



DOWNTOWN MANAGEMENT CORPORATION

Downtown Management Corporation

FY 2023 Annual Report

FY 2024 Plan

Approved May 18, 2023



Introduction

The Downtown Management Corporation (DMC) oversees the Cooperative Retail Management District (CRM), covering Pacific Avenue from Water Street to Laurel Street, and the side streets off of Pacific Avenue. The CRM District is an improvement district funded by an assessment levied on property owners in this geographic boundary to fund enhanced programs and services focused on a clean, safe and welcoming Downtown.

The objectives of the DMC, as stated in the bylaws, are:

- To improve public perception of downtown Santa Cruz by enhancing safety and security;
- To provide information and direction to shoppers and visitors in downtown Santa Cruz;
- To provide a visible presence in downtown Santa Cruz to observe and report street disorder.

The DMC is governed by a volunteer board of directors that includes two City of Santa Cruz Councilmembers, the City's Economic Development Director, three business owner representatives, and three property owner representatives. This work plan has been developed by the Board and staff to serve as a roadmap to guide the activities and resource allocations of the Downtown Management Corporation for fiscal year 2023-2024.

**Downtown Management Corporation
FY 2023 Annual Report and FY 2024 Plan**

1. Are there any proposed changes to the Cooperative Retail Management Business Real Property Improvement District (CRM)?

The Board recommends increasing the assessment rates and expanding the District boundaries. The current CRM District includes all real property used for commercial or business purposes on parcels with street frontage on Pacific Avenue between Laurel and Water Streets and located on Soquel Avenue; Locust, Cooper, Church, Walnut, Lincoln, Cathcart, Elm and Maple Streets; Plaza, Locust, Commerce, Elm and Birch Lanes; Pearl Alley; and Lincoln-Cathcart and Pacific-Front alley ways. The DMC is recommending that all real property used for commercial or business purposes on parcels with street frontage on Cedar Street, Front Street, the south side of Mission Street and Water Street, and the north side of Laurel Street be annexed into the District.

The proposed increased rates and expanded district would be:

Expanded District: Existing + Front + Cedar	Comm Bldg SF Assmt	Res Bldg SF Assmt	Lot SF Assmt	Pacific Ave Linear Frontage Assmt	All Other Linear Frontage Assmt
Pacific Ave Parcels	\$0.0718	\$0.0718	\$0.0811	\$7.0393	\$5.2795
All Other Parcels	\$0.0538	\$0.0538	\$0.0608	\$0.0000	\$5.2795

Each parcel’s assessment is calculated as follows:

Linear Feet Frontage x Linear Feet Frontage Rate = Linear Footage Assessment

Lot Area Square Footage x Lot Area Square Footage Rate = Lot Assessment

Building Square Footage x Building Square Footage Rate = Building Assessment

Linear Footage Assessment + Lot Assessment + Building Assessment = the annual assessment

As downtown Santa Cruz has grown over the past decade and future downtown development projects planned, the need to expand the existing District boundary and review the assessment methodology is paramount to the success of a safe, clean, and vital downtown. The proposal is to expand the district boundary to include parcels on Front Street as well as Cedar Street. In addition, the methodology is to assess all parcels equally (churches are still exempt) given the fact that the services are delivered to all sidewalk frontages regardless of land use.

DMC hired a financial consultant to provide assessment methodology options and to determine if assessed parcels benefit from these services. After carefully considering the options, the Board recommends the proposed expanded district boundaries, increased assessment rates and an annual adjustment based on the Consumer Price Index or 5%,

whichever is greater. The full Methodology Summary Report from the financial consultant is included as Attachment No. 3.

2. Describe the improvement activities that were provided for the year.

Please see Attachment No. 1.

3. Describe the budget for the improvements and activities.

Please see Attachment No. 2.

4. Describe the method used to levy assessments for FY 23.

Under the current CRM District assessment methodology, the assessments are based upon the linear foot frontage, lot size and building size of the real property used for commercial or business purposes within the CRM District. The individuals or entities subject to the proposed assessment shall be those persons or entities who own commercial or business real property within the assessment district which have frontage on Pacific Avenue, downtown side streets and downtown alleyways. The proposed assessment shall be payable in two equal installments due on or before July 1st and January 1st. New property owners shall not be exempt from levy of the assessment.

For property fronting Pacific Avenue, the rates are \$6.35 per linear foot, \$.07 per lot square foot and \$.05 per building square foot.

For property fronting side streets and alleys, the rates are \$4.75 per linear foot, \$.05 per lot square feet and \$.04 per building square foot. Frontage on side streets and alleys include properties located: on Cedar and Front Streets and located on Soquel Avenue; on Center Street between Cedar and Mission, Mission, Locust, Cooper, Church, Walnut, Lincoln, Cathcart, Elm and Maple Streets; Plaza, Locust, Commerce, Elm and Birch Lanes; in Pearl Alley; in Lincoln-Cathcart and Pacific-Front alley ways. If a property borders Pacific Avenue and a side street and alley in the CRM District, the alley side will not be assessed.

Rental residential property is assessed at a discounted rate of \$.025 per building square foot for buildings located on Pacific Avenue and \$.02 for buildings located on side streets or alleys. Owner-occupied residential properties in the district are exempt from the assessment.

