

**PETITION TO FORM THE
DOWNTOWN LONG BEACH
PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT**
(Pursuant to Sec. 36600 et seq. of the Calif. Streets and Highway Code)

This is a petition to initiate special assessment proceedings to form the Property-based Business Improvement District (PBID) in accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 et seq., for the purpose of undertaking and implementing the Management District Plan, a summary of which is attached.

Legal Owner: Long Beach Housing Dev Co

Owner % of Total Assessment: 0.017%

APN:	Parcel Address (if known)	Parcel Assessment
7281-007-064	N Side Of 4Th BW Elm And Linden	\$400.92
		<hr/> Total \$400.92

To complete your Petition please: 1) Check your affirmation YES, 2) Print your name an e-mail and phone number, and 3) Sign and date below.

☐ YES, I approve of the proposed maximum assessment of \$400.92 on the parcel(s) identified on this preliminary petition.

<u>(Print) Name and Title of Owner of Record or an Authorized Representative</u>	<u>Email address</u>	<u>Phone No.</u>
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<u>Signature of Owner of Record or the Representative Legally Authorized and Entitled to Sign this Petition</u>	<u>Date</u>
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Please return signed and dated Preliminary Petition to:

Downtown Long Beach Associates
100 W. Broadway, Suite 120
Long Beach, CA 90802

Please return by May 1, 2012

INSTRUCTIONS ON SIGNING AND RETURNING THE PETITION

This petition is for the signatures of persons or firms owning property within the proposed district. Only the signatures of owners will be counted. The signatures of renters or lessees will not be counted.

Owners are those whose names appear in the records of the County Assessor. If you have purchased the property very recently, your name may not yet appear in the County Assessor's records.

The following persons may sign the petition:

- 1) If two or more persons own the property as tenants-in-common, any one tenant-in-common may sign for all.
- 2) If two or more persons own the property in joint tenancy, any one joint tenant may sign for all.
- 3) If the property is community property then all owners have to sign.
- 4) If the property is owned by a partnership, any general partner authorized by the partnership may sign.
- 5) If the property is owned by a corporation, the petition may be signed for the corporation by any officer or officers authorized to make contracts by the corporate by-laws or by resolution of the corporation's Board of Directors.

Signing the petition:

To complete the petition you must take the following steps:

- 1) Check your affirmation in space next to "YES, I approve of the proposed assessment on the parcel(s) identified on this preliminary petition."
- 2) Print your name, email address, and phone number.
- 3) Sign and date petition.

Returning the petition:

To return the signed and dated petition you may use either the provided self-addressed envelope or you may email it to info@dlba.org. If you chose to use your own envelope, please send it to:

Downtown Long Beach Associates
100 West Broadway, Suite 120
Long Beach, CA 90802

Verifying the petition:

The signatures on the petition may be verified against the records of the County Assessor. Only those owners who appear to be such on the Assessor's records at the time the petition is filed (not the time it is signed) can be counted in calculating the adequacy of the petition.

The petition must be signed by owners representing at least 50% of the assessments proposed to be levied. Notice that this calculation is based on the assessments levied on a property owner, not on assessed value, land area of property owned or number of owners.

Questions:

If you have any questions, please contact the Downtown Long Beach Associates at (562) 436-4259 or you may email your question to info@dlba.org.

Property Characteristics and Calculation Instructions

Legal Owner: Long Beach Housing Dev Co

Table 1: Property Characteristics

APN	Site Address	Bldg Sq.Ft	Lot Sq.Ft	Standard Linear Feet	Premium Linear Feet	Benefit Zone	Property Type	Parcel Assessment
7231-C07-064	N Side Of 4Th B/W Elm And Linden	0	3,750	25	0	Standard	Commercial	\$ 400.92

Table 2: Assessment Rates

	Commercial and Government	Parking Structures	Residential and Non-Profits
Premium Frontage	\$15.65512	\$15.65512	\$15.65512
Standard Frontage	\$9.69183	\$9.69183	\$9.69183
Premium: Lot / Building	\$0.04647	\$0.03183	\$0.01718
Standard: Lot / Building	\$0.04230	\$0.02766	\$0.01302

Assessment Calculations

Property characteristics are provided by the Los Angeles County Assessor. To reference the source data found in *Table 1: Property Characteristics* above, visit the Assessor's website at: www.assessor.lacounty.gov. Proposed parcel assessments are calculated by multiplying the property characteristics by the appropriate assessment rates found in *Table 2*.

