



May 12, 2022

Dear Mayor and City Council:

In June 2020, the DSMA voluntarily requested City Council to reduce assessments by half for all Downtown business. The reduction has been in place for two fiscal years due to the continuation of the COVID-19 pandemic. Over the last two years, the DSMA has continued to provide services such as cleaning, marketing and launched a brand-new website at a deficit. This is all possible because the DSMA has the savings from operating as an all-volunteer administration for the last almost five years.

With the termination of the City's emergency ordinance and as businesses return to a new normal, the DSMA would like to request that the City Council to restore the DSMA fees to collect the full levy. This would allow the DSMA as an organization to start the hire of an executive director, continue to pursue a modification of the assessment fees, and provide enhanced cleaning services and special events to promote all of the businesses in the Downtown.

Sincerely,

Lewis Cohen, President  
Downtown San Mateo Association

Seamus Whitley, Treasurer  
Downtown San Mateo Association

Cc: Drew Corbett, City Manager  
Kathy Kleinbaum, Assistant City Manager