

Business Improvement Assessments
Questions and Answers
Fiscal Year 2025
 (July 2024-June 2025)

What are Business Improvement Assessments?

Your Business Improvement Assessments are spent exclusively on promoting and improving the downtown area. The assessments are collected by the City of Santa Cruz on behalf of the Downtown Association of Santa Cruz (DTA) and the funds are transferred directly to the DTA.

How are they calculated?

Business Improvement Assessments are based on the following formula:

$$(\text{Business Area} \times \text{Rate} \times \text{Type} \times \text{Zone}) + \$100.00 = \text{Annual Assessment}$$

$$\text{Annual Assessment} \div 2 = \text{Semi-Annual Assessment}$$

What are the fiscal year 2025 business improvement rates?

RATE: \$.55 per square foot

TYPE 1 - 100%	Retail, Food, Lodging
TYPE 2 – 75%	Financial, Bars
TYPE 3 – 60%	Wholesale Trade, Services, Professions, Auto Dealers
Type 4 – 40%	Non-Profit, Theaters (capped at 10,000 SF)

ZONE 1 – 100%
ZONE 2 – 60%

Example:

1,000 (sq ft) x .55 (rate) x 100% (type 1) x 60% (zone 2) + \$100.00 = \$430.00 ÷ 2 = \$215.00 (Semi-Annual)

Who can I contact if I have more questions?

If you have any questions about the Downtown Association, your billing or how the assessment fees are calculated you can learn more at downtownsantacruz.com or contact the Downtown Association Executive Director Jorian Wilkins at jorian@downtownsantacruz.com.

Business Improvement District Zones

Street	Address	Zone
Bulkhead St	100-199	2
Cathcart St	100-299	1
Cedar St	300-399	2
Cedar St	400-1199	1
Center St	300-1099	2
Church St	100-100	1
Church St	200-299	2
Commerce Ln	1300-1399	1
Cooper St	100-199	1
Elm St	100-199	1
Elm St	200-299	2
Front St	300-407	2
Front St	408-530 (Even Only)	2
Front St	409-529 (Odd Only)	1
Front St	531-899	1
Knight St	100-199	2
Laurel St	100-399	2
Lincoln St	100-199	1
Lincoln St	200-304	2
Locust St	100-199	1
Locust St	200-299	2
Maple St	200-299 (All)	2
Maple St	100-198 (Even Only)	1
Maple St	101-199 (Odd Only)	2
Mission St	100-120	2
North Pacific Av	2000-2099	2
Pacific Av	715-904 (Excluding 901, 903)	2
Pacific Av	901-1599 (excluding 902, 904)	1
Palomar Ar	1-99	1
Pearl Al	100-199	2
River St	10-75	1
River St	76-199	1
River St South	100-199	1
Soquel Av	100-199	1
Union St	100-199	2
Walnut Av	100-125	1
Walnut Av	132-199	2
Water St	100-149	2