

Downtown Chula Vista

Property-Based Business Improvement District

Annual Planning Report for FY 2025 To the City of Chula Vista



Fiscal Year January 1 - December 31, 2025

Prepared by:
Downtown Chula Vista Association
New City America, Inc.
Marco LiMandri, Executive Director

*Prepared pursuant to the State of California
Property and Business Improvement District Law of 1994*

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SECTION 1: Introduction

The DOWNTOWN CHULA VISTA PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT NO. 2016-122 (boundaries depicted on page 4) was successfully renewed by the Chula Vista City Council and approved by district property owners on June 14, 2016, for an additional ten-year period from January 1, 2017, through December 31, 2026. The district is managed by the Downtown Chula Vista Association (formerly known as the Third Avenue Village Association), which has overseen the operations of the PBID and its funding since January 1, 2002.

Prepared in accordance with the State of California Property and Business Improvement District law of 1994, Streets and Highways Code section 36650, the 2025 Annual Planning Report represents the ninth year of program operations within the current ten-year term. The PBID's activities and improvements aim to improve and convey special benefits to properties located within the defined downtown Chula Vista, providing services beyond the basic services provided by the City of Chula Vista.

SECTION 2: PBID Boundary

There are no proposed changes to the PBID boundaries for 2025. The PBID encompasses approximately a 16-block area along the Third Avenue commercial corridor, bounded by E Street to the north, Church Avenue to the east, Landis Avenue to the west and I Street to the south. It also includes one block on F Street that includes the City of Chula Vista central library and police station.

Within the PBID boundary, there are two distinct benefit zones for the maintenance programs and activities. It was determined that the properties located on Third Avenue required maintenance services more frequently than the properties in the PBID located to the east and west of Third Avenue. Described below are the benefit zones.

District-Wide Maintenance: Is defined as all assessable properties within the PBID boundary. All parcels in the PBID boundary will receive the same base level of maintenance services.

Third Avenue Enhanced: Is defined as all assessable properties with frontage along Third Avenue, between E Street and H Street. These properties will receive a higher frequency of maintenance services than other parcels within the PBID boundary.

The map on the following page illustrates the PBID boundary:



SECTION 3: PBID Assessment Budget

FY January 1 to December 31, 2025 - PBID Assessment Budget:

The following table outlines the PBID maximum assessment budget for FY 2025 with estimated budget expenditures distributed across PBID services. The annual assessment rate was increased by 3.0% in FY 2025, according to the DCVA Board's annual discretion.

EXPENDITURES	BUDGET	% Of Budget
Civil Sidewalks		
<i>Personnel: Compensation & Benefits</i>	\$170,000	
<i>District Utilities</i>	\$45,000	
<i>Contracted Third-Party Services</i>	\$31,000	
<i>Maintenance, Auto, Landscape Supplies</i>	\$31,500	
Total Civil Sidewalks	\$277,500.00	30.7%
District Identity & Placemaking	\$69,900.00	7.8%
Event Expenditures	\$158,480.00	17.6%
Grant-Related Expenditures	\$105,971.64	11.7%
Administration	\$291,020.00	32.2%
Total District Expenditures	\$902,871.64	100.0%
REVENUES		
PBID Revenue	\$500,159.00	50.4%
BID Revenue	\$45,000.00	4.5%
Programs & Events	\$275,500.00	27.8%
Grants & Sponsorships	\$80,000.00	8.0%
Carry Forward	\$92,295.66	9.3%
Total District Income	\$992,954.66	100.0%

SECTION 4: Method of Financing

Financing is provided by the levy of special annual assessments upon the real property for which the services and activities are provided. These assessments are not a tax for the general benefit of the City.

Assessment Calculation:

As previously stated, the PBID activities are segregated into two benefit zones; those parcels that front Third Avenue and those that do not. Annual assessments are based upon an allocation of program costs and a calculation of lot square footage and street frontage.