Benefit Zones

Assessments also reflect the different service frequencies for the Standard and Premium benefit zones of the PBID. Services in the Standard benefit zone have a lower frequency of Clean and Safe services than in the Premium zone, therefore, its assessment reflects a lower rate than Premium.

Total Assessment Calculation: To calculate the parcel's proposed assessment, simply follow these steps:

1. Determine the Benefit Zone by referencing the aptly named column in *Table 1: Property Characteristics*.
2. Determine the Property Type by referencing the appropriate column in *Table 1: Property Characteristics*.
3. Identify corresponding rates in *Table 2. Assessment Rates* for the Frontage, and Lot / Building.
4. Add the Lot and Building square footage from the *Table 1. Property Characteristics*.
5. Multiply the sum (Lot plus Building square footage) by the Lot / Building rate from the *Table 2. Assessment Rates*.
6. Take the frontage from the *Table 1. Property Characteristics* (Standard and / or Premium) and multiply by the appropriate frontage rate from the *Table 2. Assessment Rates*.
7. Add the results from step 5 and step 6. The sum is the parcel's proposed assessment.

Self-calculated totals may vary marginally due to rounding of assessment rates.

March 28, 2012

Dear Downtown Long Beach Property Owner,

The Downtown Long Beach Associates (DLBA) is working with Downtown property owners to renew a Property-Based Improvement District (PBID) designed to help protect your investment by ensuring that Downtown is safe, clean, vibrant, and prosperous.

Since 1998, the DLBA has used the PBID as a resource to shepherd an improved Downtown through enhanced services such as cleaning sidewalks, deploying Downtown Safety Guides to patrol the district, developing marketing and economic development programs that promote the Downtown and attract new investment, produce special events that provide opportunities for the community to celebrate together, and serve as an advocate that ensures Downtown has a voice in policy discussions.

The PBID's programs and services are working. In a survey conducted in 2011, 86.6% of Downtown stakeholders agreed that the general appearance of Downtown has improved, 80.8% believe Downtown is cleaner, 65.2% believe Downtown is now safer, and 67.9% believe it is more vibrant.

We are asking for your support by signing the enclosed petition to initiate proceedings to continue the PBID. District continuation requires submission of petitions signed by property owners in the District who will pay more than 50% of the total proposed assessments. When the sufficient numbers of petitions are collected, there will be a subsequent ballot process later this summer when all property owners will be asked to cast a vote to authorize the special assessment and keep the PBID services and programs operating.

Included within this package is the following information to assist you in learning about Downtown Long Beach's PBID and this initial petition process:

- **Downtown Long Beach PBID Management Plan Summary Documents:** Includes background on the PBID, the programs and services to be provided, a breakdown of the budget, maximum assessment rates, boundaries, and benefit zones. A full copy of the Downtown Long Beach PBID Management Plan is available upon request or you may access at www.downtownlongbeach.org.
- **Data Verification Form:** This page details property characteristics including building and lot square footage; linear front footage, use (residential and commercial) and benefit area of your parcel. It also displays the **maximum** amount of assessment the parcel would be levied in the first year..
- **Petition Material and Instructional Sheet;** To support the PBID, please sign the petition form and return it to us at your earliest convenience.
- **Return Envelope:** To return the petition to the DLBA.

Thank you for your support and please do not hesitate to contact the DLBA at 562-436-4259 or info@dlba.org should you have any questions.

Sincerely,

Kraig Kojian
DLBA President & CEO

John Sangmeister
DLBA Board Chairman

Jeff DuChateau
PBID Steering Committee Chair

David Cannon
DLBA Residential Board Member

DOWNTOWN LONG BEACH
PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT (PBID)
MANAGEMENT PLAN SUMMARY
FINAL PLAN – MARCH 2012 (03/03)

The Downtown Long Beach Property-Based Business Improvement District (PBID) is a special benefit assessment district formed in 1998 and renewed in 2003 that conveys special benefits to each individual assessed parcel located within the district boundaries. Downtown property owners are now seeking to continue the PBID for an additional ten-year term. As described in this plan, it is proposed that the PBID will continue to provide funding for enhanced maintenance, public safety, beautification, marketing and economic development programs, above and beyond those provided by the City of Long Beach.