Each parcel's assessment is calculated as follows:

Linear Feet Frontage x Linear Feet Frontage Rate = Linear Footage Assessment
Lot Area Square Footage x Lot Area Square Footage Rate = Lot Assessment
Building Square Footage x Building Square Footage Rate = Building Assessment.

Linear Footage Assessment + Lot Assessment + Building Assessment = the annual assessment

Assessment Rate	Linear Feet Frontage	Lot Area Square Footage	Building Area Square Footage
Pacific Avenue	\$6.35	\$0.07	\$0.050
Side Street and Alley	\$4.75	\$0.05	\$0.040
Rental residential square footage is assessed at 50% rate of building square feet rate			

5. Show the amount or any surplus or deficit revenues carried over from the prior year.

The FY 2023 Operating Budget is estimated to have a fund balance of thirty-one thousand five hundred fifteen dollars and fifty-one cents (\$31,515.51).

6. The amount of contributions from other sources, if any.

The Economic Development Department provided administrative support in the form of membership mailings and the coordination of regular meetings of the DMC Board of Directors.

In addition to the proceeds by the CRM Assessment District in FY 2023, the DMC received \$16,500 collected by the City for cafe extension license fees and kiosk rent. The City also contributed \$10,000 to the Uncle Poop’s Pet Waste Removal contract.

7. The proposed work plan for the next fiscal year.

The following proposed activities were approved by the Board of Directors at the May 18, 2023 Board Meeting for Fiscal Year 2024 based on the estimated revenue generated from the proposed expanded district and increase rates. The Board voted to allow the activities and reserve funding to be revisited throughout the year for reallocation as needed as conditions change and based on actual costs for services. See Attachment 2 for the proposed work plan budgets based on the recommended changes to the assessment and district boundaries.

Downtown Ambassador Program

The DMC Board of Directors recommends continuing to contract with Block By Block Inc., through the Downtown Association of Santa Cruz (DTA) to provide Downtown Ambassador Services within the CRM district for FY 2024. DMC will allocate three hundred thirty-nine thousand dollars (\$339,000) for the 12-month contract.

The Ambassador Program provides one Operations Director and sufficient Ambassador hours to walk the DMC district 10am - 6pm, 7 days per week and staff the Information Kiosk during peak hours.

The Ambassadors will provide the following services:

- a. Offer and provide assistance, information and directions to visitors of the downtown.
- b. Provide a uniformed ambassador presence by walking the service area.
- c. Inform persons as to Santa Cruz Municipal Codes on standards of conduct with the goal of achieving compliance.
- d. Promptly report disruptive or criminal behavior to the appropriate public agency and cooperate as necessary for enforcement.
- e. Notify appropriate authorities to respond to medical or mental health emergencies.
- f. Pick up trash such as newspapers and small debris.
- g. Address light litter and graffiti and report large graffiti, spills on sidewalk, and other conditions that may impact public safety to the appropriate department if unable to remediate.

Downtown-Beach Shuttle

The Beach-Downtown shuttle replaces the Santa Cruz Trolley program and will provide transportation for thousands of visitors between the beach and downtown during the summer months. The program has restarted in 2023 after pausing following the 2019 season due to the pandemic. Shuttle operations are funded through a combination of sponsorships, advertising revenue, fares and grants. DMC Board of Directors believes that the number of visitors that the shuttle brings to the CRM district is beneficial and warrants a contribution of \$6,500 to shuttle operation costs.

Uncle Poop's Pet Waste Removal

The work plan includes the continuation of the maintenance contract with Uncle Poop's Pet Waste Removal for seventy-nine thousand dollars (\$79,000) to provide animal and human waste cleanup services for public and private property in the CRM District.

Pet Waste Bag Dispensers

The work plan includes a continuation of maintenance for the five pet waste bag dispensers in the district and purchase of at least 2,000 bags for an estimated cost of two hundred dollars (\$200). The waste bags were installed as a pilot program to monitor any changes in behavior from conveniently located bags in high traffic areas in an effort to reduce after-hour calls for pet waste pick up and reduction in daily collection numbers. The bags have been utilized by the community and minimal vandalism has occurred to the dispensers.

Attachment No. 1

DMC FY 2023 Work Program

The objectives of the DMC, as stated in the bylaws, are:

- To improve public perception of downtown Santa Cruz by enhancing safety and security;
- To provide information and direction to shoppers and visitors in downtown Santa Cruz;
- To provide a visible presence in downtown Santa Cruz to observe and report street disorder.

The DMC Board of Directors, pursuant to its bylaws, consists of nine members, including:

- Three representatives of the City: Mayor and Vice Mayor (or their designees) and Director of Economic Development Department.
- Three downtown property owners or designated agents.
- Three downtown business owners or designated agents selected by the DMC Board of Directors.

Downtown Management Corporation Board of Directors FY 2023

Chris Murphy, Business Representative

Larry Pearson, Business Representative

Ian McRae, Business Representative

Kris Reyes, Property Owner Representative

Ryan Coonerty, Property Owner Representative

Renee Culver, Property Owner Representative

Bonnie Lipscomb, Director, Economic Development

Scott Newsome, Councilmember

Shebreh Kalantari-Johnson, Councilmember

Kamala Allison, Business Representative (resigned fall 2022)

Donna Meyers, Councilmember (Term Expired January 2023)

Justin Cummings, Councilmember (Term Expired January 2023)

Downtown Ambassador Program

In the FY 2023 workplan the DMC Board of Directors continued the contract with the Downtown Association of Santa Cruz to provide hospitality services in the district for a second year of service.

