Business Improvement Assessments
Questions and Answers
Fiscal Year 2014

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 and forwarded directly to the Downtown Association of Santa Cruz.

How are they calculated?

Business Improvement Assessments are based on the following formula:

(Business Area X Rate X Type X Zone) + $50.00 = Annual Assessment
Annual Assessment ÷ 2 = Semi-Annual Assessment

FISCAL YEAR 2014 BUSINESS IMPROVEMENT RATES:

RATE	$0.35 PER SQUARE FOOT
TYPE 1 - 100%	RETAIL & FOOD
TYPE 2 - 60%	FINANCIAL, BARS & THEATERS
TYPE 3 - 40%	WHOLESALE TRADE, SERVICES & PROFESSIONS, AUTO DEALERS
ZONE 1 - 100%	CAP OF 10,000 SQ FT
ZONE 2 - 60%	CAP OF 10,000 SQ FT

Note: Please refer to the chart on page 2 to determine your Zone.

Example: 1,000 (sq ft) x .35 (rate) x 100% (type 1) x 60% (zone 2) + $50.00 = $248.00 ÷ 2 = $124.00 (Semi-Annual)

Who pays Business Improvement Assessments?

Businesses operating in the Downtown Parking and Business Improvement District (see page 2) on January 1 and July 1 are billed for the semi-annual Business Improvement Assessment. A penalty is charged for all bills not paid by January 31 and July 31.

Who can I call if I have more questions?

Please call Chip at the Downtown Association (332-7422) or Jillian Morales, Accounting Services Supervisor, at the City of Santa Cruz (420-5089). We will be happy to answer any questions you may have.

BUSINESS IMPROVEMENT DISTRICT ZONES

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	100-199	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	2
RIVER STREET 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