Location	The district will encompass the core of Downtown Long Beach, including approximately 70 blocks that are bounded approximately by Shoreline Drive to the south, Golden Shore to the west and Alamitos Avenue to the east. The northern boundary is 3 rd Street along the western part of the district, 8 th Street in the central part and 4 th Street along the eastern part.
Improvements & Activities	<p><i>A Clean, Inviting and Vibrant Downtown:</i> The PBID will finance improvements and activities that will improve the Downtown environment and experience for property owners, residents, workers and visitors, including:</p> <p><i>Environment:</i></p> <ul style="list-style-type: none"> • Clean Teams that sweep, scrub and power wash sidewalks, remove litter and graffiti, increase the frequency of trash removal and maintain landscaping within the Downtown. • Safety Guides that provide information on Downtown activities and attractions, work with local police, businesses, and homeowners associations to prevent crime and work productively to reduce homelessness and street populations. • Beautification improvements that make Downtown more visually attractive, including enhanced streetscape, landscaping, street furniture, lighting, public art and banners. <p><i>Economy:</i></p> <ul style="list-style-type: none"> • Economic Development services aimed to assist property owners in recruitment and retention of tenants, including efforts to fill storefronts, attract diverse retail and employers to occupy office buildings. • Marketing & Special Events to promote a positive image and activate Downtown with a regularly scheduled series of festivals, events, promotions and public relations activities.
Method of Financing:	Levy of assessments upon real property that benefit from improvements and activities.

Budget:	<p>Total district assessment budget for its first year of operation is \$2,325,000:</p> <table><tr><th>Activity</th><th>Sub-Total</th><th>Total</th><th>%</th></tr><tr><td>Environment</td><td></td><td></td><td></td></tr><tr><td>Clean Teams</td><td>\$790,000</td><td></td><td></td></tr><tr><td>Downtown Safety Guides</td><td>\$600,000</td><td></td><td></td></tr><tr><td>Beautification</td><td>\$100,000</td><td></td><td></td></tr><tr><td>Total Environment</td><td></td><td>\$ 1,490,000</td><td>64.1%</td></tr><tr><td>Economy</td><td></td><td></td><td></td></tr><tr><td>Economic Development</td><td>\$275,000</td><td></td><td></td></tr><tr><td>Marketing & Events</td><td>\$310,000</td><td></td><td></td></tr><tr><td>Total Economy</td><td></td><td>\$ 585,000</td><td>25.2%</td></tr><tr><td>Administration & Reserves</td><td></td><td></td><td></td></tr><tr><td>Administration & Advocacy</td><td>\$ 150,000</td><td></td><td></td></tr><tr><td>Delinquency Reserve (3%)</td><td>\$ 75,000</td><td></td><td></td></tr><tr><td>General Benefit Reserve (1%)</td><td>\$ 25,000</td><td></td><td></td></tr><tr><td>Total Admin. & Reserves</td><td></td><td>\$ 250,000</td><td>10.7%</td></tr><tr><td>TOTAL</td><td></td><td>\$ 2,325,000</td><td>100.0%</td></tr></table>	Activity	Sub-Total	Total	%	Environment				Clean Teams	\$790,000			Downtown Safety Guides	\$600,000			Beautification	\$100,000			Total Environment		\$ 1,490,000	64.1%	Economy				Economic Development	\$275,000			Marketing & Events	\$310,000			Total Economy		\$ 585,000	25.2%	Administration & Reserves				Administration & Advocacy	\$ 150,000			Delinquency Reserve (3%)	\$ 75,000			General Benefit Reserve (1%)	\$ 25,000			Total Admin. & Reserves		\$ 250,000	10.7%	TOTAL		\$ 2,325,000	100.0%
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Cost:	<p>Annual assessments are based upon a calculation of benefits provided, an allocation of costs for providing those special benefits within two benefit zones and a calculation of linear frontage, lot and gross building square footage within each zone. Two different benefit zones are proposed with two different levels of service. The deployment and frequency of clean and safe services in the Premium zone will be greater than the deployment and frequency of clean and safe services in the Standard zone.</p> <p>Parking structures, residential properties and properties owned and used for non-profit purposes pay an adjusted and reduced rate. Estimated annual maximum assessment rates for the first year of the district are:</p> <table><tr><th></th><th>Standard</th><th>Premium</th></tr><tr><td>Annual Assessment for Lot Frontage (all properties) per foot</td><td>\$ 9.692</td><td>\$ 15.655</td></tr><tr><td>Plus: Lot + Building Square Footage</td><td></td><td></td></tr><tr><td>• Commercial & government properties</td><td>0.0423</td><td>0.0465</td></tr><tr><td>• Parking structures</td><td>0.0277</td><td>0.0318</td></tr><tr><td>• Residential & Non-Profits</td><td>0.0130</td><td>0.0172</td></tr></table>		Standard	Premium	Annual Assessment for Lot Frontage (all properties) per foot	\$ 9.692	\$ 15.655	Plus: Lot + Building Square Footage			• Commercial & government properties	0.0423	0.0465	• Parking structures	0.0277	0.0318	• Residential & Non-Profits	0.0130	0.0172																																														
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Cap	<p>Annual assessments may increase no more than 5% per year consistent with the increase in the Tri-County consumer price index (CPI) and increases in other program costs. The determination of annual adjustments in assessment rates will be subject to the review and approval of the Downtown Long Beach Associates (DLBA) Board of Directors, which serves as the PBID Owner's Association.</p>																																																																