The Ambassador program has been designed based on best practices of Downtown Management Organizations, with the specific and unique needs of Downtown Santa Cruz in mind. The primary objective of the program is to foster a welcoming and friendly environment in the Downtown and to provide support

to the business community. The program provides one Operations Director and sufficient Ambassador hours to walk the DMC district 10am - 6pm, 7 days per week and staff the Information Kiosk during peak hours. The Ambassadors are tasked with offering assistance and directions to visitors, providing eyes on the street to report disruptive or criminal behavior, picking up trash and debris to promote cleanliness downtown, and reporting graffiti, sidewalk



spills, and other conditions to the proper departments or agencies. The Ambassadors also maintain close relationships with the merchants in the district to provide information and address concerns to support their success downtown.

Uncle Poops Pet Waste Removal

Uncle Poop's Pet Waste Removal provides daily animal and human waste removal services in the CRM District. The contractor travels the entire CRM District every morning looking for waste on public and private property and removing it. The contractor also responds on-call to promptly clean up messes. This service has resulted in cleaner sidewalks and has relieved business owners of the burden to pick up waste in their alcoves and entry ways.

Related Services That Enhance the Downtown Ambassador Program

City Services

The Downtown Police Patrol enhances the efforts of the ambassadors. The Downtown Police Officers are in communication with the Ambassadors daily to monitor issues impacting the downtown and maintain communication between the businesses.

Homeward Bound Program

The City's Homeward Bound Program provides funding for Greyhound tickets to people in need after verifying that they are returning to family, medical services or employment.

Downtown Outreach Worker

The Downtown Outreach Workers (DOW), a social worker funded equally by County Mental Health and the City of Santa Cruz, has been extremely effective in identifying and assisting people with social and mental health problems and in referring them to needed services. The DOW works closely with the ambassadors, police and downtown businesses to increase the awareness of the position and to provide assistance to the business owners with social problems occurring in their premises and in the downtown generally. The DOWs work seven days a week and serves as a case manager to provide ongoing support to individuals to assist them with medical services, transportation and housing.

Downtown Association

The DMC continues to collaborate with the Downtown Association of Santa Cruz (DTA) on creating a clean, safe and friendly downtown. The DTA sponsors orientation workshops for new downtown employees and invites the police and the downtown outreach workers to attend and to provide information on services.

The DTA also operates the Downtown Information Kiosk which is located at 1130 K2 Pacific Avenue. The professional, friendly staff provides information to thousands of visitors and locals on area services, events, downtown opportunities and directions. They answer numerous questions including information about the public property ordinances in the downtown. Staff keeps a watchful eye on the area surrounding the kiosk and works cooperatively with police and downtown outreach workers.

Attachment No. 2

Downtown Management Corporation

Estimated Operating Budget FY 2023 and Proposed Budget for FY 2024

	FY 23 Estimated Actual	FY 24 Proposed No Assessment Change	FY 24 Proposed Assessment Increase Expanded District
Revenue			
Assessment	215,207.75	219,041.88	397,260.00
City Contribution	10,000.00	10,000.00	13,500.00
Kiosk Rent	6,500.00	6,500.00	6,500.00
Café Extension	10,000.00	10,000.00	10,000.00
Interest	82.76	80.00	80.00
Beginning Reserve	40,878.38	31,515.51	31,515.51
Total Revenue	282,668.89	277,137.39	458,855.51
Expenses			
Ambassador Program	213,783.96	213,783.96	339,000.00
Insurance	1,303.00	1,303.00	1,300.00
Tax Preparation	1,533.15	1,533.15	1,200.00
Taxes	100.00	100.00	60.00
Downtown-Beach Shuttle	-	-	6,500.00
Pet Waste Bag Dispensers	268.27	200.00	200.00
Maintenance (Uncle Poop's)	34,165.00	30,000.00	79,000.00
Total Expenses	251,153.38	246,920.11	427,260.00
Net Income (Loss)	(9,362.87)	(1,298.23)	80.00
Accumulated Reserve	31,515.51	30,217.28	31,595.51

Attachment No. 3
Methodology Summary Report

Cooperative Retail Management District Downtown Santa Cruz

Methodology Summary Report



Santa Cruz, California
May 2023

Prepared by:
Kristin Lowell, Inc.

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SECTION A: INTRODUCTION

In 2014, the Cooperative Retail Management District (District) amended its financing district in downtown Santa Cruz to assess all downtown parcels except for single family owner-occupied and church parcels. The District assesses each parcel to fund a hospitality ambassador program, maintenance services, sidewalk cleaning, and shuttle services between downtown and the beach. The current assessments are based on each parcels' linear street frontage (including side streets and alleys), lot square footage, and building square footage.

As downtown Santa Cruz has grown over the past decade and future downtown development projects planned, the need to expand the existing District boundary and review the assessment methodology is paramount to the success of a safe, clean, and vital downtown. The proposal is to expand the district boundary to include parcels on Front Street as well as Cedar Street. In addition, the methodology is to assess all parcels equally (churches are still exempt) given the fact that the services are delivered to all sidewalk frontages regardless of land use.

This report reviews the provided services, estimated budget and the assessment rates for the expanded district.

