



April 5, 2013

To: Property Owners in Downtown San Leandro

SUBJECT: Petition for Initiating Balloting for the Proposed New Assessment District

Dear Downtown San Leandro Property Owner or Manager:

Attached please find a petition for the proposed Downtown San Leandro Community Benefit District (CBD). By signing the petition you show your support for the CBD and enable the process to move to the balloting phase. Property owners representing 30% of the total assessment to be collected must sign a petition in order to bring this issue to an official vote. The petition includes information regarding your specific assessment – the amount and percentage of the total assessment. The petition must be signed by the legal owner or an authorized representative. Your prompt return of the petition would be appreciated. Please return no later than May 5, 2013.

Assuming the 30% petition threshold is reached, on Monday, May 20, 2013 at 7:00 p.m. the City Council of San Leandro will consider adopting a *“Resolution of Intent”* to mail out the ballots to all affected property owners. Ballots would be mailed to property owners the week of May 20th and due to be returned by the public hearing tentatively scheduled for July 15, 2013. In order for the Downtown San Leandro CBD to be implemented, 50% plus one of the weighted ballots cast must be in favor of the CBD.

Once established, the Downtown San Leandro CBD would become a line item on the Alameda County property tax bill beginning December 2013. The assessments and programs they pay for would be controlled by a non-profit organization made up of primarily of the property owners that pay into the CBD, **not the City of San Leandro**.

This package includes a summary of the Downtown San Leandro Community Benefit District 2013 Management District Plan (the full plan is available upon request), the petition and a return envelope.

You may return the petition by mail, scan and e-mail it or fax it into our offices at (619) 239-7105 or e-mail to mail@newcityamerica.com. We have a chance to take Downtown to the next level and the Steering Committee believes that the proposed CBD is the most effective long term mechanism for doing just that.

For more information, or to get a copy of the full Management District Plan e-mailed or sent to you, please call Monica at (888) 356-2726. Thank you for your cooperation in this important effort.

Sincerely

Marco LiMandri

On behalf of the Downtown San Leandro CBD Steering Committee



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Community Benefit District Benefits

The CBD will be a special benefits district that will fund services over and above those general services currently provided by the City of San Leandro. This project has been studied and worked on for the past 8 months by the Downtown San Leandro CBD Steering Committee. The Downtown San Leandro CBD seeks to do the following:

- *Increase commerce in the greater Downtown area, from just west of the BART station to just east of E. 14th Street in Downtown San Leandro;*
- *Build a positive identity for Downtown San Leandro in order to attract new office tenants, retailers and businesses;*
- *Provide CBD operated cleaning and beautification services throughout the District on a daily basis,*
- *Provide private security based upon need within the district;*
- *Work to build an identity for Downtown San Leandro as the best place to shop, conduct business, visit as well as live in the entire region; and*
- *Create, program and manage dynamic and popular public spaces and events to be enjoyed by residents, employees, business and property owners and visitors alike.*