SURVEY OF DOWNTOWN SANTA BARBARA PROPERTY OWNERS PURSUANT TO THE INVESTIGATION AND FORMATION OF A DOWNTOWN SANTA BARBARA COMMUNITY BENEFIT IMPROVEMENT DISTRICT

Please respond by Friday, November 17, 2022

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

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in downtown Santa Barbara?
   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 Santa Barbara 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 Santa Barbara is.....?
   a. Safe & orderly b. Relatively safe, may suffer from unsafe image c. Unsafe

4. Would you support *property owner funded* special benefit safety ambassadors or private security for downtown Santa Barbara?
   a. Yes b. No c. No Opinion

5. Would you support *property owner funded* special benefit Homeless outreach services to respond to homelessness, panhandling, and loitering issues within the downtown Santa Barbara?
   a. Yes b. No c. No Opinion

6. Would you support property owner funded installation of cameras to monitor criminal activity, including street light cameras and/or vehicle monitoring cameras for downtown?
   a. Yes b. No c. No Opinion

BEAUTIFICATION AND CLEANLINESS

7. Would you support *property owner funded* enhanced sidewalk and gutter sweeping services and enhanced cleaning/graffiti removal during peak times or afternoons as well as more frequent pressure washing of downtown Santa Barbara sidewalks?
   a. Yes b. No c. No Opinion

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

ECONOMIC DEVELOPMENT AND MARKETING

9. Would you support *property owner funded* marketing, promotions, social media and branding programs or campaigns to bring new business and attract new tenants to downtown Santa Barbara?

   a. Yes b. No c. No Opinion

10. Would you support *property owner funded* special events such as Holiday décor, street festivals, etc. to improve the identity and bring positive attention to downtown Santa Barbara?

    a. Yes b. No c. No Opinion

11. Would you support *property owner funded* parking mitigation strategies and programs to improve the parking experience of customers, such as community valet services for evening hours?

    a. Yes b. No c. No Opinion

12. Would you be interested in serving on the downtown Santa Barbara CBID Steering Committee to assist with the potential development of a CBID plan over the next few months?

    a. Yes b. No c. No Opinion

13. Are there other services or improvements not listed above that you would support with *property owner funding*?

_____

_____

Property Owner Name:_____

Authorized Representative's Name:_____

Property Site Address(es): _____

(Please fill out address and property type for multiple properties on additional sheets)

Property Type: (Please Check) Retail____ Office ____ Residential _____ Mixed Use____

Gross Building Square Footage: _____ **Parcel Lot Size**:_____

Mailing Address:_____

Phone:_____E-Mail:_____

Please return the completed survey in the enclosed by Friday, November 17, 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* fill it out online at https://newcityamerica.com/new-districts/

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY
WE WILL CIRCULATE THE RESULTS FROM THE RESPONDENTS BY THE BEGINNING OF JANUARY