



City Council Report

DATE: May 16, 2022

TO: City Council

THROUGH: Chris Brady, City Manager

FROM: Jeffrey McVay, Manager of Downtown Transformation

SUBJECT: Mesa Town Center Improvement District No. 228
Approval of the 2022 District Assessments
Council District: 4

Purpose and Recommendation

The purpose of this report is to provide information to the City Council to review and consider modification of the assessment rates for the Mesa Town Center Improvement District assessments and consideration of the FY 2022/2023 annual assessments at the modified rates. The modified rate for annual property assessments is determined by a methodology that equitably reflects the level and frequency of enhanced services to property owners necessary to support the transforming downtown and will result in both increases and decreases in individual property assessment rates. The assessments will cover the costs and expenses of the District for Fiscal Year (FY) 2022/2023.

It is recommended that the City Council approve the 2022 (tax year) Mesa Town Center district assessments at the modified rates as shown in Exhibit "A" of the attached Resolution.

Background

On October 7, 1985, the Council passed Resolution No. 5617 establishing the Mesa Town Center Improvement District No. 228 ("District") to provide enhanced services for the Mesa Town Center. On December 8, 2021, the Council continued the District for an additional five (5) years. At that time City and DMA staff stated that a modified assessment methodology and modified assessments would be recommended in the following year. City Council is required by law to hold an annual public hearing on the assessments to provide the property owners with the opportunity to review their annual assessments to ensure that the assessment rates and use classifications have been

correctly applied and assessed to their property (see Exhibit “A”). The 2022 assessments included in Exhibit A reflect the application of the proposed modified assessment methodology.

Discussion

The designated property manager for the district, Downtown Mesa Association (“DMA”), has prepared the modified 2022 Mesa Town Center Assessments (see Exhibit “A”) based upon a modified assessment methodology. The DMA Property Owner’s Board determined that the current assessment structure no longer represents an equitable distribution of costs nor is it responsive to the needs of the transforming downtown District. The proposed modified assessments also reflect modification to the boundaries of the four benefit zones to better reflect the current and future growth of downtown (see Exhibit “B-1”, Exhibit “B-2”). The benefit zones determine the levels and frequency of enhanced services within the District.

The modified assessment methodology is summarized below:

Benefit Zone	Measurement Category				
	Parcel Area	Building Area	Linear Street Frontage	Vacant Land Surcharge	Multifamily/ Nursing Home Parcel SF
Zone One	\$0.062/SF	\$0.049/SF	\$1.750/LF	\$0.020	\$0.011
Zone Two	\$0.045/SF	\$0.033/SF	\$1.200/LF	\$0.020	\$0.004
Zone Three	\$0.044/SF	\$0.030/SF	\$1.200/LF	\$0.025	\$0.004
Zone Four	\$0.000/SF	\$0.000/SF	\$1.200/LF	\$0.025	\$0.000
Base Rate of all properties \$.003			Multi-family Assessment per Unit		\$8.00
			Hotel Assessment per Room		\$27.00
			Nursing Home Assessment per Unit		\$8.00

The categories of service provided by the DMA are: Clean and Safe, Beautification, Special Events, Marketing, and District Management. Each of the four benefit zones has a different rate for each assessment measurement type based on the services, and frequency of services provided, in each benefit zone. For example, properties within Zone 1 receive the highest level and frequency of enhanced services and the modified assessment rate reflect that level of enhanced service. By comparison, properties within Zone 4 receive the lowest level and frequency of enhanced services and the lower assessment rate reflects the reduced level of enhanced service. DMA has also established their annual Estimated Cost of Expenses (see Exhibit “C”).

A "Notice of Hearing" was mailed to each assessed property owner as listed on the Maricopa County tax rolls on Tuesday, April 19, 2022 (see Exhibit “D”). A public hearing notice was also published in the Arizona Republic Newspaper for five (5) consecutive days beginning on May 10, 2022. The Notice of Hearing included a packet of additional information that included 1) a letter from DMA that included current and proposed assessments, 2) DMA Management Plan, and 3) an invitation to three plan review workshops to discuss the modified assessment methodology scheduled for April 26th

and 27th. A total of four property owners attended the plan review workshops, of which all attendees were in support of the changes. In addition, formal written objections to the proposed FY2022/2023 assessments were due by May 10th, 2022. In order to protest the annual assessments as proposed, State law requires objections constituting 51% or more of property linear frontages within in the District. As of May 5th, the City has received no formal objections to FY2022/2023 annual assessment at the modified rate.

While requiring separate approval, the City and DMA are currently negotiating the FY2022/2023 contract for parking management and downtown marketing and events. The proposed FY2022/2023 DMA contract amount will include an approximately \$50,000 increase to more accurately reflect the transforming downtown. Approximately \$27,000 of the contract increase would be offset by increased parking revenues from the minor rate increases Council is considering on May 16, 2022.

