



November 13, 2018

To: Downtown Property Owners

SUBJECT: Center City Anaheim Community Benefits District Survey
Please respond by Friday, December 7, 2018

The City of Anaheim has worked over the years with property owners in the downtown area to enhance and promote its economic viability. Steps taken by the City include the formation of the Center City Association (formerly the Downtown Anaheim Association) primarily for Center Street Promenade activities, and rebranding a portion of the area as Center City Anaheim. The area has experienced new private investment and infrastructure expansion over the past 25 years, and the City now desires to unlock the economic potential of this vibrant and growing area. In September, the City Manager approved a contract with New City America to work with property owners to investigate and assist in the formation of a new Center City Anaheim Community Benefit District (CBD).

Through an initial survey process, we are seeking feedback from downtown Anaheim property owners to gauge their level of support for a proposed *Center City Anaheim Community Benefit District* (CBD). The proposed CBD would fund improvements and services over and above those currently provided by the City of Anaheim. From the results submitted, we are hoping to better understand the type of special benefit services and improvements that most interest you. Any special benefit assessments paid by property owners will solely fund improvements to the public rights of way directly surrounding those properties. The CBD funds cannot, by law, be used outside of the new district boundaries nor can they replace existing City-funded services.

Please take time to complete the survey and submit no later than Friday, December 7, 2018. The survey is short and easy, and there are multiple ways to take it.

- Go to www.newcityamerica.com;
 - Click on “Our Communities” dropdown
 - Click on “New Districts”
 - Scroll down to “Center City Anaheim – Survey Links” (Survey Monkey or Printable)



Corporate Office ■ Little Italy ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ Fax 619-239-7105
San Francisco Bay Area Office ■ 954 Lee Avenue ■ San Leandro CA ■ 94577 ■ 888 356-2726
New England Office: 42 Pearl Street ■ New Bedford MA ■ 02740
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

- Complete the attached two-page form and:
 - Fax it to (619) 239-7105
 - Scan and e-mail it to monica@newcityamerica.com
 - Mail it in the enclosed self-addressed stamped envelope to:
 - Center City Anaheim Steering Committee
 - c/o New City America, 710 W. Ivy Street, San Diego, CA 92101

The survey is an important and necessary first step in the investigation process, as it enables us to set the proposed boundaries of the district and prioritize the special benefits desired by the property owners. Based on the results of the survey, a determination regarding the feasibility of the CBD's formation will be made by a CBD Steering Committee. In the future, the survey will also help us develop an initial benefit service plan and cost estimates. **It is important to remember that this is a property owner-driven initiative; in other words, you and the other property owners decide what services and improvements you value and if you are willing to pay for them.**

More importantly, the proposed CBD will be recommended to the City Council based upon the decision of the Steering Committee, which is open to all downtown property owners wishing to participate.

Currently, it is not possible to provide specific information regarding the cost of any assessment. Assessments will be based on the planned services and improvements and take into consideration the linear frontage of your parcel, parcel size, and building square footage. If the CBD is conceptually supported during this investigative stage, the CBD Steering Committee will determine the costs to every benefitting parcel. If the Steering Committee agrees that support exists to move to the CBD formation, this will culminate in a vote of the downtown Anaheim property owners in the summer of 2019.

The survey results will be summarized and used for the CBD process. Please contact me at (888) 356-2726 or by e-mail at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Center City Anaheim Community Benefit District. For more information regarding the CBD from the City of Anaheim's perspective, please contact Jessica Garcia, City of Anaheim, at (714) 765-4569 or by e-mail at: jgarcia3@anaheim.net.

Sincerely,



Marco Li Mandri
Project Manager
Downtown Anaheim CBD Investigation
New City America
www.newcityamerica.com

**SURVEY OF ANAHEIM PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
CENTER CITY ANAHEIM COMMUNITY BENEFIT DISTRICT**

Please respond by December 7, 2018

*You may also complete this survey online at <http://newcityamerica.com/new-districts/>
(scroll down page and click on "Center City Anaheim Survey Monkey Link")*

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property at this address in downtown Anaheim?
 - a. Less than 2 years
 - b. 3 - 9 years
 - c. 10 - 24 years
 - d. 25 - 49 years
 - e. 50 or more years

2. Do you believe that the image of downtown Anaheim as portrayed in the media over the past few years has had any impact on your property values?
 - a. Yes, positive
 - b. Yes, negative
 - c. Not at all
 - d. No opinion

PUBLIC SAFETY

3. In terms of security and public safety, do you feel that downtown Anaheim is.....?
 - a. Safe & orderly
 - b. Relatively safe, may suffer from unsafe image
 - c. Unsafe

4. Would you support *property owner funded* special benefit services to respond to homeless, panhandling, and loitering issues within the downtown?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

5. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of downtown sidewalks?
 - a. Yes
 - b. No
 - c. No Opinion

6. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers and shrubs throughout the downtown area to beautify the community?
 - a. Yes
 - b. No
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

7. Would you support *property owner funded* marketing and promotions campaigns to bring new business and attract new tenants to downtown Anaheim?
 - a. Yes
 - b. No
 - c. No Opinion