The table below reflects the assessments for FY 2025.

Assessment Rates	Per Sq. Ft. of Lot	Per Linear Foot
Properties along Third Avenue (Between E and H Streets)	\$0.094	\$17.22
All other properties in the District	\$0.094	\$2.46

Since the re-establishment of the PBID in June of 2016, the DCVA Board of Directors has increased the assessment rate three times, in 2018, in 2021, and most recently, in 2024.

SECTION 5: Previous Year Surplus / Deficit Revenue

In 2024, the process to wind down the Third Avenue Village Association was completed and all rights, responsibilities and obligations of the Association were assigned to the newly created Greater Third Avenue Improvement Association (d.b.a Downtown Chula Vista Association). At the time of this report, DCVA Income for all programs & operations for FY 2024 was \$888,654.88 and expenses were \$840,464.64. The DCVA estimates that there will be \$92,295.66 in revenue carried forward from FY 2024, which is accounted for in the FY2025 Budget Projection.

The stated carry-forward from FY2024 is an amount constituted by a variety of sources. Of the \$92,295.66, \$10,895.38 is FY25 Assessment Income received in FY24 and \$55,971.64 is from unspent County NRP grants received in FY24, leaving only \$25,428.64 in actual funds carried forward. Due to this, the DCVA will have no budget contingency or PBID unallocated amount for FY2025.

SECTION 6: Other Funding Contributions

The City of Chula Vista will contribute general benefit funding in the amount of \$5,901.88.

Bond Issuance:

No bonds will be issued to finance improvements in 2025.

SECTION 7: PBID Activity, Improvements, and Services

Civil Sidewalks Committee (formerly Environmental Enhancements)

Public Safety:

The DCVA works closely with the Chula Vista Police Department to educate property owners on the safety and trespass programs that support property owners in the prevention of property crimes and to mitigate trespassing when the owner is not present. The DCVA also strives to maintain our district public spaces via the rapid removal of graffiti tags, an effective measure to deter chronic taggers as their defacement will not remain nor identify the area as associated with a specific gang.

Maintenance Services:

The DCVA Clean & Safe Team provides enhanced maintenance and landscape services within the Downtown Chula Vista PBID. The services provided by the DCVA assures the property owners and the City of Chula Vista that the district will be maintained at a level beyond the basic services provided by the City of Chula Vista. For the DCVA to effectively approach the maintenance issues facing the district, a multi-dimensional approach has been developed consisting of the elements and at the frequency stated below. DCVA's commitment to provide maintenance services to the district are also outlined in the Third Avenue Village Agreement and Encroachment Permit for Maintenance Services Between the City of Chula Vista and the Third Avenue Village Association entered into on June 14, 2016.

Sidewalk Maintenance:

Uniformed personnel remove litter, debris, and refuse from sidewalks and trash receptacles within the District, as well as clean all tables & chairs, benches, kiosks, and bus stops.

Landscape Maintenance:

Public landscape areas within the Third Avenue Service Area are currently being maintained and replanted by DCVA staff. DCVA utilizes and maintains a web-based electrical irrigation program and repairs the associated in-ground irrigation system and controllers as needed and reserves the option to bring in a third-party contractor to assist in landscaping rehabilitation and maintenance.

Alley Maintenance:

DCVA abates graffiti, debris, and weeds within the alley public right-of-way (as needed) and reports illegal dumping to private property owners so that they can have the item(s) removed by Republic Services if applicable.

Graffiti Removal:

The Clean Team removes graffiti from painted surfaces (not brick or windows) up to 12' by painting, using environmentally safe solvents, and pressure washing. DCVA's goal is to remove all tags within 48 hours of notification.

Sidewalk Pressure Washing:

The Third Avenue Service Area is to have all sidewalks pressure washed quarterly through a professional company. The high use areas will be cleaned by DCVA on an as-needed basis. However, during state mandated drought years, pressure washing may not be permitted.