City Services	The City of Long Beach has provided an accounting of baseline services that are currently provided within the District and will continue through the duration of the planned renewal. <i>The City base level of service agreement is attached as an Exhibit to the Management Plan.</i>
Collection	PBID assessments appear as a separate line item on the annual Los Angeles County property tax bills. Any parcel not on the property tax rolls, such as a government or non-profit owned parcels, will be directly billed by the DLBA or a third-party contractor.
District Governance:	<p>The PBID will continue to be governed by the Downtown Long Beach Associates (DLBA), a 501(c)6 non-profit organization consisting primarily of property owners, businesses and residents within the district. Acting as the Owner's Association for the district, DLBA will determine budgets, assessment rates subject to the parameters contained in the Management Plan and monitor service delivery that is provided by DLBA staff and/or contractors.</p> <p>The DLBA Board of Directors includes a diverse representation of stakeholders, including Downtown property owners, businesses and residents. Currently, there are nine commercial property owners and two resident representatives on the 19 member voting board. Acknowledging that residential condominiums and parcels owned by non-profits will be added to the PBID, the DLBA Board will consider appropriate representation from these stakeholder groups.</p>
District Continuation	California law for PBID district continuation requires the submission of petitions signed by property owners in the proposed district who will pay more than 50% of the total assessments (i.e. petitions must represent more than 50% of the \$2,300,000 to be assessed). Petitions are submitted to the Long Beach City Council, and the City will send mail ballots to all affected property owners. The majority of ballots returned, as weighted by assessments to be paid, must be in favor of the PBID in order for the City Council to consider approval.
Duration	Collection of the first year's assessments will be included in the 2013 tax bill with services beginning January 1, 2013 and continuing through December 31, 2022. A five-year review of the district will evaluate market conditions and the need for any adjustments to the Management Plan. Any subsequent renewal of the district will require a new management plan, petition and mail ballot process.
Full Management Plan	A full copy of the Management Plan and its appendices is available online at www.downtownlongbeach.org . To receive a printed copy, please contact the DLBA by calling (562) 436-4259.

The Property Based Improvement District:

A TOOL FOR AN IMPROVED DOWNTOWN LONG BEACH

What is a Property Based Improvement District?

In more than 100 Downtowns across California, Property Based Business Improvement Districts, or PBIDs, levy special contributions within geographically defined areas to fund services, activities, and programs not provided by government. Those contributions come from all property owners within the district in order to equitably distribute the costs and benefits of the agreed-upon services.

The PBID transforms those contributions into the enhanced services and benefits you see and experience every day. Clean and safe efforts, the marketing of and advocacy for Downtown, special events, and business development programs become direct returns for your investment in Downtown.

