



2020 HISTORIC RAILROAD SQUARE COMMUNITY BENEFIT DISTRICT  
ANNUAL REPORT  
FISCAL YEAR 2019 - January 1, 2020 through December 31, 2020 (CBD was not formalized until April 2020)

The Santa Rosa Community Benefit District (CBD) is approximately 18 square blocks consisting of 92 parcels owned by 58 property owners. The CBD is administered by the Historic Railroad Square Association. The Association is governed by a thirteen-member Board of Directors, a majority of which are property owners assessed by the CBD.

The levy of assessments on real property within the proposed District is chiefly to fund physical improvements to the district. The assessments will fund overall maintenance and capital improvement above what the City already provides. Other special benefits within the District, revitalizing the Railroad Square area including beautification efforts, signage, general maintenance and especially, security will combine to attract and retain businesses and reduce crime. Drawing visitors to Railroad Square via marketing and social media is also a goal.

**PROPOSED FIRST YEAR BUDGET for Historic Railroad Square Community Benefit District.** These percentages are as called out in the Management Plan.

<i>Special Benefit Category</i>	<i>Amount Budgeted</i>	<i>Percentage of Total Budget</i>
Civil Sidewalks	\$160,000	68%
District Identity/Placemaking	\$30,000	13%
Administration	\$42,000	18%
Contingency	\$1,122	1%
<b>Total</b>	<b>\$233,122.00</b>	<b>100%</b>

2020 was a transition year and most expenditures were spent on security. The RRSQ Board of Directors have adopted a budget for 2021 which is attached. The line items are generally related to the Management Plan and within the budgeted categories, the board has discretion to move amounts between the sub-items.

**January through December 2021**

	<u>Jan - Mar 21</u>	<u>Apr - Jun 21</u>	<u>Jul - Sep 21</u>	<u>Oct - Dec 21</u>	<u>TOTAL</u> <u>Jan - Dec 21</u>
<b>Income</b>					
51 Assessment Income	115,000.00	0.00	115,000.00	0.00	230,000.00
52 Grants and Donations	0.00	0.00	0.00	0.00	0.00
53 Interest	30.00	30.00	30.00	30.00	120.00
54 Other Income	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>115,030.00</b>	<b>30.00</b>	<b>115,030.00</b>	<b>30.00</b>	<b>230,120.00</b>
<b>Expense</b>					
103 Marketing					
103.1 Print Advertising	750.00	750.00	750.00	750.00	3,000.00
103.2 On-Line Advertising	750.00	750.00	750.00	750.00	3,000.00
103.3 Banners and Signs	450.00	1,800.00	450.00	4,150.00	6,850.00
103.4 Website	1,000.00	750.00	750.00	750.00	3,250.00
103.5 Other Marketing	1,500.00	1,500.00	1,500.00	5,500.00	10,000.00
<b>Total 103 Marketing</b>	<b>4,450.00</b>	<b>5,550.00</b>	<b>4,200.00</b>	<b>11,900.00</b>	<b>26,100.00</b>
104 Street Services					
104.1 Safety, Street Services	11,184.00	21,000.00	21,000.00	21,000.00	74,184.00
104.2 Cleaning and Washing	4,500.00	4,500.00	4,500.00	4,500.00	18,000.00
104.3 Graffiti Removal	450.00	450.00	450.00	450.00	1,800.00
104.4 Other Street Services	1,500.00	1,500.00	1,500.00	1,500.00	6,000.00
<b>Total 104 Street Services</b>	<b>17,634.00</b>	<b>27,450.00</b>	<b>27,450.00</b>	<b>27,450.00</b>	<b>99,984.00</b>
105 Other Expenses					
105.1 Computers and Software	750.00	750.00	750.00	750.00	3,000.00
105.2 Supplies	450.00	450.00	450.00	450.00	1,800.00
105.3 Other Expenses	750.00	750.00	750.00	750.00	3,000.00
105.4 Insurance	0.00	600.00	0.00	1,800.00	2,400.00
<b>Total 105 Other Expenses</b>	<b>1,950.00</b>	<b>2,550.00</b>	<b>1,950.00</b>	<b>3,750.00</b>	<b>10,200.00</b>
106 Physical Improvements					
106.1 Planting and Containers	1,000.00	1,500.00	1,500.00	1,500.00	5,500.00
106.2 Lighting	0.00	5,000.00	5,000.00	0.00	10,000.00
106.3 Way Finding	3,000.00	22,000.00	0.00	0.00	25,000.00
106.4 Tree Removal and Trimming	0.00	20,000.00	0.00	0.00	20,000.00
<b>Total 106 Physical Improvements</b>	<b>4,000.00</b>	<b>48,500.00</b>	<b>6,500.00</b>	<b>1,500.00</b>	<b>60,500.00</b>
110 Administration					
110.2 Computers and Software	10,800.00	10,800.00	10,800.00	10,800.00	43,200.00
110.3 Office Supplies	600.00	600.00	600.00	600.00	2,400.00
110.4 Insurance	1,925.00	600.00	0.00	2,000.00	4,525.00
110.5 Certified Accountant	0.00	4,500.00	0.00	0.00	4,500.00
110.6 State and Local Fees	0.00	600.00	0.00	0.00	600.00
110.7 Website	5,500.00	1,500.00	1,500.00	1,500.00	10,000.00
110.8 Misc. Administration	750.00	750.00	750.00	750.00	3,000.00
<b>Total 110 Administration</b>	<b>19,575.00</b>	<b>19,350.00</b>	<b>13,650.00</b>	<b>15,650.00</b>	<b>68,225.00</b>
<b>Total Expense</b>	<b>47,609.00</b>	<b>103,400.00</b>	<b>53,750.00</b>	<b>60,250.00</b>	<b>265,009.00</b>
<b>Net Income</b>	<b>67,421.00</b>	<b>-103,370.00</b>	<b>61,280.00</b>	<b>-60,220.00</b>	<b>-34,889.00</b>
Less: Contingency at 3% of Expense	-1,428.27	-3,102.00	-1,612.50	-1,807.50	-7,950.27
<b>Equals: Adjusted Net Income for 2021</b>	<b>65,992.73</b>	<b>-106,472.00</b>	<b>59,667.50</b>	<b>-62,027.50</b>	<b>-42,839.27</b>
<b>CASH FLOW PROJECTION - UNRESTRICTED FUNDS</b>					
Beginning Cash	141,637.00	157,629.73	51,157.73	110,825.23	
Less: One-Time 2021 Priority TBD	-50,000.00	0.00	0.00	0.00	
Plus: Adjusted Net Income	65,992.73	-106,472.00	59,667.50	-62,027.50	
<b>Ending Cash - Unrestricted Funds</b>	<b>157,629.73</b>	<b>51,157.73</b>	<b>110,825.23</b>	<b>48,797.73</b>	<b>48,797.73</b>

