



MAYOR'S OFFICE

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Subject: Salem Downtown Economic Improvement District (EID)

April 29, 2014

Hello,

We are writing to encourage your support for the renewal of the Downtown Economic Improvement District (EID). Last week, property owners received a notice of the May 27, 2014 public hearing to decide if the EID will continue. If the EID is renewed for another three year term, the City will continue to administer the EID funds. You may have recently received communication from a downtown property owner that implies that property owners are concerned about how the funds are being administered by the City and about the involvement of downtown businesses. Because we think it is important that business and property owners receive information on all sides of an issue, we are providing you with more details on the EID.

For the last year, the City of Salem has been responsible for the financial administration of the Salem Downtown Economic Improvement District (EID) funds. A City Manager Steering Committee comprised of downtown business and property owner representatives meet on a regular basis to discuss downtown vibrancy and the best use of EID funds. Because the EID as a financial resource is not sufficient to directly improve rental rates and property values, the Steering Committee members decided the goals for EID funds should be focused on the areas below that positively impact everyone:

◇ Cleaner Downtown ◇ Better Communication ◇ Collaborative Promotion ◇ Beautification

In the last year, the City has sent out five communications to downtown property owners and six communications to downtown businesses. These notices included the change in EID Administration, information about the annual EID budget, and an EID Score Card of accomplishments. The 2013 EID Annual Report summarized the projects and accomplishments funded with EID dollars.

The Salem Downtown Economic Improvement District has benefitted downtown since 2008, providing approximately \$200,000 every year for downtown projects. The current term of the EID expires June 30, 2014. If supported for an additional three years, the EID will continue to fund the programs below, in addition to new projects that enhance the downtown:

- Hanging Flower Baskets & Watering
- Downtown Salem Website Updates
- First Wednesday Promotion
- Sidewalk Cigarette Butt Removal
- Holiday Promotion
- Sidewalk Power Washing
- Downtown Clean Team
- Street Furniture Maintenance
- Banners
- Block Captain Program
- Sidewalk Leaf Removal
- Sidewalk Trash Removal

In the past, the City has been able to supplement some EID-related projects with money from the City's Parking Fund. The Parking Fund's ability to supplement these projects has decreased as parking operations costs have increased. We anticipate that trend will continue. We hope you weigh all sides of the information being provided on the EID and continue to support projects that provide benefits to everyone in our downtown.

Thank you,

Mayor Anna Peterson

Councilor Chuck Bennett

EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

Women, minorities, and disabled are encouraged to apply • ADA Accommodations will be provided upon request