SECTION B: DESCRIPTION OF SERVICES

The work plan consists of the Downtown Ambassador Program administered by the Downtown Association through a contract with Block by Block, Inc. The Ambassadors make regular and continuous patrols of each parcel that is subject to the assessment within the District. These patrols are made along the frontage, side streets, and alleyways of each parcel. They provide assistance to businesses occupying the assessed parcels and provide information to shoppers, tourists and local residents while on patrol. The Ambassadors act as additional eyes and ears for the police, advising them of any suspicious activities and requesting their response if needed. They serve as goodwill ambassadors for the benefit of the property owners and their tenants. The Ambassadors are in touch with all of the merchants occupying the assessed parcels on a regular basis. Each Ambassador maintains records of their contacts with the public during their patrol and these records are submitted to the Board of Directors on a bi-monthly basis.

For the past 12 months, the Downtown Ambassador Program has been comprised of one Operations Director and sufficient Ambassador hours to walk the DMC district 10am - 6pm, 7 days per week and staff the Information Kiosk during peak hours. Staffing is adjusted according to demand, with hours decreasing during the late fall and winter, while increasing during the late spring and summer.

The work plan also includes a contribution for the operation of the Downtown-Beach Shuttles. The two electric vehicles shuttle thousands of visitors between the beach and downtown during the summer months. Shuttle operations are funded through a combination of sponsorships, advertising revenue, fares and grants. DMC Board of Directors believes that the number of visitors that the shuttles bring to the CRM district is beneficial and warrants a contribution to shuttle operation costs.

Additionally, the work plan includes funds to hire a maintenance contractor to remove animal and human excreta from public and private property.

SECTION C: DISTRICT BOUNDARY and EXPANSION AREA

Existing Boundary

The current District boundary includes all parcels with street frontage on Pacific Avenue between Mission Street and Laurel Street and all side streets off of Pacific Avenue between Front Street and Cedar Street including, Soquel Avenue, Locust, Cooper, Church, Walnut, Lincoln, Cathcart, Elm and Maple Streets; Plaza, Locust, Commerce, Elm and Birch Lanes; Pearl Alley; Lincoln-Cathcart and Pacific-Front alley ways.

Expansion Area

The proposed expansion area will now include all parcels with frontage on either Front Street or Cedar Street from Mission Street to Laurel Street. The proposed budget and assessment rates reflect expanding into these areas.

Service Zones

The District is allocated into two service zones; those with frontage on Pacific Avenue, and those that do not. The parcels with Pacific Avenue frontage have the highest concentration of commercial use and pedestrian traffic, and thus will receive the highest level and frequency of the District services. All other parcels in the District will receive the same services but less frequently. These parcels will be assessed at 75% of the Pacific Avenue parcels.

See the District boundary map on the following page.



SECTION D: PROPOSED BUDGET

The following table outlines the assessment budget for 2024.

EXPENDITURES	TOTAL
Ambassador Program - Block by Block	\$339,000
Maintenance - Uncle Poop's	\$79,000
Insurance	\$1,300
Tax Preparation	\$1,200
Taxes	\$60
Downtown-Beach Shuttle	\$6,500
Pet Waste Bag Dispensers	\$200
Total Expenditures	\$427,260
REVENUES	TOTAL
City Contribution	\$30,000
Assessment Revenues	\$397,260
Total Revenues	\$427,260

SECTION E: ASSESSMENT METHODOLOGY

Methodology

Determining the proportionate benefit among the parcels of real property within the proposed assessment district is the result of a four-step process:

1. Defining the proposed services,
2. Determining which parcels benefit from the proposed services,
3. Determining how the proposed services benefit parcels,
4. Determining the proportional special benefit each parcel receives in relation to all other parcels in the District receive (see below).

Each parcel within the District will be assessed based upon each parcel's unique characteristics in relationship to all other parcels' characteristics. Due to the proportionate benefits received by each parcel from the District services, each parcel will be assessed a rate which is commensurate with the amount of benefits received.

Each parcel's proportional special benefit from the services is determined by analyzing three parcel characteristics: Building Square Footage, Lot Square Footage, and Linear Street Frontage. These parcel characteristics are an equitable way to identify the proportional special benefit that each of the assessed parcels receive. Building square footage is relevant to the current use of a property and is also closely correlated to the potential pedestrian traffic from each parcel and the demand for the District services. The lot square footage reflects the long-term value implications of the District. A parcel's linear street frontage is relevant to the street level usage of a parcel and the demand for the District services. Together, these parcel characteristics serve as the basic unit of measure to calculate how much each parcel's characteristics are relative to all other parcels in the District.

Building square footage is defined as the total building square footage as determined by the outside measurements of a building. The gross building square footage is taken from the County Assessor's records. Building square footage is used as the characteristic to assess 1/3 of the budget. All building square footage that is not on Pacific Avenue will be assessed at 75% of the Pacific Avenue assessment rate.

Lot square footage is defined as the total amount of area within the boundaries of the parcel. The boundaries of a parcel are defined on the County Assessor parcel maps. Lot square footage is used to assess 1/3 of the budget. All lot square footage that is not on Pacific Avenue will be assessed at 75% of the Pacific Avenue assessment rate.