Who Manages the PBID?

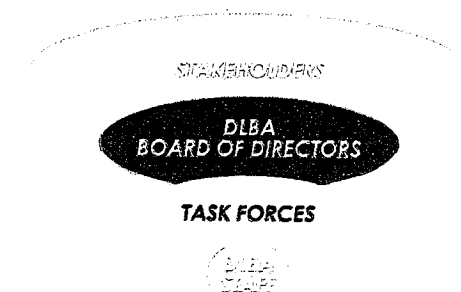
The PBID has been guided by the judgment and insight of an elected governing board and various community task forces comprised of a diverse group of volunteer leaders – all whom share their time and expertise to ensure that contributions are managed in an ethical, effective, and efficient fashion. That group currently includes property and business owners, civic leaders, and Downtown residents.

The contributions collected through the PBID help to fund the programs and services of the Downtown Long Beach Associates (DLBA). With residents now entering the organization as contributors, there is a tremendous opportunity to improve and unify the voice of Downtown.

History and Future of the PBID

Downtown's PBID was originally formed in 1998, and later renewed in 2003 for a ten-year term. Over that time, the Downtown has become cleaner and safer and has enjoyed an improved regional image through PBID contributions and the services provided by the DLBA.

Downtown property owners are now seeking to continue the PBID for an



additional ten-year term. As described in the draft management plan, it is proposed that the PBID will continue to provide funding for enhanced maintenance, public safety, beautification, marketing and economic development programs, above and beyond the services provided by the City of Long Beach.

With two thousand residential units becoming first-time contributors, the PBID is evolving into a more comprehensive, community-based resource that serves an urban, mixed-use neighborhood.

Now is the opportunity to work together to shape and direct the future of Downtown. After nearly 15 years of PBID contributions borne solely by commercial and institutional property owners, it is our shared responsibility to guide Downtown's continued evolution and improve its quality of life.



PBID Services Overview

A Clean, Inviting and Vibrant Downtown: The PBID will finance improvements and activities that will improve the Downtown environment and experience for property owners, residents, workers and visitors, including:

Clean Teams that sweep, scrub and power wash sidewalks, remove litter and graffiti, increase the frequency of trash removal and maintain landscaping within the Downtown.

Safety Guides that provide information on Down-town activities and attractions, work with local police and homeowners associations to prevent crime, and work productively to reduce street populations.

Beautification improvements that make Down-town more visually attractive, including enhanced landscaping, street furniture, lighting, public art and banners.

Economic Development services aimed to assist property owners in recruitment and retention of tenants, including efforts to fill storefronts, attract diverse retail and employers to occupy office buildings.

Marketing and Special Events promote a positive image and activate Downtown with a consistent series of festivals and events.

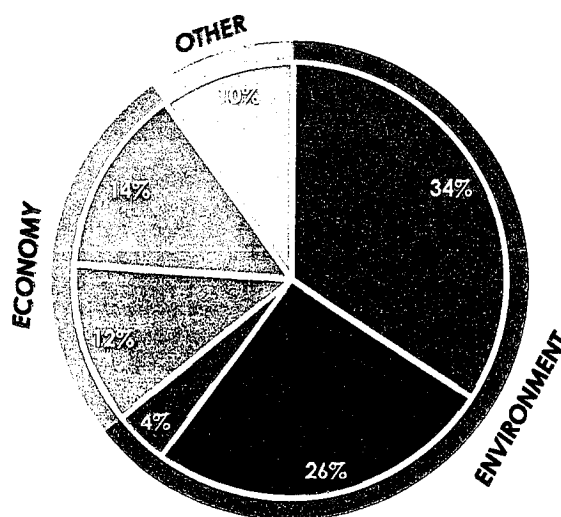
Clean and Safe services are at the core of the PBID and provide the foundation for all DLBA programs. 100% of Downtown Clean and Safe services are funded through the PBID.



"As a Downtown resident and small business owner, every day I see the numerous programs and services provided by the DLBA. These services help make Downtown Long Beach what it is - a clean, safe and thriving place to raise my family or operate my business."

