



April 22, 2020

Mayor Techel and Napa City Council Members

Dear Mayor and Council Members,

Two months ago, when PBID renewal petitions were mailed to property owners, many returned signed petitions quickly. The message was clear – PBID should be renewed for another five years, from 2021 to 2025. Then the Corona Virus hit.

The three previous PBIDs all passed with 70 to 80% “yes” votes. The funding mechanism has clearly been well received and has accomplished a lot for our downtown. However, PBID committee members and many on the City staff agree that, while we should go forward with the renewal process, the economic fallout from COVID 19 is going to be extremely challenging. We therefore recommend giving all property owners a break, suspending all assessments for the calendar year 2021. Let everyone catch their financial breath, then continue the good work of PBID from 2022 to 2025.

The steps below are a path to that outcome.

1. Proceed with the 5/5/20 Joint City Council, Parking and Housing meeting to give direction to the City Manager to sign the petitions on behalf of the City-owned properties.
2. Proceed with the 5/19/20 CC Hearing to Adopt the Resolution of Intention to Renew the PBID to include a “gap” year of non-payment for 2021.
3. Produce the ballots and send out 45-days in advance of Public/Protect hearing on PBID Renewal which will occur on 7/7/20. The ballots will be clear that voting is to renew the PBID with a non-payment “gap” year for 2021.
4. Get results to County by 8/1/2020.

We hope you will view this change favorably and move the PBID process on towards the balloting phase. Thank you.

Craig Smith
Executive Director
Downtown Napa Association & PBID

Cc:Ryan Gregory, PBID Chairperson