



October 18, 2022

To: Downtown Manteca Property Owners

Subject: Proposal for a new Downtown Manteca "Community Benefit District"
Survey of Property Owners
Please respond by Friday, November 18th, 2022

As COVID winds down and Downtown Manteca emerges from two years of this crisis, business and property owners are now asking what the future holds for this renewed, attractive, and growing Downtown Manteca. Many businesses survived and Downtown Manteca is intact. Now seems like a good time for Downtown Manteca property owners to work with the City to plan a course for growth and success. Key to that success is the creation of a sustainable funding mechanism 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 Manteca is at a pivotal point where the Downtown community must ask itself, what will the District look, feel and be like in 5, 10, or 15 years? We all know it should be an attractive, beautiful, orderly, walkable and dynamic Downtown. With the construction of hundreds of new residential units in the city, and many new and longtime quality restaurants and retailers, Downtown Manteca will evolve into a full-service neighborhood for businesses, property owners and residents alike.

Recently, the City began discussing ways to set a course for balancing the unique and charming nature of Downtown Manteca with the understanding that new development is inevitable and will add to the critical mass of retail and restaurants in Downtown.

On that note, the City has asked New City America, Inc., a California based company who specializes in business district development, to aid the Downtown Manteca community to investigate whether property owners would be willing to consider supporting a new *Downtown Manteca Community Benefit District*, which would fund special benefits for Downtown Manteca stakeholders. Special benefits are those services that are in addition to what the City of Manteca is currently providing to the District.

A new Downtown Manteca CBD Steering Committee is in the process of being created to work with businesses, residents, and Downtown property owners to investigate this process and determine a study area for a survey of property owners. Through the enclosed initial survey, we are seeking feedback from Downtown property owners to gauge their level of conceptual support for this proposed Downtown Manteca Community Benefit District.



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Based upon the results from the 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 Manteca 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 November 18th, 2022. The survey is short and easy and there are multiple ways to complete.**

- Go to www.newcityamerica.com and click on “New Districts/Surveys” then click on the ***Downtown Manteca Survey Monkey*** link.
- Complete the attached two-page survey and:
 - Fax it to (619) 239-7105
 - Scan and e-mail it to monica@newcityamerica.com
 - Or mail it in the enclosed self-addressed envelope to:
New City America, 2210 W. Columbia Street, San Diego, CA 92101.

The survey is an important and a necessary first step in the Downtown Manteca CBD investigation process as it allows 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 Manteca 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 proposed 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 a parcel, the parcel area, and building square footage. The Downtown Manteca CBD Steering Committee, will meet regularly, in person, and via Zoom video. ***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 process, this will culminate in a mail ballot vote of the Downtown Manteca 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 Manteca with all COVID 19 restrictions in place.*

The survey results will be summarized and used for the Downtown Manteca CBD plan and the results will be sent 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 any additional questions regarding the survey or the creation of the proposed Downtown Manteca Community Benefit District.

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

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

Please respond by Friday, November 18th, 2022

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

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in Downtown Manteca?
 - 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 Manteca 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 Manteca 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 Manteca?
 - 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 Manteca 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 Manteca District?
 - a. Yes
 - b. No
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

7. Would you support *property owner funded* events, marketing, promotions, social media and branding programs or campaigns to bring new business, new development and attract new tenants to Downtown Manteca?

- 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 Manteca 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 Rep. 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, November 18th, 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**