



Dear Property Owner,

My name is Claire Barnum, and I am the new Executive Director of Downtown Eugene Inc. or “DEI”. As most of you know, DEI is a not-for-profit association of the property owners located in the Downtown Service District “DSD”. You are receiving this letter, because your property is located within the DSD. We wanted to take a moment to remind everyone how the DSD Occupancy Fee works, improvements to the program through City partnership, and how DEI is working to ensure that the downtown core is a welcoming and vibrant space for downtown patrons, workforce, neighbors, and businesses.

The DSD is a service district that runs east to west from High Street to Charnelton, and north to south from 6th Street, to 11th Street. Properties located in the DSD pay an Occupancy Fee which is then distributed to DEI to fund advocacy measures that support a downtown that has a thriving mix of retailers, businesses, and housing that attracts a variety of patrons including workers, families, and students. In addition to advocacy work, DEI manages the Downtown Guides programs, sometimes referred to as the Red Caps. The Guides presence helps enhance downtown safety, as well as provide security services to property owners such as evening building sweeps and lock/unlock services. In addition to security, the Guides participate in morning clean-up and graffiti removal.

The Occupancy Fee is a mandatory fee paid quarterly through the City of Eugene, which is then dispersed to DEI. The fee is based on the square footage of occupied space or space used for non-residential purposes. DEI in partnership with the City is in the process of reviewing property owner participation in the program and evaluating potential improvements. Our goal is to ensure that property owners are well informed about the benefits, requirements and expectations of the DSD.

Over the next few quarters DEI in partnership with the City hope to improve on the following:

- Resolving outstanding delinquencies and taking a proactive approach to keeping accounts current;
- Making it easier for property owners within the DSD to document change of use or ownership;
- Clarifying and simplifying the exemption process; and,
- Quarterly updates on DEI priorities and progress.

In the near future, you will be receiving improved reporting forms along with instructions. The intention is to streamline and simplify the reporting process. It is important to note that property owners are expected to pay the fee unless they have been deemed exempt. We want you to avoid penalties and late fees so please contact me or Allie Camp (Allison.K.Camp@ci.eugene.or.us) at the City if you have any questions about the Occupancy Fee or your obligation to participate. Thank you for contributing to the livability of our downtown core!

DEI's mission is to lead the long-term effort to ensure a prosperous and beautiful downtown.

Claire Barnum

Executive Director, Downtown Eugene Inc.