



June 6th, 2022

To: **South Oxnard Business District Property Owners**

SUBJECT: **Proposal of a new South Oxnard Community Benefit District (SOCBD)
– Survey of Property Owners (Return by Tuesday, July 5th 2022)**

For several years, the business and property owners along Saviers Road in South Oxnard have been working to establish their business community as a destination district, in addition to making it a walkable area for the surrounding community. Considering the pandemic's economic impact, the City Manager and City Council members are now united in efforts to increase the awareness and strengthen the identity of your district.

Throughout the United States, the COVID-19 pandemic has created immense financial and socio-economic problems for business districts similar to South Oxnard, resulting in shutdowns of businesses, schools, and key community services. Business and property owners in California have realized that they must rely on their own communities to achieve success during tough times – landlords and tenants working together to beautify the area and increase commerce, thereby making it a far more attractive and desirable destination for customers and residents alike.

We can attract new and increased sales back to the South Oxnard business district through a funding mechanism that will provide additional, supportive services over and above what the City of Oxnard provides. These supportive services include sidewalk cleaning and maintenance, neighborhood promotions through social media, community and public relations, seasonal, community-driven events, the creation and enhancement of new public spaces, and business development services which will benefit everyone.

The question is, *How do we achieve that?*

In the enclosed survey, we are seeking preliminary feedback to gauge your level of support for this proposed South Oxnard Community Benefit District (SOCBD). The proposed SOCBD will fund improvements and services over and above those currently provided by the City of Oxnard. Using the results submitted from these returned surveys, the objective is to better understand which type of special benefit services and improvements your community needs. Any special benefit assessments paid by property owners will solely fund improvements to the public rights of way, directly surrounding those properties. The



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SOCBD funds cannot, by law, be used outside of the new SOCBD district boundaries, nor can they replace existing City-funded services.

Hundreds of other business districts throughout the state and nation are feeling the economic impacts of the virus and are planning for their recovery. Together we can create the financial and organizational infrastructure to minimize these impacts and set a course for continued growth and prosperity in the district. With a sustainable budget and streamlined management, we will all see this area evolve into a new and improved district.

Visit www.newcityamerica.com/new-districts & click the *South Oxnard* 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 Columbia Street, San Diego, CA 92101

Please complete the survey and return no later than Tuesday, July 5th, 2022.

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 SOCBD's formation will be made by the SOCBD Steering Committee. This Steering Committee will be open to any business or property owner in the South Oxnard District and will also help us develop an initial benefit service plan and cost estimates. **The Committee will have its first meeting in July.** 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 a plan has been agreed upon.

Currently, it is not possible to provide specific information regarding the cost of any assessment. Any proposed assessments will be based on the planned services and improvements, their type and frequency, and take into consideration the linear frontage of your parcel, the parcel area, and building square footage. If the SOCBD Steering Committee agrees that enough support exists to move to the SOCBD formation, this will culminate in a petition and then a mail ballot vote of the SOCBD in the summer of 2022.

Please contact Marco Li Mandri, at (888) 356-2726, or e-mail Marco at marco@newcityamerica.com should you have any additional questions regarding the survey or the proposed creation of the South Oxnard District Community Benefit District.

The South Oxnard Business District CBD Steering Committee

**SURVEY OF SOUTH OXNARD BUSINESS DISTRICT
PROPERTY OWNERS PURSUANT TO THE INVESTIGATION OF A
SOUTH OXNARD COMMUNITY BENEFIT DISTRICT**

Please respond by Tuesday, July 5th, 2022

You may also complete this survey online at www.newcityamerica.com/new-districts
(select the *South Oxnard* Survey Monkey link)

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in the South Oxnard Business district?
 - 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 the media's portrayal of the South Oxnard or Savier Road areas over the past few years has had any IMPACT on your property's value?
 - a. Yes, positive
 - b. Yes, negative
 - c. Not at all
 - d. No opinion

PUBLIC SAFETY AND DEMONSTRATIONS

3. In terms of security and public safety, do you feel that South Oxnard Oxnard is.....?
 - a. Safe & orderly
 - b. Relatively safe, but suffers 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 South Oxnard business district?
 - a. Yes, I would support
 - b. No, I would not
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

5. Would you support *property-owner-funded* daily sidewalk and gutter sweeping services, graffiti removal, and more frequent pressure-washing of South Oxnard Oxnard sidewalks?
 - a. Yes, I would support
 - b. No, I would not
 - c. No Opinion

6. Would you support *property-owner-funded* planting, trimming, and maintenance of trees, flowers, and shrubs throughout the South Oxnard Oxnard District, to beautify the community?
 - a. Yes, I would support
 - b. No, I would not
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

- 7. Would you support *property-owner-funded* marketing, promotions, social media, and branding programs or campaigns to help existing businesses in the post-COVID era to attract new customers and tenants to South Oxnard on Savier Road?
a. Yes, I would support b. No, I would not c. No Opinion

- 8. Would you support *property-owner-funded* special improvements such as seasonal, holiday décor/displays and the creation of a central, public space to bring positive attention and promotion to cultural facilities in South Oxnard?
a. Yes, I would support b. No, I would not c. No Opinion

- 9. Would you support *property-owner-funded* parking mitigation strategies and programs to improve the parking experience of customers?
a. Yes, I would support b. No, I would not c. No Opinion

- 10. Would you be interested in serving on the South Oxnard CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?
a. Yes, I am interested b. No, I am not c. No Opinion

- 11. 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):

Mailing Address: _____

Phone: _____

E-Mail: _____

Please return the completed survey by Tuesday, July 5th, 2022 using the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to monica@newcityamerica.com. Fill out online at www.newcityamerica.com/new-districts

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY