

Is Downtown Ready For A Community Benefit Improvement District?

The City of Santa Barbara delivers many services that help businesses thrive, but some commercial districts want additional services beyond what the City provides. The City Council adopted a local enabling ordinance in 2021 to facilitate the formation of Community Benefit Improvement Districts (CBID) which allows property owners to assess their properties to fund special services in their district.

Earlier this year property owners in the Coast Village commercial district approved the creation of a CBID to voluntarily assess their properties to fund special services for their district. The Coast Village CBID will fund seasonal and holiday decorations, events like the "Taste of Coast Village," public art installations, banners, traffic mitigation efforts and more. To learn more about their district click here.

In an effort to improve the downtown commercial district, a group of downtown property owners are working with the Downtown Santa Barbara organization and the Santa Barbara South Coast Chamber of Commerce to conduct outreach and engagement to downtown property owners to gather their input on what improvements and services are needed in downtown and if there is property owner support in forming a Downtown CBID. A survey has been mailed out to downtown property owners to ask for their input and interest in forming a Downtown CBID. To learn more contact Robin Elander with Downtown Santa Barbara at robin@downtownsb.org or Kristen Miller with the Santa Barbara South Coast Chamber of Commerce at kristen@sbscchamber.com