Linear street frontage is defined as the number of linear feet of each parcel that directly fronts a street or alley that will receive the District services. Corner lots or whole block parcels will be assessed for each side of the parcels' street frontage. Linear street frontage is used to assess 1/3 of the budget. Linear street frontage is then weighted based on the location of each side of the parcel's frontage. All frontage that is not on Pacific Avenue will be assessed at 75% of the Pacific Avenue assessment rate.

The table below illustrates the number of linear feet, lot square feet and building square feet for the both the existing district boundary plus the expansion areas.

Service Zone	Bldg SF	Lot SF	Pacific Ave Frontage	Other Frontage
Existing District - Pacific Ave Parcels	1,206,402	701,774	4,553	4,179
Existing District - Other Parcels	319,438	344,802	0	5,620
Cedar Street Expansion	45,740	111,453	0	1,390
Front Street Expansion	273,869	474,531	261	2,809
TOTALS:	1,845,450	1,632,560	4,813	13,998

Assessment Calculation

The assessment methodology acknowledges that the parcels with Pacific Avenue frontage receive the highest level of District services. Therefore, these parcels are assessed at a higher rate than all other parcels within the District boundary. Parcels that do not have Pacific Avenue frontage are assessed at 75% of the rate of parcels with Pacific Avenue frontage.

As previously discussed, the budget is allocated 1/3 each to building square footage, lot square footage, and linear street frontage. Using the footages from the table above, below are the assessment rates per foot for both Pacific Avenue parcels and all other parcels.

SERVICE ZONE	Bldg SF Assmt	Parcel SF Assmt	Pacific Ave Frontage Assmt	All Other Frontage Assmt
Pacific Ave Parcels	\$0.0718	\$0.0811	\$7.0393	\$5.2795
All Other Parcels	\$0.0538	\$0.0608	\$0.0000	\$5.2795

To calculate each parcel's assessment is as follows, respective of each parcel's location:

Building square footage x building square footage assessment rate
 Linear frontage x linear frontage rate
 Lot square footage x lot square footage assessment rate

Sample Parcel Assessments

A parcel's assessment on Pacific Avenue with 50 linear feet on Pacific Avenue, 5,000 parcel square feet, and 10,000 building square feet is calculated as follows:

Bldg square footage x the assessment rate (10,000 x \$0.0718) = \$718.00
 Lot square footage x the assessment rate (5,000 x \$0.0811) = \$405.50
 Linear street frontage x the assessment rate (50 x \$7.0393) = \$351.97
 Initial annual parcel assessment \$1,475.47

A parcel that is on the corner of Pacific Avenue with 50 linear feet on Pacific Avenue, 50 other linear frontage, 5,000 parcel square feet, and 10,000 building square feet is calculated as follows:

Bldg square footage x the assessment rate (10,000 x \$0.0718) =	\$718.00
Lot square footage x the assessment rate (5,000 x \$0.0811) =	\$405.50
Pacific street frontage x the assessment rate (50 x \$7.0393) =	\$351.97
Other frontage x the assessment rate (50 x \$5.2795) =	<u>\$263.98</u>
Initial annual parcel assessment	\$1,739.45

All parcel assessments are calculated in the same manner.

SECTION F: PARCEL ASSESSMENTS

APN	OWNER	Parcel Address	2024 Parcel Assmt
005-152-35	1010 Pacific Investors Attn: Donna Rivera	1010-1014 Pacific Avenue	\$11,899.79
005-081-61	1200 Pacific LLC c/o Redtree Properties	1218 Pacific Avenue	\$9,196.89
005-951-04	207 CHURCH STREET LLC	877 Cedar St	\$293.38
005-047-09	AKIN GERMAINE GRANGER TRUSTEE	200 Locust St	\$1,085.80
005-081-19	Allen Property Goup	1308 Pacific Avenue	\$694.92
005-042-35	Allen Property Group	1537 Pacific Avenue	\$1,512.85
005-142-07	Alyssa Pullen	112 Elm Street	\$897.76
005-145-10	Andrea Jamie Tischler	15 Birch Lane	\$409.97
005-153-25	Anton & Joyce Wolf, Trustees	1100 Pacific Avenue	\$2,853.53
005-152-36	Anton Development Company		\$8,312.45
005-043-02	Awe Sum Organics	121-123 Locust Street	\$679.41
005-041-14	Bank of the West	1551 Pacific Avenue	\$2,488.48
005-041-12	BANK OF THE WEST	110 Mission St	\$106.00
005-143-10	BAVA VERNON A & JOANNE MARIE CO-TRS	412 Cedar St	\$0.00
005-043-17	Bay Properties Inc.	1411-1415 Pacific Avenue	\$2,329.38
005-151-33/32	BIERMAN JAMES	408 Front St	\$1,545.02
005-053-27	C W SWENSON INC	740 Front St	\$6,594.51
005-148-17	CALVARY CHURCH RECTOR CHW & VEST OF	532 Center St	\$2,632.56
005-148-21	CALVARY CHURCH RECTOR CHW & VEST OF	524 Center St	\$0.00
005-148-22	CALVARY CHURCH RECTOR CHW & VEST OF		\$0.00
005-148-12	CALVARY EPISCOPAL CHURCH	532 Center St	\$0.00
005-148-18	CALVARY EPISCOPAL CHURCH	538 Center St	\$0.00
005-153-16	Canfield Laurel & Pacific Ltd.	1128-1132 Pacific Avenue	\$1,158.62
005-153-23	Canfield Laurel & Pacific Ltd.	1134 Pacific Avenue	\$6,445.03
005-141-20	Canfield Laurel & Pacific Limited Parnership	1101 Pacific Avenue	\$7,368.32
005-048-07	CEDAR CHURCH PROPERTY, LLC	903 Cedar St	\$978.86
005-141-11	Christophe & Cecile Bellito	113 Lincoln Street	\$1,620.17
005-152-17	City of Santa Cruz	818 Pacific Avenue	\$409.18
005-152-18	City of Santa Cruz	820 Pacific Avenue	\$409.18
005-152-33	City of Santa Cruz	Lot 12, Maple Alley	\$2,431.95
005-152-34	City of Santa Cruz	822 Pacific Avenue	\$1,397.46
005-153-10	City of Santa Cruz	1124 Pacific Avenue	\$4,662.74
005-041-16	City of Santa Cruz	Parkling Lot 2	\$1,802.11
005-042-12	City of Santa Cruz	118 Locust Street, Locust Garage	\$861.96

