

November 10, 2006

To: Business and Property Owners in Japantown

From: Japantown Community Benefit District Committee

SUBJECT: Survey Regarding Creation of a New Japantown Community Benefit District

Dear Fellow Business and Property Owners:

Over the past several years, the security and cleanliness within Japantown has deteriorated and merchants and businesses as a whole have not had an adequately funded collective program to promote the district. To make this historic ethnic cultural center and business district successful all property owners must look at new ways of beautifying and enhancing health and safety in the area.

In 2004, a new enabling ordinance allowed for the establishment of *special improvement districts*, known as "*Community Benefit Districts*" (CBD). CBDs have been established in the North of Market/Tenderloin, Fisherman's Wharf, NoeValley/24th Street, Castro/Upper Market and the Fillmore Jazz districts.

A committee of Japantown stakeholders has come together to determine if there exists enough support for forming a CBD in Japantown. *They have not reached an opinion on the formation*, but do agree a survey of all property owners is an appropriate next step.

This new Japantown CBD would fund special improvement services in the public rights of way *over and above those currently provided by the City*. These services would be funded by a *property owner voted-upon* assessment that would be paid by each benefiting property owner.

Special benefit services could include and is not be limited to

- marketing and promotional activities, events and festivals, as well as serving as an advocacy group of the community,
- security services (above and beyond that of the San Francisco Police Department),
- sidewalk sweeping/steam cleaning, the removal of bulky items, and graffiti clean-up,
- tree planting and maintenance, and beautification programs,
- heritage related public art, and holiday decorations.

The services of this proposed CBD would be funded through an assessment (tax) placed on each and every private or publicly-owned parcel in the finalized

boundaries of the new district. The property owners would determine the boundaries of the district, the priority of each type of service, as well as the exact costs of funding these services.

If the attached survey indicates there is sufficient interest in formation of a CBD a detailed plan will be developed for you to eventually vote on.

This survey is being sent to all property owners within Japantown to determine if there is enough interest to proceed to develop a detailed plan. Please take a moment to fill out the attached two-page survey, and fax it back to the attention of our consultants MJM Management Group/New City America, (415) 477-2604. **Your reply will remain confidential** and be used exclusively for formation purposes of this CBD.

Alternatively, you may mail the survey in the self-addressed envelope enclosed. We ask that you return the completed survey by **Friday, December 8, 2006**, so that your input can be included in the final report on the results of this survey of the property owners.

Japanese translations of this letter and the survey are available on the Japantown Task Force website at <http://www.japantowntaskforce.org>.

If you have any questions about the survey or the process for creating a CBD, please feel free to contact the office of the Bob Hamaguchi at Japantown Task Force at (415) 346-1239 or our CBD consultant, Marco Li Mandri at New City America at (888) 356-2726. They will be preparing a summary of the survey results, which will be mailed out to all respondents.

Thank you for your participation in this effort to improve our Japantown.

Sincerely,

The Japantown Community Benefit District Committee

Rich Hashimoto
Jim Gerney
John Oda
Robert Sasaki
Marco Li Mandri

Shinichi Seino
Robert Sakai
Tak Matsuba
Steve Nakajo
Karin Eklund

Seiji Horibuchi
Michael Sim
Tony Bond
Sandy Mori
Bob Hamaguchi