



TO: Downtown Santa Rosa Community Benefit District Property Owner
FROM: City Clerk on behalf of City of Santa Rosa
DATE: May 31, 2018
SUBJECT: Notice of Public Hearing to establish the Downtown Santa Rosa Community Benefit District, to be known as the Downtown Santa Rosa CBD, and the levy and collection of assessments for Fiscal Year 2018-2019

Dear Downtown Santa Rosa Property Owner:

The purpose of this notice is to provide you with information about the assessment ballot proceeding and public hearing being conducted by the Santa Rosa City Council on Tuesday, July 17, 2018.

Enclosed please find your official ballot for the proposed Downtown Santa Rosa Community Benefit District (Downtown Santa Rosa CBD). Because you are an affected property owner, you have the right to vote in favor or against the formation of the Downtown Santa Rosa CBD, which is proposed to be formed in perpetuity or until the City Council receives a written petition requesting disestablishment signed by property owners who pay more than thirty percent of the assessments levied in connection with the district.

The purpose of the assessment is to promote the economic revitalization and physical maintenance of mixed use and business districts in Santa Rosa.

The Santa Rosa City Council will conduct a Public Hearing on Tuesday, July 17, 2018, at 5:00 p.m., or as soon thereafter as the matter may be heard, at Santa Rosa City Hall, Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, CA 95404. At this hearing, the City Council will hear testimony regarding the proposed assessment.

On Tuesday, May 22, 2018, the Santa Rosa City Council approved a Resolution of Intention to form the Downtown Santa Rosa CBD. The Resolution of Intention states that the assessment proposed to be levied and collected for Fiscal Year 2018-2019 is \$533,645.00. The amount to be levied and collected for the subsequent years may be increased by an amount not to exceed five (5) percent per year.



Per City of Santa Rosa's Community Benefit District Ordinance (Chapter 6-56, Article 5) of the Santa Rosa Municipal Code, and the State Proposition 218, official ballots are being mailed to affected property owners. The City Council will approve formation of the Downtown Santa Rosa CBD and establish the assessment for the Fiscal Year starting July 1, 2018, if, at the close of the Public Hearing, a simple majority of the returned ballots vote in favor of the formation. The City Council will not impose an assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. The City ballots may be considered in tabulation of the balloting.

The results of the balloting will be tabulated and announced by the conclusion of the meeting at which the public hearing is scheduled, on July 17, 2018.

The assessment ballot will be treated as a public record during and after tabulation of the assessment ballots.

Downtown Santa Rosa stakeholders have met the requirements of the City of Santa Rosa's enabling ordinance by submitting qualified petitions and an appropriate Management District Plan, which is available at the City's website: www.SRCity.org/CBD, and certified by a qualified District Assessment Engineer.

The methodology used for the assessment is calculated based on a given property's linear frontage, lot size square footage, and building square footage excluding parking within the building that predominately serves the tenants, and excluding building square footage attributed to affordable housing. Future commercial or residential condominiums constructed within the district will have a separate calculation. City owned parking spaces that are open to the public are assessed per space. A more detailed breakdown of the assessment methodology can be found in Section 4 of the Management District Plan.

ASSESSMENT BALLOT PROCEDURES:

Enclosed with this notice you will find:

- Assessment ballot
- Return envelope to return signed ballot

A digital copy of the fully executed Resolution of Intention, the Downtown Santa Rosa Community Benefit District 2018 Management District Plan, and District Assessment Engineer's Report can be found at the City's website: www.SRCity.org/CBD



The following is a summary of the procedures governing the return and tabulation of the ballots:

- The City of Santa Rosa through the City Clerk’s Office, and the Consultant will handle the sending of notice and ballots. The receipt and counting of the ballots will be handled by the City Clerk.
- A ballot is being sent to the owner of each parcel identified in the Downtown Santa Rosa Management District Plan and verified by the District Assessment Engineer’s Report (found at the website link above). The ballot will be sent to the parcel property owner address on file with the County Assessor’s Office. If the ballot is returned as undeliverable within 21 days of mailing, the City Clerk’s Office will attempt to determine a correct owner and/or address and re-send the ballot.
- Only ballots with original signatures (no photocopies of signatures) will be accepted. Ballots will NOT be counted if the ballot:
 - Is a photocopy without an original signature;
 - Is unsigned; or
 - Lacks an identifiable “yes” or “no” vote.
- Ballots must be cast by the property owner, or authorized party with authority to vote on behalf of the property owner.
- Ballots are requested to be mailed in the return envelope enclosed with the ballot. If a ballot is hand delivered, it must be delivered to the City Clerk by the conclusion of the Public Hearing.

Should you have any questions, please contact:

Raissa de la Rosa, City of Santa Rosa Economic Development Manager

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Website: www.srcity.org/CBD