Alternatives

The Council may choose to reject only the modified methodology. The Council would still be required to approve or disapprove the 2022 (tax year) Mesa Town Center district assessments under the current methodology.

The Council may choose to reject the 2022 (tax year) Mesa Town Center district assessments. The Mesa Town Center Improvement District would remain intact, but the enhanced municipal services to the district would cease.

Fiscal Impact

For 2022, Mesa Town Center Improvement District will be assessing 536 parcels for a total of \$380,798.46, which is an \$80,228.34 increase over 2021. In addition, the proposed resolution approving the FY2022/2023 district assessments at the modified rates includes an increase in the City's voluntary self-assessment on city owned land and right-of-way within the district from \$0.015/SF to \$0.0166/SF, or a \$24,672.25 increase to reflect the cost of enhanced municipal services on city-owned properties in the District.

Coordinated With

The City Attorney's Office and Downtown Mesa Association. The Downtown Mesa Association Property Owner's Board support this recommendation (Exhibit "E").

EXHIBIT A

Mesa Town Center Improvement District No. 228 Map Parcel Assessment Listing of Property as Per Maricopa County Tax Rolls/Statutes

PARCEL NUMBER	PERMITTED 2022 DISTRICT ASSESSMENT PER PARCEL
138-46-030	\$505.03
138-46-031	\$593.94
138-46-034	\$474.10
138-39-014C	\$1,290.42
138-35-008	\$1,050.72
138-54-050	\$2,788.40
138-54-044	\$1,237.67
138-51-001	\$29.33
138-51-014A	\$1,845.54
138-51-030D	\$94.45
138-61-041A	\$3,328.46
138-61-081C	\$8,234.24
138-42-003	\$304.20
138-42-048	\$1,127.77
138-45-027A	\$620.02
138-45-036D	\$135.12
138-56-053A	\$213.72
138-57-023	\$647.86
138-55-034	\$949.17
138-54-014A	\$1,301.54
138-59-009	\$225.25
138-59-010A	\$63.40
138-59-010B	\$3.85
138-59-011A	\$246.83
138-59-012A	\$45.35
138-59-031	\$144.49
138-59-026	\$942.09
138-59-027	\$350.82
138-59-029	\$367.50
138-47-029C	\$251.22
138-47-030	\$66.20
138-47-032	\$258.11
138-48-003A	\$743.21
138-47-006	\$145.85
138-47-018	\$106.26
138-47-021	\$145.13
138-46-043	\$590.42
138-41-011	\$668.25
138-48-004A	\$374.50
138-64-007	\$657.84

138-66-085	\$153.37
138-52-001A	\$2,029.73
138-58-042	\$191.48
138-57-008	\$139.45
138-64-036	\$329.84
138-64-035	\$320.93
138-65-017	\$514.52
138-65-018	\$224.77
138-54-025	\$586.79
138-52-041B	\$283.90
138-52-010	\$244.34
138-52-011	\$80.54
138-52-012	\$80.30
138-52-013	\$81.02
138-52-043	\$67.94
138-52-045	\$67.93
138-52-046	\$625.34
138-66-090	\$1,036.56
138-53-042	\$174.00
138-53-043	\$187.43
138-51-029	\$0.40
138-57-016	\$145.65
138-57-018	\$146.01
138-54-002	\$268.49
138-54-003	\$399.29
138-48-032A	\$277.28
138-66-026A	\$868.92
138-66-028A	\$2,757.62
138-66-029A	\$1,239.73
138-53-034	\$705.98
138-66-078	\$183.14
138-66-079	\$454.94
138-43-014H	\$7.06
138-58-035	\$101.06
138-59-051	\$508.36
138-42-025	\$1,569.85
138-51-022	\$111.15
138-51-023	\$78.00
138-51-024	\$78.00
138-51-025	\$78.00
138-53-045A	\$118.97
138-53-045C	\$125.61
138-53-047	\$134.62
138-53-044	\$127.09
138-53-046B	\$8.96
138-53-048	\$124.15
138-38-010A	\$979.34
138-38-011	\$692.57