APN	OWNER	Parcel Address	2024 Parcel Assmt
005-042-13	City of Santa Cruz	120 Locust Street, Locust Garage	\$861.96
005-042-14	City of Santa Cruz	122 Locust Street, Locust Garage	\$1,614.33
005-042-36	City of Santa Cruz	Surface Lot, Locust Garage	\$3,867.99
005-075-12	City of Santa Cruz	Lot 8, Pearl Alley	\$2,704.19
005-076-06	City of Santa Cruz	Lot 3, Cedar/Church Garage)	\$11,379.60
005-081-51	City of Santa Cruz	Lot 1, Soquel Garage	\$12,496.59
005-141-21	City of Santa Cruz	Lot 4, Cedar/Cathcart	\$7,126.21
005-142-09	City of Santa Cruz	Lot 9, Cedar/Elm	\$2,707.38
005-144-14	City of Santa Cruz	114 Birch Lane	\$462.53
005-153-17	City of Santa Cruz	Lot 7, Cathcart/Front	\$1,808.75
005-081-08	City of Santa Cruz	Soquel	\$1,954.32
005-152-22	City of Santa Cruz	329 Front St	\$1,136.20
005-152-32	City of Santa Cruz	333 Front St	\$3,040.62
005-153-02	City of Santa Cruz	523 Front St	\$113.75
005-153-03	City of Santa Cruz	521 Front St	\$702.57
005-153-28	City of Santa Cruz	515 Front St	\$870.47
005-153-29	City of Santa Cruz		\$256.83
005-153-05	City of Santa Cruz	511 Front St	\$476.98
005-152-08	City of Santa Cruz	325 Front St	\$263.97
005-151-48	City of Santa Cruz	310 Front St	\$1,276.01
005-151-35	City of Santa Cruz		\$531.64
005-151-34	City of Santa Cruz	328 Front St	\$507.08
005-048-10	City of Santa Cruz	915 Cedar St	\$822.35
005-148-24	City of Santa Cruz	Cathcart Paseo	\$0.00
005-148-25	City of Santa Cruz	Cathcart Paseo	\$250.29
005-053-25	City of Santa Cruz	24 River St	\$11,174.66
005-052-26	COMERICA BANK CALIF	25 River St	\$4,507.33
005-081-55	Cooper House LLC Jay Paul Company	1374 Pacific Avenue, 100-110 Cooper Street	\$10,899.26
005-052-25	COUNTY OF SANTA CRUZ	842 Front St	\$2,144.27
005-043-16	Daly John C. Trustee	124 Church Street	\$1,333.32
005-145-09	David Boxer	310 Cedar St	\$1,414.17
005-051-12	David Lyng Real Estate Attn: Gail Mayo	113 Cooper Street	\$1,480.11
005-048-06	DAVIS JOHN R	911 Cedar St	\$626.33
005-081-20	Dell Williams Inc.	1320 Pacific Avenue	\$684.21
005-081-21	Dell Williams Inc.	1320 Pacific Avenue	\$684.21
005-051-13	Dennis Wagstaffe	111 Cooper Street	\$333.08
005-147-05	DEWITT ROBERT L & JANIS F	403 Cedar St	\$706.04
005-141-01	Dong Ventures LLC	1129 Pacific Avenue	\$2,881.22