-Andy Kripp
Resident, Harbor Place Tower
Owner, The Den Salon

PROPOSED PBID EXPENSE ALLOCATIONS



ENVIRONMENT
- \$1,490,000 (64.1%)

- Clean Teams
- Downtown Safety Guides
- Beautification

ECONOMY
- \$585,000 (25.2%)

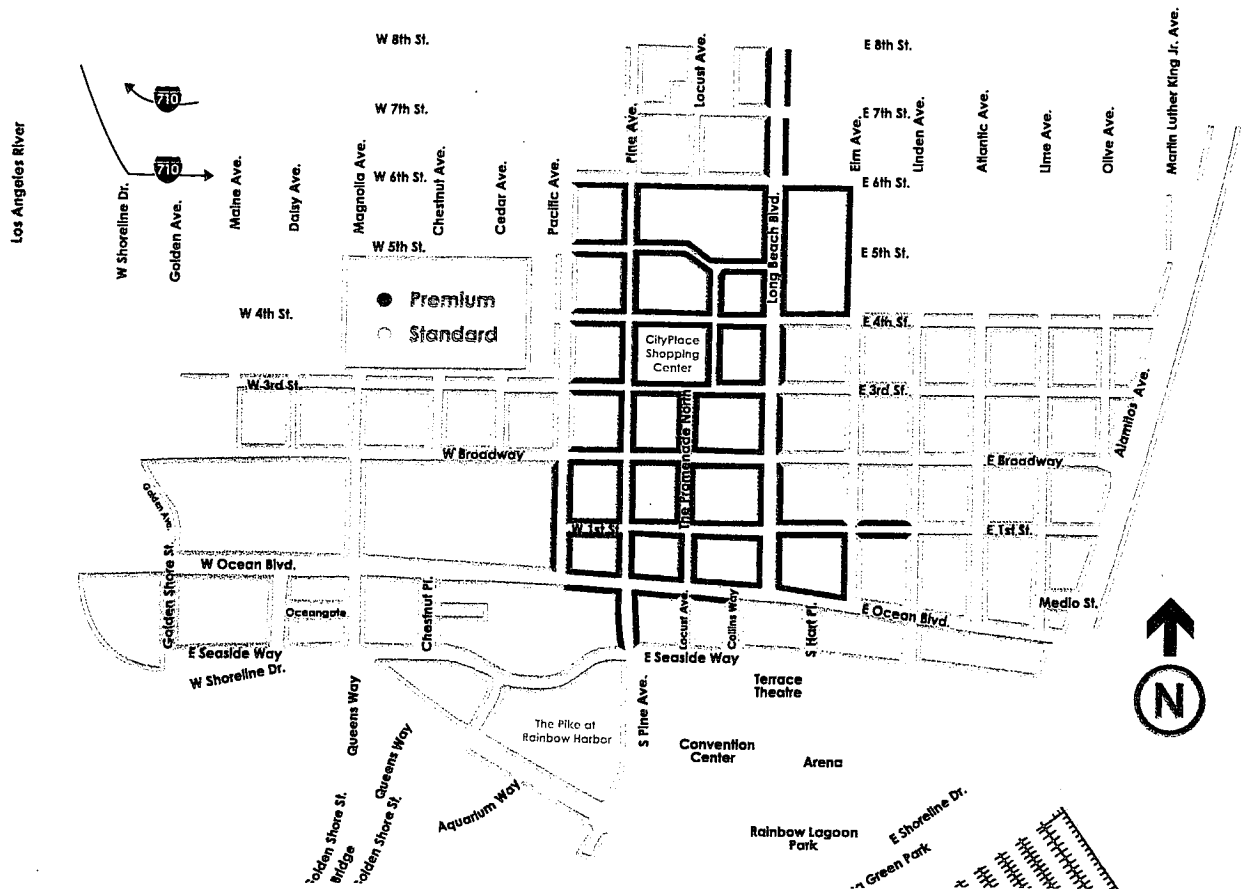
- Economic Development
- Marketing & Events

OTHER
- \$250,000 (10.7%)

Administration, Advocacy,
& Reserves

To learn more about the PBID and DLBA, or to download the Draft Management Plan, log on to www.dlba.org. To schedule a presentation about the PBID, please call 562.436.4259.