138-38-013	\$1,778.54
138-51-020D	\$73.37
138-51-021	\$277.25
138-52-029	\$81.56
138-52-030	\$81.91
138-52-031	\$82.12
138-52-032	\$82.00
138-52-033	\$82.96
138-52-034	\$82.60
138-52-035	\$83.08
138-52-036	\$83.44
138-52-047A	\$330.50
138-52-048	\$129.77
138-52-049	\$44.08
138-52-050	\$57.06
138-52-051B	\$82.77
138-52-052A	\$83.51
138-51-019B	\$84.50
138-54-016	\$580.56
138-55-007	\$155.10
138-60-002B	\$1,849.91
138-57-009	\$136.10
138-35-016	\$1,323.78
138-36-008A	\$1,466.02
138-36-012	\$777.92
138-55-004	\$829.80
138-55-009	\$544.95
138-55-010	\$57.75
138-51-026	\$73.32
138-51-027	\$4.69
138-51-031	\$377.84
138-50-003B	\$314.99
138-57-017A	\$70.97
138-57-021C	\$148.01
138-55-040A	\$914.41
138-38-026	\$1,029.77
138-38-015A	\$3,547.03
138-62-074B	\$599.23
138-35-038	\$726.00
138-42-046	\$980.86
138-34-004B	\$642.64
138-35-032	\$2,319.00
138-53-038	\$287.54
138-53-039	\$269.51
138-43-014F	\$398.11
138-43-019	\$2,174.66
138-59-047	\$490.85
138-43-001	\$613.20

138-43-002B	\$128.33
138-43-003	\$438.00
138-43-004	\$525.60
138-43-005	\$1,515.08
138-43-008	\$663.94
138-43-010A	\$2,174.26
138-43-012A	\$390.34
138-54-041	\$1,942.64
138-56-055	\$222.80
138-57-036	\$396.30
138-57-037	\$563.63
138-41-002	\$516.96
138-48-039	\$560.27
138-42-043	\$333.13
138-48-038	\$619.11
138-31-001C	\$588.95
138-36-015	\$358.55
138-35-043	\$13.20
138-35-048	\$1,488.10
138-41-025	\$1,274.38
138-55-017	\$288.46
138-36-017	\$442.55
138-41-007C	\$754.50
138-45-026	\$1,011.49
138-55-021	\$828.57
138-35-015	\$2,821.84
138-42-022	\$1,117.29
138-42-030	\$2,039.54
138-65-006B	\$4,292.39
138-41-024	\$2,367.72
138-42-026A	\$1,539.98
138-54-046	\$674.30
138-54-040	\$662.99
138-56-054	\$214.94
138-56-045	\$135.72
138-56-046	\$328.56
138-56-048	\$140.31
138-56-049	\$137.81
138-56-050	\$140.70
138-57-006A	\$281.02
138-36-033A	\$3,347.27
138-64-001B	\$2,464.17
138-64-001C	\$4,224.08
138-46-027E	\$599.80
138-47-001A	\$363.23
138-47-003A	\$502.31
138-47-043A	\$652.48
138-47-056	\$14.18

138-47-057	\$43.26
138-47-058	\$85.12
138-47-059	\$181.50
138-47-060	\$39.02
138-47-061B	\$15.54
138-47-061C	\$30.72
138-47-061D	\$19.80
138-47-062A	\$236.90
138-47-062B	\$304.48
138-47-063	\$153.78
138-47-064D	\$1,236.26
138-58-033	\$85.65
138-58-036	\$323.15
138-66-017	\$235.56
138-66-024	\$621.70
138-66-027	\$63.00
138-50-009B	\$179.29
138-50-010	\$279.07
138-54-030	\$663.56
138-41-008	\$254.20
138-47-008A	\$151.45
138-47-016	\$93.53
138-47-017	\$93.37
138-35-047	\$284.10
138-64-031	\$93.37
138-64-033	\$70.00
138-55-005A	\$2,203.77
138-54-023B	\$293.23
138-57-011A	\$662.98
138-58-003	\$862.72
138-65-019A	\$426.12
138-65-020A	\$679.57
138-65-021A	\$233.17
138-64-032	\$137.24
138-42-023A	\$1,724.56
138-50-007A	\$132.27
138-35-031	\$417.76
138-45-028	\$296.79
138-53-008	\$409.38
138-48-007C	\$36.93
138-48-025	\$197.21
138-48-027A	\$1,195.48
138-52-020	\$124.85
138-52-021A	\$398.85
138-52-037	\$152.31
138-52-040A	\$2.30
138-52-040B	\$24.48
138-41-001	\$435.00

