

SUPPLEMENTAL REPORTS & COMMUNICATIONS I
Office of the City Clerk

City Council of the City of Napa
Board of Commissioners of the Housing Authority of the City of Napa
Parking Authority of the City of Napa
SPECIAL JOINT MEETING

May 5, 2020

FOR THE CITY COUNCIL OF THE CITY OF NAPA
BOARD OF COMMISSIONERS OF THE HOUSING AUTHORITY OF THE CITY OF NAPA
PARKING AUTHORITY OF THE CITY OF NAPA:

AFTERNOON SESSION:

ADMINISTRATIVE REPORTS:

- 4.A. Downtown Napa Property and Business Improvement District Renewal**
9.A. Downtown Napa Property and Business Improvement District Renewal
14.A. Downtown Napa Property and Business Improvement District Renewal
- PowerPoint Presentation by City Staff.

5/5/2020

Supplemental I - 4.A., 9.A., 14.A.

From: City Staff



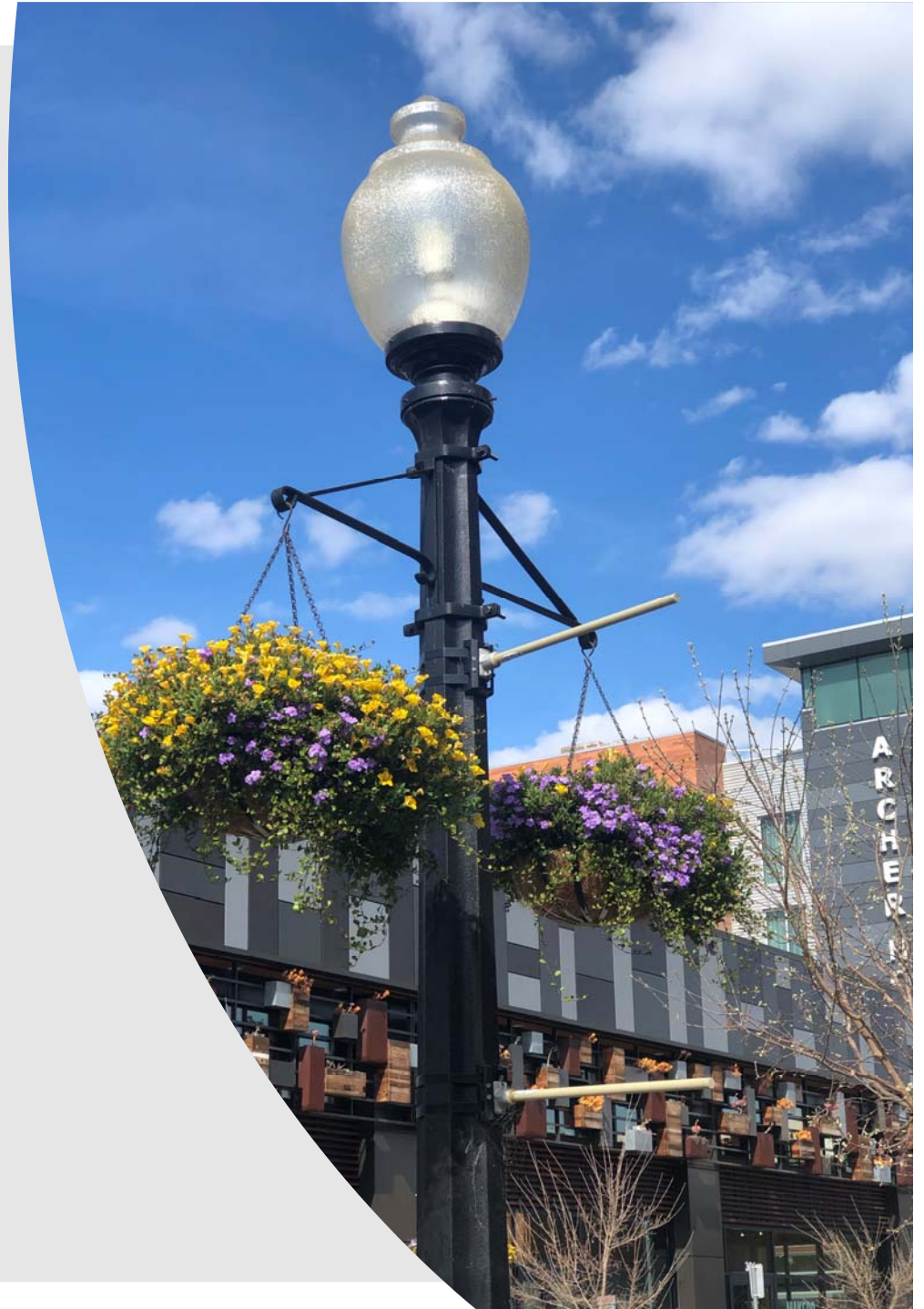
2021-2025 Downtown Napa PBID Renewal

May 5, 2020



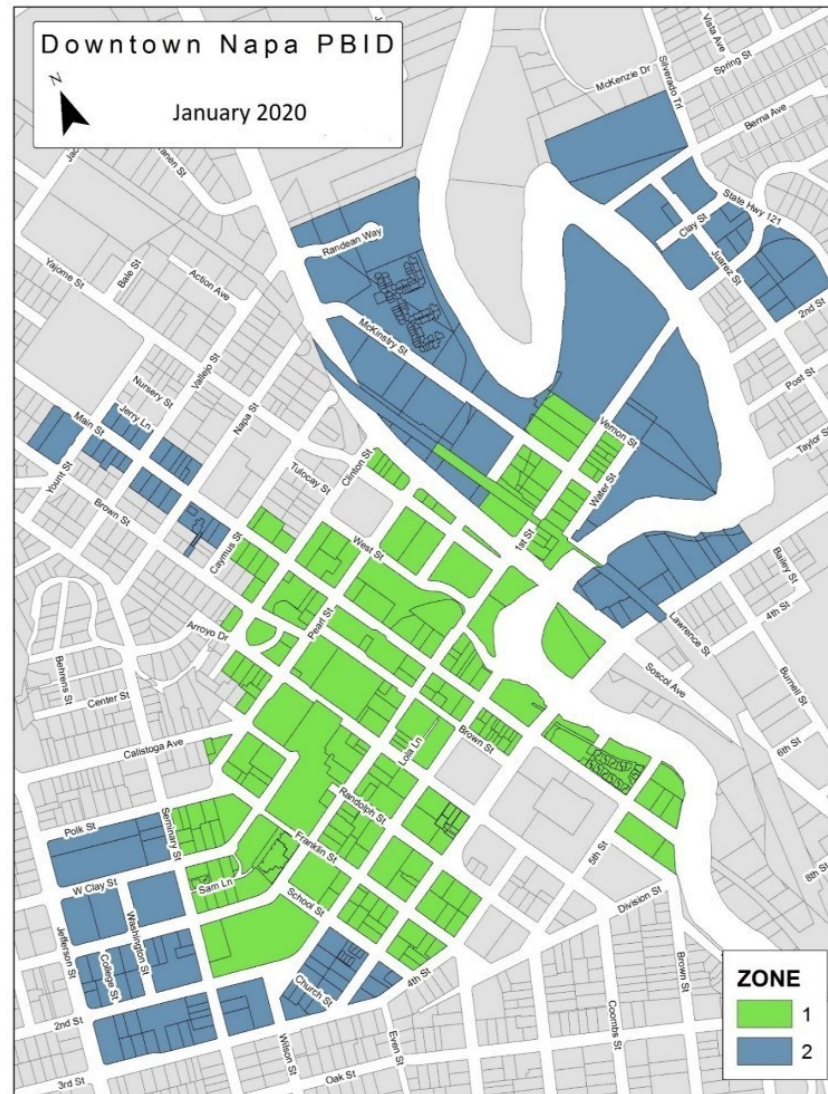
PBID Quick Facts

- Downtown Napa Property Business Improvement District is a Property Assessment
- Established in 2005
- Renewed every 5 years: 2010, 2015, and now 2020!
- DNPBID Funds keep our Downtown:
 - Streets Clean
 - Festive for the Holidays
 - Building Rooftops Lit
 - Street Art Maintained
 - Lively with Local Events
 - Businesses Seen through Pedestrian Level Wayfinding Signage
 - Utility Boxes Wrapped with one of kind artwork (***Coming soon!***)



PBID Area

- Broken down into two zones each with different assessment rates
- Zone 1: Downtown Core and Oxbow District
- Zone 2: Periphery of District
- Total of 277 Assessed Parcels



PBID 2020 Renewal Snapshot

DNPBID Year 2 (2022) Special Benefit Assessment Budget By Zone

BENEFIT ZONE	BEAUTIFICATION, 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	<u>\$85,140</u>	<u>\$48,510</u>	<u>\$20,840</u>	<u>\$2,892</u>	<u>\$157,382</u>