Proposed PBID Boundaries & Benefit Zones



Proposed Rates and Assessment Methodology

Contributions to the PBID are made by Downtown property owners. The following table presents an overview of the rates used to calculate assessments for different property types. For a determination of benefit zone (Premium vs. Standard), please refer to the map of the proposed PBID included above.

ASSESSMENT VARIABLE	COMMERCIAL AND GOVERNMENT	PARKING STRUCTURES	NON-PROFITS	RESIDENTIAL
GROSS BUILDING SQUARE FOOTAGE	11,377,097 Sq. Ft.	2,511,462 Sq. Ft.	182,384 Sq. Ft.	4,642,740 Sq. Ft.
PREMIUM: FRONTAGE	\$15.655	\$15.655	\$15.655	\$15.655
STANDARD: FRONTAGE	\$9.692	\$9.692	\$9.692	\$9.692
PREMIUM: LOT + BUILDING	\$0.0465	\$0.0318	\$0.0172	\$0.0172
STANDARD: LOT + BUILDING	\$0.0423	\$0.0277	\$0.0130	\$0.0130
AVG. CONDO: STANDARD				\$58.34
AVG. CONDO: PREMIUM				\$114.16

* All residential buildings will not be asked to contribute to economy-related programs.



Jeff DuChateau
Senior Vice President,
Bantry Holdings LLC
Co-Chair, PBID
Steering Committee

"The DLBA's programs provide a high return on investment. Downtown wouldn't be as successful as it is without the added benefit of special events, clean and safe teams, marketing, beautification, economic development, and much more. These are vital to continuing to improve this Downtown."

WITH PBID

ENHANCED CLEAN SERVICES

- Sidewalk cleaning 7 days / week
- Sidewalk pressure washing weekly or once every 4 to 6 weeks, depending on benefit zone
- Additional litter removal and cleaning on Thursday, Friday, and Saturday nights
- Graffiti removal within 24 hours of notification

MEASURABLE RESULTS:

- Pressure washing: 36,760,717 sq. ft. last year
- Sticker / Graffiti Removal: 8,136 last year
- Trash Collected: Approximately 192 tons last year
- Weeds Removed: Approximately 6,000 lbs last year

ENHANCED SAFETY SERVICES

- 16 Safety Guides patrol 85-blocks 12 to 18 hours a day, 7 days/week, generating annual totals of:
 - Business Contacts: 115,091
 - Citizen Assists: 9,287
 - Directions Given: 10,467
 - Information Given: 6,223
 - Sticker/Graffiti Removal: 3,178
 - Homeless Contacts: 738
- Foot, bike and Segway safety patrols dependant on location

MARKETING | SPECIAL EVENTS

- Award-winning Downtown Long Beach website with business listings, detailed event calendar, Downtown news, and other resources.
- Free, internationally recognized Downtown Long Beach SmartPhone Application providing comprehensive information about businesses, parking, transportation, events, and more.
- Residents, employees, and both local and international visitors enjoy DLBA produced events that result in an estimated \$1.3 million direct economic impact on Downtown's economy.

ADVOCACY

- Worked with partners to reduce homelessness in Downtown, improve quality of life and permanently house individuals.
- Drafted and advocated for Aggressive Solicitation Ordinance.
- Advocated successfully on behalf of the land swap to allow The Pike to bring in retail.
- Campaigned to support continuation of Redevelopment.
- Contributed to development of Downtown Plan and advocated for its passage.

ECONOMIC DEVELOPMENT

- Created community-led Retail Visioning Plan to guide retail attraction and development.
- Worked to recruit businesses, provided grand opening assistance, and produced small business seminars.
- Developed and implemented Segway Retail Tour as a fun and memorable way for brokers to visit Downtown retail spaces.
- Shop Local Campaign designed to promote shopping in Downtown in order to prevent retail leakage.

WITHOUT PBID

NONE

NONE

MARKETING | SPECIAL EVENTS SUBSTANTIALLY REDUCED OR ELIMINATED

ADVOCACY SUBSTANTIALLY REDUCED OR ELIMINATED

ECONOMIC DEVELOPMENT SUBSTANTIALLY REDUCED OR ELIMINATED



DOWNTOWN STAKEHOLDERS LOSE THEIR VOICE



CONTINUES AS A SAFE, CLEAN, AND VIBRANT DOWNTOWN