138-41-028	\$435.48
138-41-029	\$1,681.32
138-35-042	\$581.55
138-33-014A	\$385.26
138-57-013B	\$145.17
138-57-014A	\$145.20
138-53-040	\$161.76
138-53-041	\$287.48
138-57-007	\$140.22
138-57-010B	\$220.57
138-57-010C	\$171.31
138-61-095	\$174.17
138-50-008C	\$152.25
138-61-091B	\$636.61
138-47-019	\$192.51
138-47-020C	\$147.53
138-42-029	\$1,066.67
138-36-002	\$487.06
138-36-004	\$598.54
138-36-005	\$771.40
138-37-002	\$2,950.96
138-31-044	\$567.73
138-45-004A	\$553.60
138-46-050	\$500.88
138-54-023A	\$306.65
138-54-036	\$375.01
138-54-038	\$1,514.36
138-54-039	\$1,271.29
138-54-043	\$883.46
138-41-023	\$2,087.51
138-31-036A	\$586.19
138-31-037A	\$77.71
138-57-001A	\$616.46
138-42-047	\$517.13
138-45-029	\$487.39
138-48-030A	\$308.63
138-41-003	\$538.08
138-41-006	\$357.31
138-66-013	\$252.89
138-66-019	\$47.92
138-36-023	\$416.89
138-52-016A	\$223.94
138-54-049B	\$1,205.50
138-54-049F	\$163.23
138-54-051	\$1,177.53
138-35-046	\$234.61
138-35-051	\$157.43
138-52-022A	\$90.96

138-52-023A	\$9.88
138-31-039A	\$3,205.87
138-31-039B	\$2,029.46
138-35-019	\$985.36
138-35-013	\$743.10
138-54-049E	\$740.85
138-54-005	\$269.05
138-57-019	\$145.05
138-35-018	\$565.93
138-61-092	\$2,139.68
138-36-001A	\$1,325.36
138-36-007B	\$439.14
138-52-042	\$255.72
138-59-025A	\$320.48
138-59-025B	\$157.50
138-35-044	\$271.90
138-35-039	\$737.59
138-35-040	\$144.00
138-35-045	\$561.60
138-32-012A	\$6,751.78
138-42-011	\$168.67
138-42-012A	\$556.50
138-42-012C	\$532.56
138-42-012D	\$312.17
138-42-013A	\$152.74
138-42-014	\$210.34
138-42-015	\$115.20
138-42-016	\$1,553.84
138-42-017	\$1,176.71
138-42-018	\$5,936.81
138-42-019	\$361.73
138-42-020	\$2,767.13
138-44-038	\$1,258.47
138-44-041	\$1,100.84
138-43-015B	\$3,141.91
138-43-018A	\$2,827.51
138-43-020A	\$1,238.81
138-43-021	\$943.99
138-64-018A	\$838.57
138-64-020	\$293.66
138-64-021	\$894.22
138-64-022	\$546.60
138-64-023	\$420.24
138-64-024	\$544.80
138-64-025	\$420.46
138-64-027	\$1,010.72
138-64-028	\$420.12
138-64-030	\$1,069.48

138-64-034	\$290.99
138-63-011	\$252.46
138-63-012	\$52.46
138-57-045A	\$426.75
138-36-029A	\$641.22
138-44-042	\$1,227.14
138-44-039	\$732.87
138-53-026D	\$194.23
138-53-020	\$849.83
138-36-014	\$2,241.81
138-36-010	\$1,422.78
138-56-052	\$139.58
138-59-032	\$1,225.60
138-59-052	\$484.00
138-66-023	\$425.83
138-66-025B	\$169.92
138-36-970	\$2,567.15
138-55-016A	\$371.82
138-53-021	\$607.71
138-38-014	\$906.61
138-57-021E	\$272.04
138-55-011	\$874.30
138-55-019	\$1,195.55
138-58-045B	\$87.35
138-58-045C	\$43.61
138-42-006	\$336.93
138-54-008A	\$262.66
138-54-009A	\$209.49
138-54-010	\$387.78
138-53-026B	\$1,626.50
138-53-026C	\$1,696.50
138-42-031	\$451.25
138-35-017	\$278.03
138-38-010B	\$817.91
138-38-012	\$615.57
138-39-018C	\$9,322.20
138-41-004	\$2,007.07
138-36-019A	\$3,527.99
138-36-020A	\$843.09
138-36-021B	\$125.17
138-47-004G	\$476.75
138-47-004H	\$82.74
138-55-002	\$385.53
138-42-004	\$245.28
138-61-096B	\$1,876.74
138-59-021C	\$928.55
138-58-013	\$927.39
138-58-014	\$191.39

