



**June 10, 2011**

To: Property Owners in the proposed Fillmore Community Benefit District (FCBD)

Subject: Ballot regarding the Renewal and Expansion of the Fillmore CBD

**Dear Fillmore Property Owner:**

In April, 2011, you received a copy of the Fillmore Community Benefit District Management Plan with a petition to the San Francisco Board of Supervisors. Thank you to all property owners who returned their petitions. Petitions representing 56.86% of the total property owner assessments are supportive of renewing and expanding the Fillmore CBD – well over the 30% threshold needed to trigger the ballot vote. On June 7, 2011, the Board of Supervisors voted unanimously to move forward with the ballot phase of this campaign.

Enclosed please find your ballot(s), a copy of the Resolution of Intention to renew the Fillmore CBD approved on June 7, 2011 as well as a CD with the following documents:

1. Fillmore CBD Management Plan – June 7, 2011
2. Fillmore CBD Engineer's Report w/Assessment Roll – May 10, 2011

Based on property owner and community feedback during the petition phase, and testimony at the public hearing at the Board of Supervisors on May 26<sup>th</sup>, the Board of Supervisors authorized an updated and final management plan and approved the initiation of the special ballot election on June 7<sup>th</sup>. Attached is the complete and final Fillmore CBD Management Plan Dated June 7, 2011.

**After carefully reviewing the final Fillmore CBD Plan, please return the enclosed ballot(s)! There will be a final public hearing before the Board of Supervisors on July 26, 2011 at 3 PM at which time the ballots will be counted and the final vote at the Board of Supervisors will occur.**

For an electronic copy of the Management Plan, and Engineer's Report please visit the Fillmore Community Benefit District website at <http://www.thefillmoredistrict.com>. If you prefer to receive a hard copy of the Plan, or if you have any questions about the enclosed materials, please call Karin Eklund at MJM Management Group at (415) 477-2600 who is assisting us in this CBD renewal and ballot campaign.

Thank you for your participation in the ballot election.

Sincerely,



Todd Clayter  
Chair  
Fillmore CBD Renewal Steering Committee

Fillmore CBD Renewal Steering Committee:

| <b>Name</b>          | <b>Company/Property represented</b>            |
|----------------------|--|
| Todd Clayter, Chair  | Urban Core, LLC (The Fillmore Heritage Center) |
| Paul Hyams           | Laramar Group (the Fillmore Center)            |
| Gregory Johnson      | Marcus Books                                   |
| Charles Spencer      | New Chicago Barber Shop                        |
| Nikki Szeto          | AMRCI (Webster Towers)                         |
| Patrick Szeto        | AMRCI (Webster Towers)                         |
| Rev. Arnold Townsend | Community                                      |
| Rev. Floyd Trammel   | West Bay Center                                |
| Monetta White        | 1300 Fillmore                                  |