



September 15, 2024

Subject: Invitation to Discuss the Investigation of a New Community Benefit District For Greater Downtown San Rafael

Dear Downtown Property/Business Owner:

Please join us on **Monday September 30th, 4:00 – 5:00pm** for the first meeting of the new Downtown San Rafael Community Benefit District (CBiD) information session. The meeting is open to the public and will be held **at San Rafael City Hall, 1400 5th Avenue, San Rafael, CA 94901.**

The purpose of the meeting is to engage all business and property owners, within the downtown area, to ascertain whether there is conceptual support for the eventual formation of a special benefits district supporting the vibrancy of Downtown San Rafael.

A Community Benefit District (CBiD) is a public-private partnership where property and/or business owners collaborate to enhance and maintain their neighborhood. The function of the new CBiD is to create a financing mechanism for new services over and above what the City of San Rafael is currently providing. Funds may be raised through a special assessment on real property, businesses, or a combination of both.

Those new special benefit services can include:

- *Beautifying Downtown: cleaning, pressure washing, and providing services for the sidewalks and gutters;*
- *Creating enhanced public spaces;*
- *Working with the City to maximize City services to improve Downtown;*
- *Marketing and promoting the assets of Downtown San Rafael, including boosting social media, events and public relations to create new demand;*
- *Strengthening the current businesses; attracting new capital and business in Downtown;*
- *Providing homeless mitigation services; and*
- *Creating a non-profit management entity to oversee the improvements paid for by the new special benefits district.*

To initiate the process, our consultant, New City America (NCA), will conduct a survey of all property owners, followed by a survey of local business owners to determine which special benefit services are a priority to property and business owners. NCA will calculate the responses and report back to the Steering Committee on the determination if such a district should be formed. We intend to have all this information compiled by late November of this year.

We hope you will attend the **first meeting on September 30th** in person or by Zoom so you can be fully engaged in this exciting new prospect to improve Downtown San Rafael. A Steering Committee will be formed. **Please RSVP** for this meeting by 9/24/2024 by scanning the QR code, or by visiting <https://forms.office.com/g/GHmRjCrhsy>.



Visit New City America's website downtownsanrafaelca.com for more Community Benefit District information. Information is also available on the City of San Rafael's website <https://www.cityofsanrafael.org/cbid2024-2025/>.

If you have any questions or need additional information, feel free to reach out to Marco Li Mandri marco@newcityamerica.com or Stacey Laumann at Stacey.Laumann@CityofSanRafael.org.

Thank you for your commitment to our community. We look forward to your presence at the meeting!

Sincerely,
Micah Hinkle
Director, Community & Economic Development Department
City of San Rafael