138-58-026A	\$63.49
138-58-026B	\$52.50
138-58-027A	\$82.54
138-58-027B	\$59.99
138-58-028	\$115.99
138-58-009	\$1,383.50
138-35-023	\$1,075.40
138-41-021E	\$662.66
138-42-036	\$408.93
138-64-002	\$1,961.79
138-64-006	\$1,320.73
138-36-007A	\$231.50
138-36-009A	\$214.90
138-43-028B	\$3,590.90
138-54-015	\$452.90
138-54-042	\$980.25
138-54-045	\$703.88
138-35-009A	\$1,607.99
138-43-032D	\$4,575.71
138-56-051	\$139.67
138-47-023B	\$481.35
138-34-011	\$58.00
138-34-012	\$63.88
138-34-013C	\$970.31
138-34-014	\$595.24
138-34-015	\$42.35
138-34-016	\$21.18
138-34-017	\$46.20
138-57-013A	\$337.62
138-46-047B	\$544.92
138-47-007	\$118.65
138-47-010	\$73.50
138-47-011	\$49.41
138-47-012	\$16.13
138-55-042A	\$1,341.19
138-47-034	\$222.07
138-51-015	\$84.86
138-51-016	\$102.43
138-51-017	\$445.40
138-31-011	\$570.32
138-52-004A	\$449.78
138-52-006D	\$152.69
138-52-038	\$75.66
138-55-041B	\$988.24
138-57-015	\$354.04
138-42-005	\$498.54
138-42-007	\$138.87
138-42-008C	\$260.66

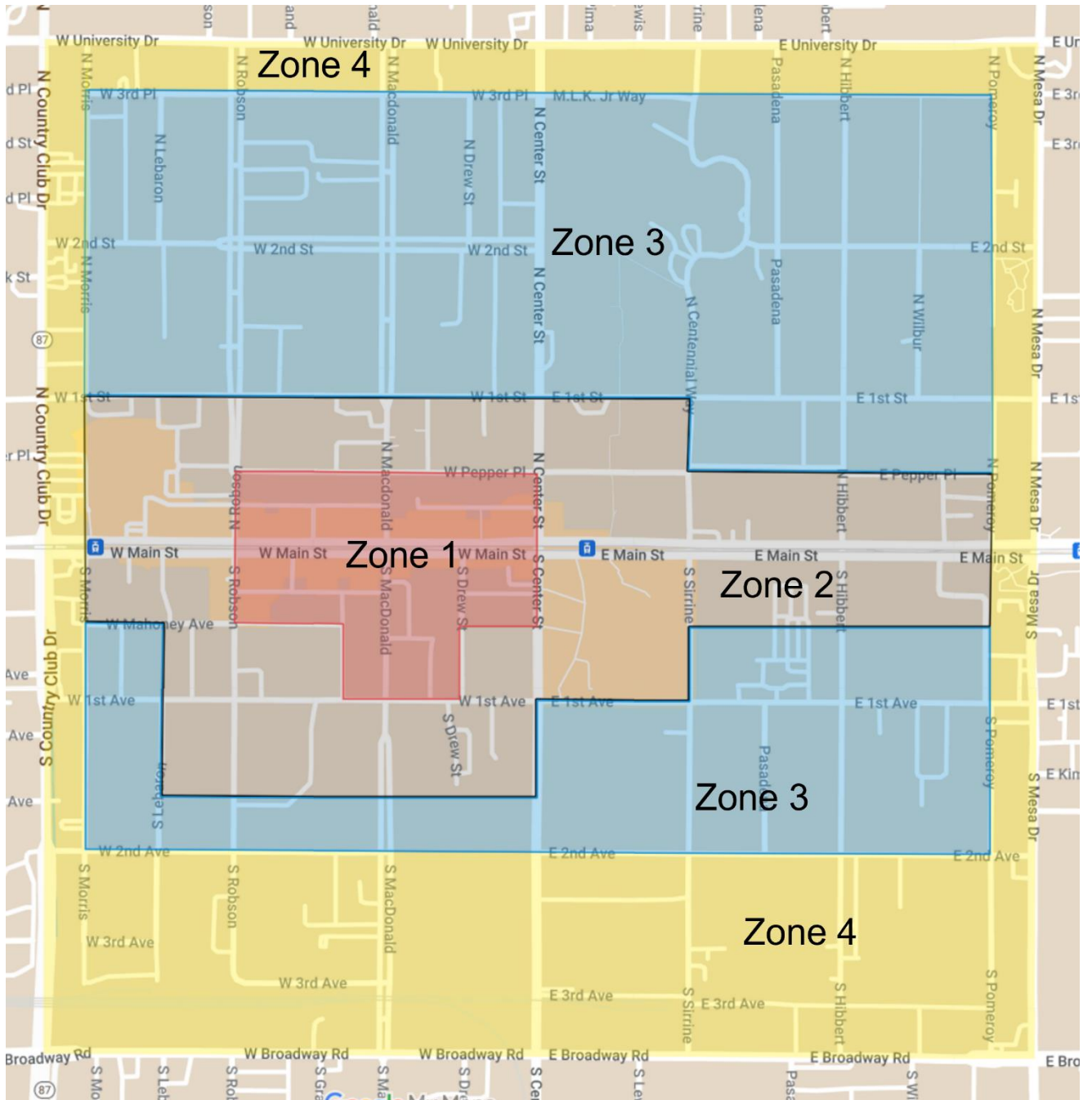
138-66-083	\$241.64
138-66-084	\$150.37
138-66-088	\$218.46
138-52-006E	\$1,557.23
138-33-020A	\$875.06
138-56-047	\$180.02
138-47-033	\$138.35
138-57-005	\$452.45
138-46-037	\$660.16
138-57-055	\$449.13
138-52-014	\$79.94
138-52-015	\$80.18
138-48-029A	\$597.63
138-54-017	\$475.35
138-54-027	\$370.20
138-65-014	\$653.03
138-55-001	\$637.75
138-55-003	\$257.70
138-64-003	\$1,152.92
138-64-004	\$1,764.62
138-64-005	\$850.67
138-64-010	\$647.53
138-57-047	\$601.84
138-38-001C	\$159.12
138-38-001D	\$288.77
138-38-001E	\$3,889.01
138-38-003	\$1,497.90
138-38-004	\$123.17
138-38-005A	\$1,500.62
138-38-006	\$717.68
138-38-007	\$4.75
138-38-008	\$1,125.41
138-38-009A	\$925.44
138-38-009B	\$92.83
138-46-052	\$502.20
138-57-035	\$660.66
138-47-052	\$245.87
138-47-053	\$223.00
138-47-055B	\$22.87
138-41-009A	\$868.20
138-41-009B	\$1,083.56
138-41-010	\$647.64
138-41-013B	\$271.62
138-41-026	\$3,425.52
138-41-030	\$336.66
138-41-031	\$435.54
138-54-024	\$264.60
138-42-038	\$633.33