APN	OWNER	Parcel Address	2024 Parcel Assmt
005-153-31	El Centro/Mercy Services Corporation	1106-1110 Pacific Avenue	\$4,540.70
005-075-07/08	Eulensen Family LLC	120 Pearl Alley	\$3,215.22
005-047-06	EVERETT RICHARD E & LAURA MAY	1013 Cedar St	\$407.84
005-082-18	FFF-SANTA CRUZ LLC	600 Front St	\$5,903.68
005-082-14	FFF-SANTA CRUZ LLC	698 Front St	\$9,688.48
005-082-22	FFF-SANTA CRUZ LLC		\$394.36
005-082-19	FFF-SANTA CRUZ LLC	720 Front St	\$2,018.22
005-141-02	Francis Alexander Prandi Trustee Etal	1121-1125 Pacific Avenue	\$1,593.92
005-146-04	GAO XIANGJIAN	313 Cedar St	\$537.72
005-148-03	Germaine Akin	515 Cedar St	\$830.18
005-148-05	GLASS JONATHAN LAWRENCE & TATIANA DAHER	501 Cedar St	\$962.27
005-046-02	GOLDSTEIN ALAN TRUSTEE ETAL	1109 Cedar St	\$390.48
005-051-10	Green Valley Corporation	1520-1532 Pacific Avenue	\$9,818.59
005-151-37	Green Valley Corporation	514-518 Front St	\$2,479.50
005-151-44	Green Valley Corporation	524 Front St	\$939.48
005-151-46	Green Valley Corporation	530 Front St	\$1,996.02
005-051-11	Green Valley-Ross Partnership	1502-1510 Pacific Avenue	\$4,541.69
005-042-29	Green Valley-Ross Partnership	1529-1531 Pacific Avenue	\$1,194.74
005-147-01	GRUBER DONNA A U/W	419 Cedar St	\$0.00
005-145-11	Gutierrez Family Trust	803 Pacific Avenue	\$984.45
005-151-49	HANDLOFF DAVID U/M TC ETAL	512 Front St	\$626.88
005-146-06	HARRIS STEPHEN	302 Laurel St	\$201.25
005-041-09	Huffman John S. & Karen B.	1541 Pacific Avenue	\$2,640.29
005-146-03	HUGHES WILLIAM D	315 Cedar St	\$0.00
005-074-27	HUTCHINSON CONSTANCE A	202 Lincoln St	\$875.76
005-144-15	Jack Cross Properties LLC	811 Pacific Avenue	\$2,003.78
005-043-07	Jack L. Gachesa	120 Church Street	\$463.03
005-075-15	Jeffie Feakins, Welsh Trustee	1213 Pacific Avenue	\$2,518.74
005-075-17	Jeffie Feakins, Welsh Trustee	1201-1208 Pacific Avenue	\$3,198.18
005-145-01	Jeffie Feakins, Welsh Trustee	809 Pacific Avenue	\$1,501.06
005-075-14	Jeffie Feakins, Welsh Trustee	114 Pearl Alley	\$1,200.60
005-075-04	Jerry Vellutini	1207 Pacific Avenue	\$618.06
005-042-15	Joslin Kim C. Trustee	1533 Pacific Avenue	\$747.87
005-142-04	Kane Randall P. Trustee	1009 Pacific Avenue	\$1,181.75
005-142-11	Kane Randall P. Trustees	1011 Pacific Avenue	\$2,946.24
005-143-02	L M Properties, LLC	923 Pacific Avenue	\$1,514.77
005-142-01	Lam Robert F Trustee	1017 Pacific Avenue	\$1,306.01
005-147-02	LE VAN DAVID TRUSTEE	417 Cedar St	\$767.42
005-081-30	Leroy V Pera & Helen N Co-Trustees	1220 Pacific Avenue	\$1,447.74
005-144-01	Lido J & Marie R Marietti Trustees Etal	817 Pacific Avenue	\$3,107.54

APN	OWNER	Parcel Address	2024 Parcel Assmt
005-144-08	Lido J & Marie R Marietti Trustees Etal	115 Maple Street	\$483.53
005-144-09	Lido J & Marie R Marietti Trustees Etal	111 Maple Street	\$330.65
005-144-10	Lido J & Marie R Marietti Trustees Etal	109 Maple Street	\$410.00
005-144-13	Lissner Properties Inc.	320 Cedar Street	\$4,732.19
005-141-13	Livingston John Trustee	1117 Pacific Avenue	\$2,965.94
005-145-12	Locatelli Properties III LLC	801 Pacific Avenue	\$1,493.06
005-042-31	Louis Emmet Rittenhouse	1523 Pacific Avenue	\$774.35
005-042-33	Louis Emmet Rittenhouse U/M	1527 Pacific Avenue	\$473.34
005-047-07	MACKAY JESSICA	1011 Cedar St	\$646.88
005-047-08	MACKAY JESSICA	1005 Cedar St	\$653.52
005-046-05	MARIDON BRIAN TRUSTEE ETAL	118 Union St	\$1,224.63
005-142-14	Mariolo Robert S. & Harlene Trustees	221 Cathcart Street	\$1,146.78
005-146-01	MASHIAN EMANUEL & CORNELIA H/W CP RS	201 Maple St	\$714.02
005-081-59	McPherson Center	725 Front Street	\$3,139.63
005-081-60	McPherson Center	725 Front St	\$315.29
005-043-15	Mehdi and Debra Shahmirza	912 Cedar	\$1,392.94
005-142-13	Miller Investors LLC	1013-1015 Pacific Avenue	\$1,519.88
005-143-04	MoBo Sushi, Inc.	901 Pacific Avenue	\$1,340.25
005-076-18	Mondo Family	102 Walnut Avenue	\$3,622.74
005-147-04	NEKLASON CHRISTOPHER C TRUSTEE ETAL	407 Cedar St	\$0.00
005-081-43	P Neary LLC	1360-1368 Pacific Avenue	\$1,913.68
005-076-21	Pacific Ave - Church St LLC	101 Church Street	\$9,835.33
005-143-03	Pacific Avenue Land, LLC	903 Pacific Avenue	\$2,626.46
005-076-07	Pacific Commerce Properties LLC	1325-1329 Pacific Avenue	\$1,882.86
005-043-11	Pacific Square Limited Partnership	1407-1409 Pacific Avenue	\$1,570.18
005-043-21	Pacific Square Limited Partnership	1401-1405 Pacific Avenue	\$8,102.10
005-043-19	Pacific Square Limited Partnership	103-109 Locust Street	\$1,189.30
005-081-35	Palomar Associates	1330 Pacific Avenue	\$6,067.71
005-081-37	Palomar Associates	701 Front St	\$1,989.88
005-041-19	Penjak LLC	1543 Pacific Avenue	\$2,541.78
005-146-02	PERERA NIRSHAN	317 Cedar St	\$0.00
005-047-05	PERIE CELESTE FARAOLA & DAVID MICHAEL	1015 Cedar St	\$465.90
005-042-10	Prindle Building LLC	1515 Pacific Avenue	\$2,129.44
005-075-03	Rader Robert P. & Nancy G. Co-Trustees Etal..	1209 Pacific Avenue	\$732.25
005-041-11	Rees Burton S. & Cynthia C.	1545 Pacific Avenue	\$538.40
005-076-14	Rees Burton S. & Cynthia C. Trustees	1315 Pacific Avenue	\$458.68
005-146-05	RIBEIRO CAROLE EBERHARDT TRUSTEE	309 Cedar St	\$0.00
005-076-08	Rick Melrose	1345 Pacific Avenue	\$608.00
005-076-19	Rick Melrose	1349 Pacific Avenue	\$1,416.41
005-051-01	Rittenhouse Building and Investment	1536-1550 Pacific Avenue	\$3,103.23
005-041-20	Roaring Park Pacific LLC	1547-1549 Pacific Avenue	\$7,296.24

