

CITY OF NAPA - OFFICIAL ASSESSMENT BALLOT

Downtown Napa Property & Business Improvement District
Being renewed for 5 years pursuant to California Streets and Highways Code
Section 36600

- 1. PLEASE MARK EITHER "YES" OR "NO" BELOW
2. PRINT YOUR NAME AND SIGN AND DATE THE BALLOT
3. PUT THE COMPLETED BALLOT IN THE "BALLOT SECRECY ENVELOPE"
4. PUT THE SECRECY ENVELOPE IN THE ENCLOSED PRE-ADDRESSED RETURN ENVELOPE, ADD A STAMP AND PLACE IN MAIL

(PLEASE REFER TO THE YEAR 1 - 2020/21 ASSESSMENT ON THE BACK OF THIS BALLOT)



Input box for YES response

YES, I APPROVE of the proposed assessment on the parcel(s) identified on this ballot.

Input box for NO response

NO, I DO NOT APPROVE of the proposed assessment on the parcel(s) identified on this ballot

Printed Name

Date



Signature of Record Owner or Authorized Representative

I hereby declare, under penalty of perjury under the laws of the State of California, that I am authorized to submit an assessment ballot on behalf of the parcel(s) identified on this assessment ballot.

In order to be counted, assessment ballots may be submitted in the following manner:

- By Mail: City of Napa, City Clerk's Office, PO Box 660, Napa, CA 94559.
In Person: City of Napa, City Clerk's Office, City Hall, 955 School Street, Napa, CA 94559. The Clerk's Office hours are from 8:00 AM to 5:00 PM, Monday through Friday. Please contact the City Clerk's Office at 707-257-9503 either in advance, or upon arrival to City Hall, in order for staff to receive your ballot directly.

Please note: Submitting ballots by mail is highly encouraged in order to reduce the amount of contact and take all precautions to prevent spreading the COVID-19 virus. All ballots must be received prior to the close of the public testimony portion of the public hearing for this matter. The hearing is scheduled for July 21, 2020, at 6:30 PM or as soon thereafter as the matter can be heard and will be located in the Napa City Hall Council Chambers located at 955 School Street, Napa, CA 94559. The Council Chambers will be closed to the public due to the COVID-19 pandemic; however, the City Clerk's Office staff will be available to receive any ballots submitted in person until the end of the public testimony portion of the Public Hearing. The City Council meeting, including the public hearing for this matter, will be conducted as a teleconference. Please see enclosed Notice of Teleconference Meeting Procedures.

IF A MAJORITY OF ASSESSMENT BALLOTS RECEIVED (AS WEIGHTED BY ASSESSMENTS) OPPOSE THE DISTRICT ASSESSMENT, THE DISTRICT WILL NOT BE RENEWED, AND THE ASSESSMENTS WILL NOT BE LEVIED.

MANAGEMENT DISTRICT PLAN SUMMARY

The Downtown Napa Property & Business Improvement District (DNPBID) is being renewed for a 5 year period by a consortium of business and property owners within the Downtown Napa business district. The DNPBID is a pedestrian friendly retail, restaurant, service and office district centered along 1st Street and Main Street in Historic Downtown Napa. The purpose of the DNPBID is to continue to provide and manage unique services, activities and improvements for this historic business center. The DNPBID will enable the DNPBID property owners, working as a unit, to continue to fund needed property and business related programs above what is provided by tax supported City of Napa base level services.

Name: The name of the district is the Downtown Napa Property & Business Improvement District

Location: The DNPBID is centered along 1st Street and Main Street in Historic Downtown Napa.

Zones: There are two benefit zones within the proposed renewed DNPBID.

Services: Beautification, Maintenance & Infrastructure; Marketing, Ambassador & Safekeeping; and, Advocacy & Administration

Finance: Benefit assessment of 277 parcels of real property. No bonds will be used to fund any portion of the DNPBID work plan.

Budget: DNPBID assessment revenue for Year 1-2021 is projected to be \$476,915. It is noted that the Assessment Engineer has determined that general benefits equate to 2% of the total adjusted DNPBID program costs of \$486,648 or \$9,733. General benefits shall be derived from non-assessment revenue sources such as grants, event proceeds, membership dues etc.

Year 1 – 2021 PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)

BENEFIT ZONE	BEAUTIFY, MAINTENANCE, INFRASTRUCTURE	MARKETING, AMBASSADOR & SAFEKEEPING	ADVOCACY & ADMINISTRATION	CONTINGENCY	TOTAL
%	54.10%	30.82%	13.24%	1.84%	100.00%
1	\$172,860	\$98,490	\$42,310	\$5,873	\$319,533
2	\$85,140	\$48,510	\$20,840	\$2,892	\$157,382
TOTAL	\$258,000	\$147,000	\$63,150	\$8,765	\$476,915

Formula: The proposed DNPBID assessments are based on one factor: parcel land area. There are two benefit zones in the DNPBID. (A map showing the DNPBID boundaries and benefit zones is shown on Appendix 2 attached to this Plan). The Year 1 property assessment rates per parcel are as follows:

YEAR 1 –2021 Assessment Rate

BENEFIT ZONE	RETAIL LAND AREA RATE (\$/SF)	NON- RETAIL LAND AREA RATE (\$/SF)	PARKING LAND AREA RATE (\$/SF)	VACANT LAND AREA RATE (\$/SF)
	A	B	C	D
1	\$0.2290	\$0.1530	\$0.0760	\$0.0380
2	\$0.0760	\$0.0760	\$0.0380	\$0.0380

ATTACHMENT 5

- Cap:** Assessment increases are capped at a maximum of 3% per year, subject to approval by the DNPBID Property Owner Association Board of Directors.
- Benefits:** “General Benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the DNPBID or to the public at large.
- Renewal:** DNPBID renewal is a two-step process. First, petitions signed by DNPBID property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the DNPBID renewal. Returned ballots in support of the DNPBID renewal must outweigh those in opposition based on the amount of assessment to be levied as stated on the ballots.
- Duration:** The renewed DNPBID will have a term of five (5) years. After five years, the petition and balloting process must be repeated in order to renew the DNPBID and continue to levy assessments. Future renewals may extend up to 10 years at a time.

