



January 19, 2016

Mayor Stanton and Members of Council:

From 2013 when the public process that created the *"Roosevelt Row Artists' District Creative Placemaking in Downtown Phoenix"* report and *"Teddy's To Do List"* occurred to this very day, local businesses, community organizations, and residents have advocated in an open and transparent manner for an Enhanced Municipal Services District (EMSD) for Phoenix's unique Roosevelt Row.

Dozens of committed downtown and neighborhood stakeholders have spent hundreds of hours to formulate a plan, budget, governance structure, and communications strategy (over and above what is required by state statute) to bring to the attention of area property and business owners, the ultimate beneficiaries of such an organization. The Downtown Phoenix Partnership, the EMSD for our downtown core, has done wonders to help revitalize what was once a downtrodden, 9 to 5 place that residents and visitors avoided. No more! Our downtown and downtown businesses are thriving as never before due in large part to the ongoing services and benefits of their own EMSD, supported over the years by you and your Council predecessors.

We sincerely thank City of Phoenix Community Economic and Development staff; city management; the City Council's Development, Aviation, and Redevelopment Subcommittee; and full Council for supporting our effort to date. We are pleased to inform you that 71% of the assessed property owners in the proposed district support the EMSD's formation. If you factor in property owners that have voluntarily requested to participate, **support increases to 81%**. And if you factor out opposing property owners that are actively marketing the sale or are already in escrow with their properties, **support further increases to 84%**.

The level of support for the proposed Roosevelt EMSD is remarkable. Most EMSDs (or Business Improvement Districts as they're called in other parts of the country) are fortunate to pass with 60% support. The highest percentage that the City of Phoenix's consultant has experienced with other EMSD/BID votes is 68% support.

Roosevelt Row – the home of Art Detour, First Friday, Third Friday, and numerous unique restaurants and shops that have brought national acclaim to Downtown Phoenix – is in transition. While Roosevelt Row was recently named one of the nation's "Great Places of America" from the American Planning Association, what and who made our neighborhoods "great" may be affected by the continuing loss of character-defining vintage buildings and construction of new residential complexes.

An EMSD comprised of a diverse and committed board of directors and a professional, full-time staff member will work with existing partners – Roosevelt Row Community Development Corp., Evans Churchill Community Association, Roosevelt Action Association, Garfield Organization, and city departments active in improving our city's infrastructure – to help manage this transition; advocate for good urban planning principles; enhance public safety, maintenance, and beautification now often done around-the-clock by volunteers; and seek business opportunities, arts-related and otherwise, that will improve the area in the years to come.

We are extremely proud to support the creation of the Roosevelt EMSD, and we sincerely hope that you will support it and the continued revitalization of this important downtown asset as well.

Yours truly,

Roosevelt EMSD Individual Supporters:

Alison Rainey, Roosevelt Row CDC
Alvaro Sande, Sencorp Development
Amir Ran, Downtown Phoenix Rentals and Ran LLC
Angela Creedon, Arizona State University
Ashley Harder, Harder Development
Ashley Scott, EDR Phoenix/Summa West LLC
Benjamin Gutkin, JAG Development
Bill Barber, Tenbar Inc.
Bill Scheel, Javelina Public Affairs
Billy Shields, Shields P3 Consulting
Brad Moore, Short Leash Hot Dogs
Bryan Bazley, Roosevelt Row CDC and News Quantified LLC
Burton Cagen, property owner
Carla Wade Logan, Carly's Bistro & Roosevelt Row Merchants Association
Catrina Kahler, Urban Affair LLC
Celine Rille, Rille & Company
Charles Spencer, Liberal Arts Buildings LLC
Chris F. Campbell, RooPho Realty
Chris Murdy, Illuminate Apartments LLC
Chris Winters, RLA Landscape Architecture
Chuckie Duff, Fillmore Realty LLC
Cindy Dach, MADE art boutique
Cory Kincaid, Artisan Village Homeowners Association
Dan Klocke, Morin House LLC and Downtown Phoenix CDC
Dana Johnson, Garfield Neighborhood
Daniel Tilton, Tilton Development Company
David Krietor, Downtown Phoenix Inc.
David Roderique, Downtown Phoenix Partnership
Dorina Bustamante, Continental Shift LLC and Evans Churchill Community Association
Dustin Moore, Ivio
Dwayne Allen, Breadfruit
Elizabeth Schloss, Linear Apartments LLC
Greg Esser, Roosevelt Row CDC and property owner
J. Charles Coughlin, Highground Inc.
Jeff Miller, Law Office of Jeffrey Miller
Jennifer Boucek, Evans Churchill Community Association
Jennifer Delgado, Delgado Law Group PLC Roosevelt Row CDC
Jim Baca, Central City Ventures LLC
Jim Ballinger, Phoenix Art Museum (emeritus)
Jim & Elizabeth Hines, Tacy Properties LLC
Jim McPherson, McPherson & Associates and Evans Churchill Community Association
John Chapman, property owner
Joseph Benesh, Phoenix Center for the Arts

