

**From:** [Cadance H. Allinson](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Public Comment - City Council 4/25/2023 Item 14.1  
**Date:** Monday, April 24, 2023 4:47:27 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

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Mayor Rogers, Vice Mayor MacDonald and Members of Council,

Most importantly, the Downtown Action Organization would like to express our gratitude to the City staff who have worked on this item and the expediency with which they have brought it to council.

As representatives of 162 property owners within the Downtown District, the DAO fully supports the creation of an Enhanced Infrastructure Financing District within the proposed boundaries. The EIFD will create a critical long-term financing source for Downtown infrastructure, beautification, amenities, community space, safety enhancements and housing. Establishing an EIFD will also bring in crucial outside investment, support sales tax producing commercial use and increase Downtown employment. We cannot emphasize enough the potential positive impact this could have for our community, and we appreciate your support of both resolutions today.

We look forward to supporting staff and council as they continue moving the process forward.

Cadance Hinkle Allinson

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The banner features the Santa Rosa Metro Chamber logo at the top left, with the tagline "Connect. Empower. Act." and social media icons for Facebook, Instagram, and LinkedIn. Below the logo is a row of ten small images showing various business and community events. The main text reads "SHOWCASE SONOMACOUNTY" in large, bold letters, with "WEDNESDAY MAY 3 4-8 PM" in a dark box to the right. To the right of the main text, it says "Celebrate local business during Small Business Week" and lists activities: "Business expo", "PitchFest funding finals", and "Food INC 'Hatching New Business' launch party". At the bottom, it says "4 Hours, Over 100 Businesses, Endless Opportunities!" and another row of ten small images showing more business and community scenes.