convene. Empower. Act.