APN	OWNER	Parcel Address	2024 Parcel Assmt
005-143-01	Robert D. Fallon U/M	939 Pacific Avenue	\$1,869.67
005-143-14	Robert D. Fallon U/M	107 Elm Street	\$1,009.47
005-148-04	Robert Lam	507 Cedar Sr	\$857.79
005-153-22	Roger Crissman, Successor Trustee	1114 Pacific Avenue	\$1,963.51
005-147-03	SALSABILIAN MAHMOOD	411 Cedar St	\$712.57
005-076-13	Santa Cruz Beach, LLC c/o Allen Property Group, Inc	1319 Pacific Avenue	\$560.14
005-152-05	Santa Cruz Metropolitan Transit District	912 Pacific Avenue	\$1,660.82
005-152-30	Santa Cruz Metropolitan Transit District	1004 Pacific Avenue	\$2,651.77
005-152-31	Santa Cruz Metropolitan Transit District	920 Pacific Avenue	\$5,301.24
005-151-39	SC RIVERFRONT LLC	418 Front	\$896.77
005-151-22	SC RIVERFRONT LLC	428 Front St	\$2,122.76
005-151-30	SC RIVERFRONT LLC	440 Front St	\$1,344.59
005-151-31	SC RIVERFRONT LLC	504 Front St	\$1,292.86
005-151-50	SC RIVERFRONT LLC	508 Front St	\$505.24
005-151-43	SCFS VENTURE LLC	316 Front St	\$931.64
005-151-29	SCFS VENTURE LLC	320 Front St	\$500.02
005-151-51	SCFS VENTURE LLC	322 Front St	\$1,395.82
005-042-09	Scott Pinheiro	1517-1519 Pacific Avenue	\$919.69
005-075-01	Sharkey Properties LLC	1221-1233 Pacific Avenue	\$2,315.47
005-072-46	SHUMATE, MICHAEL & GAIL	130 Walnut Ave	\$1,235.39
005-142-10	Spodick Cathcart Street, LLC	231-235 Cathcart	\$2,251.28
005-142-05	Spodick Pacific Avenue LLC	1003 Pacific Avenue	\$902.47
005-142-06	Spodick Pacific Avenue LLC	1001 Pacific Avenue	\$1,324.99
005-151-38	STAGNARO COTTARDO & CLAUDINE TRUSTEES ETAL	412 Front St	\$598.12
005-143-11	Stanley & Sandra Mock	418 Cedar	\$1,256.03
005-041-01	TARANTINO MARK A	109 Mission St	\$1,746.80
005-052-35	United States of America	850 Front St	\$6,233.46
005-076-10	Ursula Scholz Gross	1335 Pacific Avenue	\$449.39
005-081-31	Vellutini Fred G & Evalyn L Trustees	1224 Pacific Avenue	\$1,968.39
005-076-09	Vellutini Fred G. & Evalyn L., Trustees	1339 Pacific Avenue	\$675.02
005-074-23	WALNUT AVENUE PROPERTIES LLC	155 Walnut Ave	\$1,260.19
005-042-22	Wenzel Robert L. and Jacqueline L. Trustees	1521 Pacific Avenue	\$903.96
005-145-04	Willard Kent & Marlyene Schwartz	212 Laurel St #201	\$1,310.15
005-153-26	WOLF-PACIFIC LLC	1100 Pacific Avenue	\$291.05
005-152-01	Zoccoli's Delicatessen	429-435 Front Street	\$2,937.61
005-051-02	Zoccoli's Delicatessen	1534 Pacific Avenue	\$627.51
005-051-09	Zoccoli's Delicatessen	1534 Pacific Avenue	\$31.00
TOTAL ASSESSMENT:			\$397,260.00