Activity	District-Wide Service Area	Third Avenue Service Area
Sidewalk Sweeping	Weekly	Daily
Power Washing Sidewalks	None	Quarterly (4 times per year)
Graffiti removal	As Needed	As Needed
Landscape & Plantings	None	Daily
Irrigation	None	As Needed
Alley Cleaning	Weekly	Weekly

Homeless Outreach:

Reducing homelessness, providing the homeless with resources, and reducing disruptive behavior from street populations is a top priority among district property and business owners. In 2025, DCVA's staff will continue to work closely with Chula Vista's Public Works Department and the Chula Vista Police Department's Homeless Outreach Team to collaboratively inform the homeless population of resources and alternatives to occupying or encamping in private business alcoves.

District Identity & Placemaking Committee (formerly Economic Enhancements)

District Special Events:

In 2025, the DCVA expects to continue many of the events and programs it has successfully organized in downtown in previous years. Occurring weekly on Sundays, the Downtown Chula Vista Farmer's Market was launched in May 2022 and has been running weekly on Park Way between Third & Fourth Avenue. The market has already become self-sustaining and the DCVA expects this weekly program to expand as downtown grows in prominence and regular activity. Returning this March is also the Taste of Third event, showcasing local businesses and eateries in Downtown Chula Vista to the greater South Bay community. A little later in August, Downtown Chula Vista will also be hosting the annual Lemon Festival as well as the fifth annual Dia de Los Muertos celebration in early November. Finally, in early December, DCVA staff are partnering with City of Chula Vista special events staff to organize the annual Starlight Parade & Festival and tree-lighting event.

Sustained Public Relations & Social Media Attention on Downtown Chula Vista:

In Spring of 2022, the Downtown Chula Vista Association contracted with Olive Public Relations to begin promoting the Third Avenue commercial corridor as well as the "Downtown Chula Vista" brand as an emerging South Bay destination to live, work and shop. As a result, Downtown Chula Vista has garnered immensely positive media coverage for its local special events and community developments, successfully pairing the district's rebound with the momentum surrounding the long-anticipated Chula Vista Bayfront Project, which is expected to significantly elevate the City of Chula Vista's regional profile and appeal. In 2025, the DCVA expects to expand the gains achieved with local media to further promote the Downtown Chula Vista brand and local stakeholders.

Advocacy, Administration and Reserve

Advocacy:

The DCVA provides member advocacy that allows downtown property owners to project a unified voice and elevate their influence in policies and issues that affect the central business district. DCVA will continue to provide member resources via its website, committee meetings, and its professional staff. The DCVA has been present in numerous policy discussions that impact downtown's local economy and expects to be very active in providing policy recommendations or solutions to City staff in 2025.

Administration:

The PBID finances the professional staff & services that provides the special benefits necessary for daily operations, maintenance, landscaping, marketing, placemaking, and advocacy on behalf of the district. Funds are allocated to office and support services such as bookkeeping, legal consultation, office rent, insurance, and office equipment.

Reserve:

When year-end finances allow, a 5.0% operating reserve is allocated as a contingency for any payment delinquencies and/or unforeseen budget adjustments. The FY 2025 budget does not include an unallocated portion of the PBID revenue.

SECTION 8: City of Chula Vista Base Level Services

The City of Chula Vista has established and documented the base level of pre-existing City services. THE PBID DOES NOT REPLACE ANY PRE-EXISTING GENERAL CITY SERVICES.

SECTION 9: Duration and Governance

Duration:

The PBID has a ten-year term commencing January 1, 2017, through December 31, 2026. Any major modifications or new or increased assessments during the term of the district that are not consistent with the provisions of the original Management District Plan will require a new mail ballot process.

District Governance:

The owner's association Downtown Chula Vista Association (DCVA) manages the Downtown Chula Vista PBID as established by the Chula Vista City Council. The current PBID term is from January 1, 2017, to December 31, 2026