By almost a 30 to 1 margin, respondents to last year's survey believed that Railroad Square was "relatively safe; however, suffered an unsafe image" OR was unsafe.

Property owners strongly supported the following:

(<https://srcity.org/3129/Railroad-Square-CBD>)

- funding private security in Railroad Square
- funding special benefit services which responded to issues including loitering and panhandling in Railroad Square
- reoccurring, property owner funded sidewalk and gutter sweeping in Railroad Square
- services related to planting, trimming and maintenance of trees, plants, flowers, lighting installation, street furniture, and other amenities in Railroad Square
- supported services for public relations and social media and events to support the branding of Railroad Square

The funding of our Community Benefit District has given Railroad Square property owners the chance to improve our historic district. Unfortunately, we launched just as the County shut down many businesses due to COVID 19. We have been working behind the scenes to identify the issues and set the course for completion.

The following goals have been our immediate focus:

- A 13-member board has been appointed comprised of assessed property owners representing the district. See Board listing. Board meetings are held on the 3<sup>rd</sup> Thursday of each month and are posted on the Railroad Square website. ([www.railroadsquare.net](http://www.railroadsquare.net)) The public is welcome to attend the ZOOM meetings by logging on to the invitation.
- Several Ad Hoc committees were formed to address beautification, tree maintenance, wayfinding signage, special project review such as the developments on the SMART site and Depot Park and marketing.
- A part-time Executive Director was hired to oversee the business plan projects such as contracts with subcontractors in security, maintenance, social media, etc. as well as being the point person for coordinating meetings, communicating with property owners and businesses plus developing a monthly newsletter to keep everyone informed...just to name a few of her activities. We are delighted to announce that Kris Wilson, who held leadership positions at both the Chamber of Commerce and Memorial Hospital and is an active community volunteer, started on October 1st. She has been meeting the businesses and will continue to reach out to property owners for their input and questions. We had hoped to have an office in the Visitors Center at the Depot but because of COVID, the office remains closed at this point. At this time, she will be working out of her home.
- A night time Security Company was hired to patrol the district and report back to the Association each morning. We will expand to daytime security if the need arises.
- We are close to interviewing a weekly maintenance company to improve the look of the district.
- TIV Branding has been contracted to assist with website overhaul and social media outreach.