138-42-037	\$487.63
138-42-033	\$653.21
138-42-035	\$423.68
138-35-014A	\$400.35
138-41-021C	\$469.49
138-41-021B	\$652.21
138-54-006	\$258.92
138-54-007	\$199.59
138-41-021F	\$943.83
138-35-026A	\$711.17
138-36-013	\$390.10
138-35-027	\$9.74
138-35-028	\$51.29
138-35-029	\$974.05
138-36-018	\$647.26
138-47-023A	\$166.68
138-49-025	\$325.35
138-49-970A	\$1,411.37
138-49-970B	\$154.04
138-41-027	\$485.59
138-42-013B	\$431.58
138-42-039A	\$817.58
138-42-042	\$722.76
138-57-020	\$145.29
138-57-021B	\$144.97
138-55-025B	\$5,036.00
138-66-006	\$623.80
138-54-047	\$731.45
138-54-048	\$773.75
138-66-012A	\$3,777.43
138-47-031	\$139.43
138-55-022D	\$5,207.58
138-55-023A	\$2,666.67
138-42-040	\$294.88
138-33-018	\$791.44
138-47-004E	\$98.04
138-47-024	\$443.58
138-47-025	\$140.03
138-47-026	\$191.95
138-47-027	\$181.71
138-47-028	\$138.23
138-54-049D	\$2,475.49
138-41-012A	\$420.40
138-41-014A	\$628.12
138-41-014B	\$361.78
138-41-016A	\$303.78
138-41-016B	\$337.78
138-41-016C	\$339.88

138-41-018A	\$571.80
138-41-019A	\$1,849.25
138-41-019B	\$550.73
138-41-020A	\$533.25
138-41-020B	\$30.63
138-41-022	\$383.08
138-35-024	\$464.85
138-35-030	\$776.62
138-66-080	\$138.72
138-66-081	\$127.61
138-66-082	\$165.92
138-36-003	\$1,533.35
138-36-006A	\$1,045.33
138-33-002	\$1,759.49
138-42-051A	\$927.33
138-45-031	\$769.17
Total	\$380,798.46