TOTAL	\$258,000	\$147,000	\$63,150	\$8,765	\$476,915

YEAR 2 –2022 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



PBID 2020 Renewal Snapshot

- **Y1 (2021) Assessment = \$0**
- **Lots of Enthusiasm to Renew:** This renewal period has yielded the highest number of petitions in favor to renew
- **Renewal Schedule:**
 - May: Conclusion of Petition Drive, City to Adopt Resolution of Intention to Renew the PBID, Commencement of Ballot Process
 - May - July: Ballot
 - July 21, 2020: Public Hearing to Open and Count Ballots, and Vote to Renew the PBID



PBID Renewal Snapshot

CITY ENTITY PROPERTIES

Owner	Y2 Parcel Assessment	% Of Total Assessed Properties
City of Napa	\$56,678.13	11.884%
Housing Authority	\$1,125.56	0.236%
Parking Authority	\$993.17	0.208%
TOTAL	\$58,796.86	12.329%



Today's Actions

- **City Council:** Adopt a resolution authorizing the City Manager to grant property owner approval for City owned property to renew the Downtown Napa Property and Business Improvement District for another five-year term from January 1, 2021 through December 31, 2025
- **Housing Authority:** Adopt a resolution authorizing the Executive Director to grant property owner approval for Housing Authority owned property to renew the Downtown Napa Property and Business Improvement District for another five-year term from January 1, 2021 through December 31, 2025.
- **Parking Authority:** Adopt a resolution authorizing the City Manager to grant property owner approval for Parking Authority owned property to renew the Downtown Napa Property and Business Improvement District for another five-year term from January 1, 2021 through December 31, 2025.