Josh Delk, Transwestern LLC
Judy Bernas, University of Arizona
Karl Obergh, Roosevelt Action Association and downtown business owner
Kate Krietor, Community Building & Development LLC
Kendra Lee, Roosevelt Row CDC and Arizona Public Service
Kenny Barrett, Growhouse Community Garden
Kevin Rille, Evans Churchill Community Association and The McKinley Club
Kimber Lanning, Modified Arts and Local First Arizona
Lynn Palacios, Evans Churchill Community Association and Phoenix Bioscience High School
Maggie Wark, property owner
Mark Davis, Davis Enterprises
Marsha Gruber, Arizona Cancer Center
Matthew Moore, artist and property owner
Matt Seaman, MetroWest Development
Matthew McClure, Matthew B. McClure, CPA PLLC
Matthew Salenger, Roosevelt Row CDC
Matthew Taunton, Evans Churchill Community Association
Meagan Schmitz, Roosevelt Row CDC and Arizona Public Service
Mike & Lisa Davis, "The Lot What Should Go Here" (NEC 2nd St. & Roosevelt)
Nicole Underwood, Roosevelt Row CDC
Patrick Panetta, Arizona State University
Phil Gordon, Nantworks
Randy Murray, First Studio
Rhonda Boyle, Roosevelt Row CDC and Rhonda Boyle CPA
Rick Naimark, Arizona State University
S.J. Fowler, Land Ho West LLC
Shawn Connelly, DeSoto Central Market
Steve Schnoor, Roosevelt Point Apartments
Theresa Murray, Randy Murray Productions
Tiffany Halperin, The Urban Culture Design Project and Evans Churchill Community Association
Tim Eigo, Downtown Voices Coalition
Tim Sprague, Portland Place Hotel LLC and Hance Park Conservancy
Tracy Altemus, TEA LLC
Vernon Pierre, Roosevelt Row CDC and Roosevelt Church
Wayne Rainey, monOrchid
Will Rodriquez, Rodriquez Properties (SEC 7th & Roosevelt)

Roosevelt EMSD Organizational Supporters:

Artisan Village Condominium Association
Artlink Phoenix
Downtown Phoenix Inc.
Downtown Phoenix Journal
Evans Churchill Community Association
Garfield Organization
Roosevelt Action Association
Roosevelt Row Community Development Corp.
Roosevelt Row Merchants Association

cc: The Honorable Greg Stanton, Mayor, City of Phoenix
The Honorable Daniel Valenzuela, Vice Mayor, Council District 5
The Honorable Thelda Williams, Council District 1
The Honorable Jim Waring, Council District 2
The Honorable Bill Gates, Council District 3
The Honorable Laura Pastor, Council District 4
The Honorable Sal DiCiccio, Council District 6
The Honorable Michael Nowakowski, Council District 7
The Honorable Kate Gallego, Council District 8
Alan Stephenson, Director, Planning & Development
Christine Mackay, Director, Community & Economic Development
Ed Zuercher, City Manager
Paul Blue, Deputy City Manager