EXHIBIT B-1

EXISTING BENEFIT ZONES



PROPOSED BENEFIT ZONES

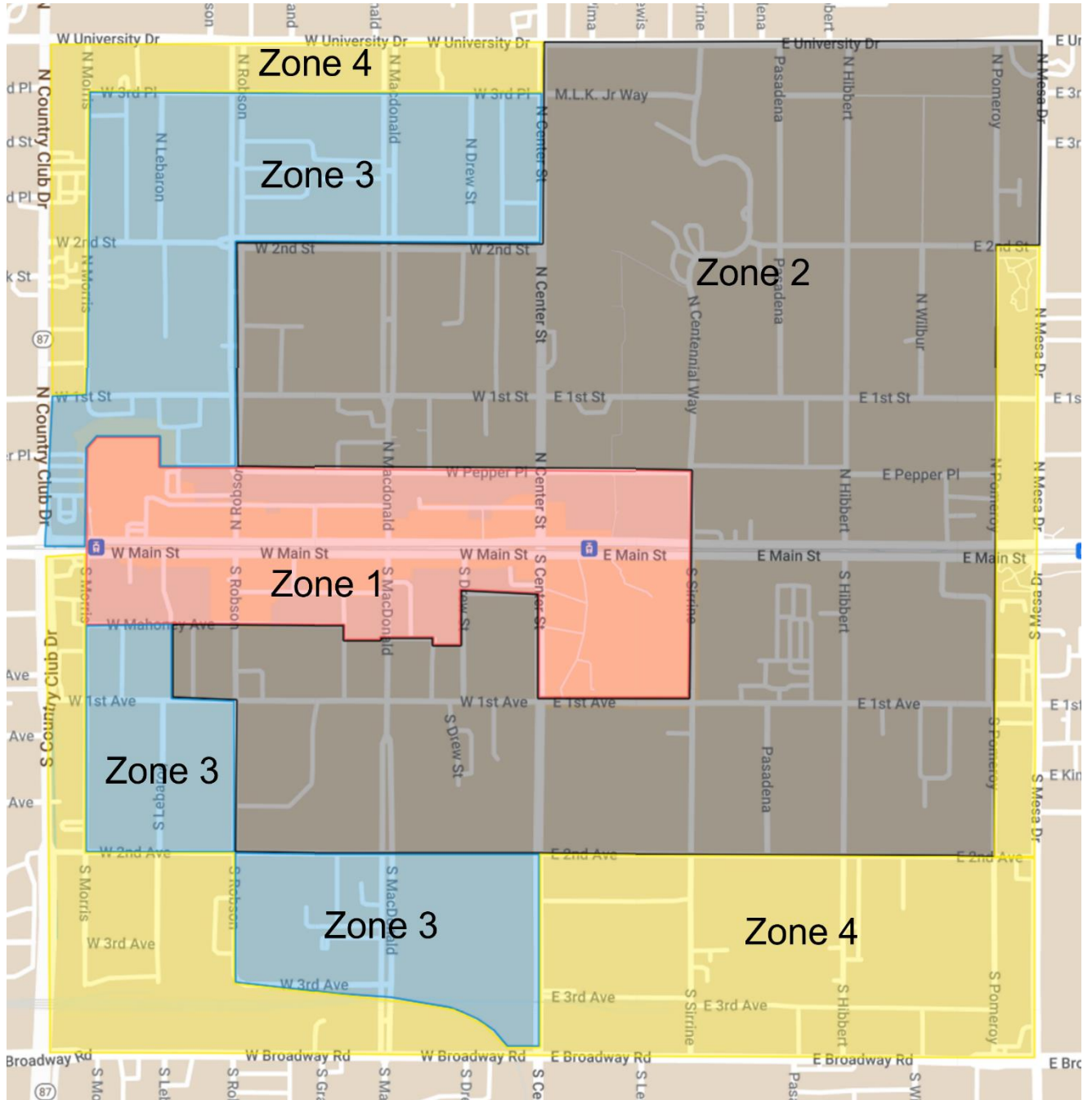


EXHIBIT C

ESTIMATED COST OF EXPENSES

Mesa Town Center Improvement District No. 228

2022 ESTIMATED COST OF EXPENSES

EXPENSES ESTIMATED COST*

Administrative Salaries/Retirement/Benefits	\$175,000.00
Clean Sweep Ambassador Staffing Costs	\$97,189.91
Rent	\$1.00
Utilities	\$4,700.00
Telephones	\$1,789.00
Building, Liability, D&O Insurance	\$4,500.00
Repairs and Maintenance	\$7,500.00
Equipment	\$1,400.00
Printing/Publishing	\$2,000.00
Postage	\$300.00
Supplies	\$4,000.00
Vehicles Costs	\$4,000.00
Conferences/Seminars	\$2,200.00
Dues/Subscriptions	\$600.00
Taxes/Licenses	\$500.00
Promotions/Marketing/Advertising	\$25,000.00
Weed Control & graffiti Abatement	\$5,000.00
Business Development	\$10,118.55
Pressure Washing	\$10,000.00
Events	\$25,000.00
TOTAL BUDGET	\$380,798.46

*Estimated cost of contract as part of overall Downtown Mesa Association budget.
Figures relate only to the SID Assessment not reflecting overall assessments and other
City Contract related expenses.

