



May 24, 2017

To: Property and Business Owners in the Greater North Beach/Jackson Square Business District (who did not respond to previous survey)

SUBJECT: Survey Regarding Creation of a New Greater North Beach/Jackson Square Community Benefit District (CBD)

Last December, we sent this survey to you. Our records show that you didn't respond to the question of interest in the expansion of Top of Broadway CBD services to your parcel. We are re-sending this survey and ask that you respond by June 23rd one way or another. Thanks

ORIGINAL SURVEY

In July 2013, the Top of Broadway" Community Benefit District was created by a vote of property owners in the heart of North Beach. The boundaries of the small CBD include:

- Broadway from Columbus west to Montgomery
- Kearny from Broadway to Columbus
- Columbus from Broadway to Kearny (East side of the street only)

Since that time, we have experienced a tremendous drop in criminal activity and have created a Board of Directors of key business and property owners that works closely with the Supervisors' office as well as SFPD, on ensuring that we receive our share of "general benefits" from the City and County. CBDs, by law, can only fund special benefits, or those services which are over and above city funded services. However, due to the establishment of our district, we have become strong advocates for the 39 property owners in this heart of the historic North Beach District.

With support from the Supervisor's and Mayor's office, we are now seeking to expand our small CBD to properties including:

- Columbus from Kearny to Washington
- Broadway from Montgomery to the Embarcadero
- The Jackson Square District

We are mailing the survey to all property owners in the areas listed above to ascertain their level of support for establishing a new expanded CBD, which would be combined with the administration and special services of the current Top of Broadway CBD. In time, we will also look at moving northward along Columbus, up to Washington Park, but not at this point.

CBD services for the expansion area as well as Jackson Square could include funding for security services, special events, decorations, sidewalk maintenance and beautification, promotion of social media and websites, public space development, signage, parking, etc. In addition to the Top of Broadway, San Francisco CBDs have been formed in the following business districts: Noe Valley/14th Street, Castro-Upper Market, Central Market Street, Yerba Buena, Union Square, the Tenderloin, Fisherman's Wharf/Portside, Civic Center, the SF Hotel Industry, Mid Polk, and three other sites under consideration. In each case, the property and business owners came up with both a plan of action and activities that would be funded by an approved assessment district. Their success is tangible and has resulted in higher sales and greater rental income and property values.

The services of this proposed Greater North Beach/Jackson Square Community Benefits District would be funded through an assessment levied on each and every parcel in the finalized boundaries of the expanded district. The property owners will determine the priority of each type of service as well as the exact costs of funding these services. All properties, public and private, would be included in this new assessment district. The property owners themselves, through the existing public benefit, non-profit district management corporation, would control and manage the funds generated by the assessment district as per the plan adopted in each expansion area. The City of San Francisco, by law, cannot use these special benefit funds to replace general benefit services. The funds, by law, must be spent within the boundaries of the proposed district and must confer a special benefit to each parcel owner in proportion to the assessments paid. Jackson Square assessments would be spent in Jackson Square, Top of Broadway assessments would be spent in the current CBD and the expansion area assessments would be spent in the expansion areas.

The Community Benefit District formation process takes a few significant steps including: 1) a survey of the property owners, 2) determining the level of conceptual support, 3) setting boundaries of the new expanded district, 4) determining priority special benefit services 4) development of a services plan, 5) adoption of that services plan which lays out special benefit services to be funded, and the costs of those services per parcel, 6) a petition drive endorsing the plan, 7) a mail ballot vote of the property owners to establish the district. Ideally, the entire process should be completed by the winter or spring of 2018.

We ask that you take a moment to fill out the attached survey and fax it back to us as soon as possible. The survey due date has been set for Friday, February 3rd. Please scan and send all completed surveys directly to our CBD Management group, New City America, at TopofBroadway@gmail.com. Alternatively, you may mail the completed survey back in the self-addressed envelope enclosed or take the survey on line by going to www.newcityamerica.com/ourcommunities/newdistricts

Please call the New City America office at (888) 356-2726 should you have any questions regarding the survey or the creation of the proposed Greater North Beach/Jackson Square Community Benefit District. The faster we receive your response, the faster we can determine the level of support for the formation of this new expansion of our Community Benefit District.

Sincerely,

Oliver Mar, President, Top of Broadway CBD
Joe Carouba, Vice President
Carmen Crotti, Secretary
Calvin Louie, Treasurer

**SURVEY OF GREATER NORTH BEACH/JACKSON SQUARE
PROPERTY OWNERS/BUSINESSES PURSUANT TO THE INVESTIGATION OF THE
EXPANSION AND FORMATION OF A COMMUNITY BENEFIT DISTRICT
(Please respond by scan or mail by Friday, June 23rd, 2017)**

This survey can also be downloaded and filled out on line by going to
www.newcityamerica.com, click on "Our Communities/new districts".

GENERAL QUESTIONS

1. How long have you owned your property in Greater North Beach/Jackson Square area?
- | | |
|----------------------|---------------------|
| a. Less than 2 years | d. 25 - 49 years |
| b. 3 - 9 years | e. 50 or more years |
| c. 10 - 24 years | |

PUBLIC SAFETY RELATED

2. In terms of security and public safety, do you feel that the district is.....?
- | | | |
|---------------------|------------|--|
| a. Safe and orderly | b. Unsafe; | c. Safe, however suffers
an image as an unsafe district |
|---------------------|------------|--|
3. Would you support *property owner-funded* enhanced security services for the district over and above the services currently provided by the San Francisco Police Dept.?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|
4. Would you support *property owner-funded* enhanced services, which would prioritize dealing with those people demonstrating questionable behavior in the public rights of way?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|

BEAUTIFICATION AND CLEANLINESS

5. Would you support the initiation of *property owner-funded* daily sidewalk and gutter sweeping, as well as regular steam cleaning services in the public rights of way?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|
6. Would you support *property owner-funded* planting, trimming and maintenance of trees and shrubs and other beautification efforts throughout the business district?
- | | | |
|--------|-------|---------------|
| a. Yes | b. No | c. No Opinion |
|--------|-------|---------------|

DISTRICT IDENTITY AND MARKETING THE DISTRICT

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

8. Would you support *property owner-funded* special events and a holiday lighting programs to improve the identity of the Greater North Beach/Jackson Square as well as bring positive attention to the district?
 - a. Yes
 - b. No
 - c. No Opinion

9. Would you support a *property owner-funded* innovative social media promotions campaign that supports active use of a website, facebook, and e-mail newsletters/announcements?
 - a. Yes
 - b. No
 - c. No Opinion

PARKING AND TRANSPORTATION

10. Would you support a *property owner-funded* community valet program that responded to fluctuating parking needs, particularly during the evening hours?
 - a. Yes
 - b. No
 - c. No Opinion

11. Would you be interested in serving on the Greater North Beach/Jackson Square - Golden Gate Community Benefit District Steering Committee as we develop the plan over the next few months?
 - a. Yes
 - b. No
 - c. No Opinion

Please fill out the following information:

Property Owner Name: _____

Authorized Representative's Name: _____

Property Site
Address(es): _____

Mailing Address: City/State/Zip: _____

Phone/Fax: _____

E-Mail: _____

Please return the completed survey by Friday June 23rd in the enclosed self-addressed envelope or scan to TopofBroadway@gmail.com

Survey written and produced by New City America Inc.
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 Project Manager
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