- The 1<sup>st</sup> Phase of a self-guided Historic Walking Tour has been installed around Depot Park and along 4<sup>th</sup> Street. This includes historic photos with a brief history and will be linked to our railroadsquare.net web site for more information. Property owners are encouraged to add historic photos and storylines of their buildings to include in this Historic project.
- Colorful Railroad Square banners have been replaced throughout the district.
- Many of the holiday activities including the 32-year holiday tradition of free Horse and Carriage Rides and the Railroad Square Open House weekend were postponed until next year, but merchants were encouraged to Light Up the Square with window lights and decorations to create a holiday mood. Most shops were open for business and are grateful for the support.
- We have taken a proactive role in working with the City and our security company to quell the impact of loitering in the district. It continues to be a challenge to manage the loitering along the Prince Greenway, bordering the historic district. (Our advocacy was instrumental in the City's removal of the camps below the 4th, 5th, and 6th Street overpasses, and we continue to monitor that situation.) Graffiti also continues to be an elusive problem.

The assessment funds collected have gone, and will go toward funding the above projects. Next year's projects include possible daytime security, wayfinding signage, tree landscaping, ongoing maintenance and the prospect of a year-round Farmers Market on Sundays, just to name a few.

Another project that needs addressing and greatly impacts Railroad Square, is the appalling condition of the Prince Greenway, especially behind the Hyatt and the Courtyard by Marriott plus further west toward Pierce Street. The Greenway has been a popular attraction and positive link between RRSQ and downtown before falling to neglect and a magnet for vandalism and transient activities.

Steve Rabinowitsh, a former Mayor and power behind the Prince Greenway's existence, is coordinating a group of property owners, city officials & staff to facilitate restoring the forgotten Prince Greenway. The Association will participate in that effort. Assessment funds are available to enhance what the City of Santa Rosa does to help beautify the pedestrian walkway between HWY 101 and Pierce Street after the needed repairs have been completed and for as long as the RRSQ assessment district exists.

It is taking more time than we thought to get our district up and running. With a strong board and active support from our merchants and property owners, these projects will see fruition in 2021.

Historic Railroad Square Association Board Meetings are held on the 3rd Thursday of every month from 9-10am.

**2019 Meeting Schedule for Historic Railroad Square Association**

The Historic Railroad Square Association Board hosted the following noticed meetings in 2020. (Note that the CBD was not formalized until April 2020). Agendas and minutes for all meetings are posted online at the [www.railroadsquare.net](http://www.railroadsquare.net) website and attached here:

- April 20, 2020 - RRSQ Association Board
- May 21, 2020 RRSQ Association Board
- June 18, 2020 RRSQ Association Board
- July 16, 2020 RRSQ Association Board
- August 20, 2020 RRSQ Association Board
- September 17, 2020 RRSQ Association Board
- October 15, 2020 RRSQ Association Board
- November 19, 2020 RRSQ Association Board
- December 17, 2020 RRSQ Association Board

<https://www.railroadsquare.net/community-benefit-district-board-meeting-minutes-april-2020/>

<https://www.railroadsquare.net/wp-content/uploads/2020/06/CBD-Minutes-5.21.pdf>

<https://www.railroadsquare.net/wp-content/uploads/2020/07/CBD-June-18-2020-minutes.pdf>

<https://www.railroadsquare.net/wp-content/uploads/2020/08/CBD-Minutes-July-16-2020.pdf>

<https://www.railroadsquare.net/wp-content/uploads/2020/09/CBD-Minutes-August-20-2020.pdf>

<https://www.dropbox.com/scl/fi/7emfcd5k3j3ykkni1yziu/CBD-MInutes-sept-17-2020-Community-Benefit-District.docx?dl=0&rlkey=uc60v0v9b87d2f50s7k7swdtt>

[https://www.railroadsquare.net/wp-content/uploads/2020/11/CBD-MInutes-October-15-2020\\_PDF.pdf](https://www.railroadsquare.net/wp-content/uploads/2020/11/CBD-MInutes-October-15-2020_PDF.pdf)

[https://www.railroadsquare.net/wp-content/uploads/2020/12/Board-Meeting-Minutes\\_RRSQ-November-19-2020-Minutes\\_PDF.pdf](https://www.railroadsquare.net/wp-content/uploads/2020/12/Board-Meeting-Minutes_RRSQ-November-19-2020-Minutes_PDF.pdf)



## **2020 Railroad Square Association Board Members**

### Executive Committee

Mike Montague, President  
Teevax Home Appliance  
Hugh Futrell, Vice President/Treasurer  
Hugh Futrell Corp.  
Dee Richardson, Secretary  
Whistlestop Antiques  
Kris Wilson, Executive Director

Florine Ellingson  
Property Owner  
Hardeep Gill  
Hotel La Rose  
Noelle Hermann  
Property Owner  
Jim McCalligan  
James McCalligan Architect  
Marianne Neufeld  
Property Owner  
Curt Nichols  
Carlile Macy  
Paul Quattrocchi  
Oldtown Furniture/Furniture Depot  
Rafael Rivero  
City of Santa Rosa  
Larry Silver  
Western Hotel  
Theresa Thommasi  
Courtyard by Marriott