EXHIBIT D

NOTICE OF HEARING

(see next page)



NOTICE OF HEARING APPROVAL OF 2022 SID 228 DISTRICT ASSESSMENTS

Dear Mesa Town Center Property Owners:

On October 7th, 1985, the Mesa Town Center Improvement District was established by the Mesa City Council to provide enhanced municipal services for the Mesa Town Center. The enhanced municipal services are above and beyond normal City services and have been provided by the Downtown Mesa Association, a non-profit organization that promotes, markets, provides clean and safe services, and overall management the mile square District on behalf of Town Center owners. On December 8th, 2021 the City Council voted to continue the District until 2026/2027.

You are hereby notified that the Mesa City Council will conduct a Public Hearing for May 16th, 2022 regarding the modification of the assessment for the District and the annual assessment for the District. The hearing will be held at the City Council Chambers located at 57 East First Street, Mesa, at 5:45 p.m. This is not a public hearing for the continuation of the District.

If you wish to object to the approval of district assessments and/or the modified assessment methodology you must submit a written objection to the approval of district assessments and/or the modified assessment methodology to the Mesa City Clerk. Your objection must include the following information: Owner's Name, Property Address, County Assessor Parcel Number of each parcel that is objecting and the basis for your objection. **ALL OBJECTION LETTERS MUST BE SIGNED BY THE PROPERTY OWNER AND NOTARIZED, AND MUST BE RECEIVED BY THE CITY CLERK'S OFFICE NO LATER THAN MAY 10th, 2022.** Objection letters should be mailed to: Mesa City Clerk, P.O. Box 1466, Mesa, AZ, 85211-1466.

In accordance with City of Mesa Resolution No. 5617, if a majority of the Property Owners (not tenants) entitled to protest the assessment object, then the District will not be assessed. If a majority of the Property Owners (not tenants) entitled to protest the modified assessment methodology object, then the modified methodology will not be adopted and, consequentially, the assessments as proposed will not be assessed. Also, the City Council may decide to approve or disapprove the District modified assessment methodology and/or the assessment on the Council's own initiative.

If you are in need of any additional information regarding this notice, please contact Nancy Hormann, Downtown Mesa Association, 100 N. Center Street, Mesa, AZ 85201, Phone: (480) 890-2613, email: nancy@downtownmesa.com or Jeffrey Robbins, City of Mesa, Downtown Transformation Project Manager, P.O. Box 1466, Mesa, Arizona, 85211-1466, Phone: (480) 644-5249, email: jeffrey.robbyns@mesaaz.gov

Jeffrey McVay
Manager of Downtown Transformation
Mailed: April 19, 2022

EXHIBIT E

DMA PROPERTY OWNER BOARD LETTER OF SUPPORT

(see next page)



**2021-2022 DMA
Board of Directors**

Officers:

Kevin Broeckling, Chair
Benedictine University

Robert Bisetti, Vice Chair
1 N Macdonald

Jeff McVay, Treasurer
City of Mesa

**Susan Stephenson, Chair
Business Owners Board**
Arizona State University

Directors

Brian Marshall
Village Bloom

Brian Snider
Caliber Companies

Cory TerEick
Property Owner

Laurent Teichman
Le Studio Salon

Tim Sprague
Habitat Metro

Tony Wall
3W Management

Nancy Hormann
Executive Director

April 12, 2022

Dear Mayor and Councilmembers,

To serve the needs of a rapidly modernizing downtown, the time to invest in the future of Downtown Mesa has never been so important. In support of this investment, the DMA Board of Directors, and Executive Board request that the City of Mesa City Council support a proposed change to the EMSD assessment methodology and an overall increase in assessments of \$78,038.43.

The Downtown Mesa Association (DMA) Board of Directors is in support of efforts to modify the Town Center Improvement District (EMSD) assessment methodology. Over the past 30+ years, Downtown Mesa has grown exponentially; yet there has only been a total increase in assessments of 16% since 1985, and there have been no changes to the original rate structure. Restructuring assessments directly supports a new service delivery plan that meets stakeholders' requests for increased services and a new assessment methodology that is fair and equitable to rate payers, including the City. Without changes to the existing structure, services will be inadequate.

What will the increase in assessments accomplish? To respond to stakeholder priorities and to make Downtown Mesa more welcoming, clean, and beautiful, the modified EMSD methodology will:

- Fund community engagement ambassadors
- Expand clean and safe initiatives
- Install additional beautification enhancements
- Grow business development efforts
- Continue to position Downtown Mesa as a premier destination to invest, visit, live and work

All of this will be accomplished with the new assessment methodology that is based on services received and appropriate for our growing downtown.

Vibrant downtowns don't happen by accident. If we want a welcoming downtown, we have to make it that way. The good news is that we believe the majority of private property owners agree and are willing to invest. The DMA Board of Directors request your support of our efforts and the City's participation in creating a modern Improvement District.

Thank you for your consideration,

Kevin Broeckling
Board Chair
Downtown Mesa Association