



JULY 23RD, 2022

To: Downtown Escondido/ Property Owners

SUBJECT: Proposal for a new Downtown Escondido "Community Benefit District" – Survey of Property Owners- **Please respond by Friday, August 26th, 2022**

As COVID winds down and Downtown Escondido emerges from these two years of crisis, business and property owners are now asking what the future holds for Downtown. Many businesses survived and the Downtown is intact and now seems like a good time for the Escondido Downtown Business Association (EDBA) to work with the City and local property owners to plot a course for growth. Key to that success is the creation of a sustainable funding mechanism for Downtown to market and promote Downtown, clean and beautify Downtown sidewalks, respond to homeless issues, manage parking, and create the environment for steady growth for years to come.

Downtown Escondido is at a pivotal point where the community must ask itself, what will Downtown Escondido look, feel and be like in 5, 10, or 15 years? We all know it should be an attractive, beautiful, orderly, walkable, and dynamic district, with hundreds of new residential units, including the linkage to the Sprinter which is a great asset to the district.

Recently, a group of members of the DBA business and property owners began discussing ways to set a course for balancing the unique and charming nature of Downtown Escondido with the recognition that additional development is inevitable.

The City has asked New City America, a locally based company who specializes in business district development, to aid the Downtown community to investigate whether property owners would be willing to consider supporting a new Downtown Escondido Community Benefit District (DECBD) which would fund special benefits for Downtown stakeholders. Special benefits are services above and beyond what the City of Escondido is currently providing to Downtown.

To this end, a new Downtown Escondido CBD Steering Committee will be created in early August to work with businesses, residents, and Downtown property owners to investigate this process and set a study area for a survey of property owners. New City America has a long and successful history of managing the growth of unique neighborhoods such as Downtown San Diego's Little Italy.



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Through the enclosed initial survey, we are seeking feedback from Downtown Escondido property owners to gauge their level of support for this proposed Downtown Escondido Community Benefit District.

Based upon the results from these returned surveys, we are hoping to better understand the type of special benefit services and improvements that interest the Downtown community. Any special benefit assessments paid through a property assessment district will solely fund improvements to the public rights of way directly surrounding those properties. The Downtown Escondido 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 August 26th, 2022. The survey is short and easy and there are multiple ways to take it.**

- Go to www.newcityamerica.com and click on “New Districts/Surveys” then click on the *Downtown Escondido Survey Monkey* link.
- Complete the attached two-page form and:
 - Fax it to (619) 239-7105
 - Scan and e-mail it to monica@newcityamerica.com
 - Or mail it in the enclosed self-addressed stamped envelope to:
New City America, 2210 Columbia 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 the Downtown Escondido CBD Steering Committee. In the future, the survey will also help us develop an initial special 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 once an agreed upon plan has been scoped and annual costs determined.**

Any proposed assessments will be based on the planned special benefit services and improvements, their type and frequency, and take into consideration the linear frontage of your parcel, the parcel area, and building square footage. The Downtown Escondido CBD Steering Committee will meet regularly, in person, however via Zoom video in the event that the virus surges again. The Steering Committee will ultimately determine the costs to every benefitting parcel. If the CBD Steering Committee agrees that enough support exists to move to the CBD formation, this will culminate in a mail ballot vote of the Downtown Escondido property owners in the Spring of 2023. *Please note that the CBD Steering Committee meetings are open to all business and property owners in Downtown Escondido with all COVID 19 restrictions in place.*

The survey results will be summarized and used for the CBD plan and the results should be sent out to everyone when this investigation has been completed. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail to Marco at marco@newcityamerica.com should you have additional questions regarding the survey or the creation of the proposed Downtown Escondido Community Benefit District.

The Downtown Escondido Association CBD Steering Committee (consisting of property owners, retailers, residents, and various Community groups)

**SURVEY OF DOWNTOWN ESCONDIDO PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
DOWNTOWN ESCONDIDO COMMUNITY BENEFIT DISTRICT**

Please respond by Friday, August 26th, 2022

*You may also complete this survey online at www.newcityamerica.com
(click on "New Districts/Surveys" and select the Downtown Escondido
Survey Monkey link)*

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in Downtown Escondido?
 - 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 Escondido 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 Escondido 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 work with the City to respond to homeless, panhandling, and loitering issues within Downtown Escondido?
 - 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 Escondido sidewalks?
 - a. Yes
 - b. No
 - c. No Opinion

6. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers, hanging plants and shrubs throughout the Downtown Escondido District?
 - a. Yes
 - b. No
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

- 7. Would you support *property owner funded* marketing, promotions, social media and branding programs or campaigns to bring new business, new development and attract new tenants to Downtown Escondido?
a. Yes b. No c. No Opinion

- 8. Would you support developing locations for new public space designations and management of those public spaces to ensure that they remain an asset to everyone in Downtown?
a. Yes b. No c. No Opinion

- 9. Would you support *property owner funded* parking mitigation strategies and programs to improve the parking experience of customers, such as valet or leasing of office parking spaces for evening hours?
a. Yes b. No c. No Opinion

- 10. Would you be interested in serving on the Downtown Escondido CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?
a. Yes b. No c. No Opinion

Property Owner Name: _____

Authorized Representative's
Name: _____

Property Site Address(es):

(Please fill out address and property type if you own or manage multiple properties in Downtown)

Estimated Gross Building Square Footage: _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Friday, August 26th 2022, in the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to monica@newcityamerica.com OR fill it out online at www.newcityamerica.com/new_districts

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY
WE WILL CIRCULATE THE RESULTS FROM THE RESPONDENTS AT THE END OF THE INVESTIGATION PROCESS**