



Downtown Chula Vista Association
Presentation to City Council | August 5th, 2025

Presented By Dominic LiMandri, District Manager (DCVA)

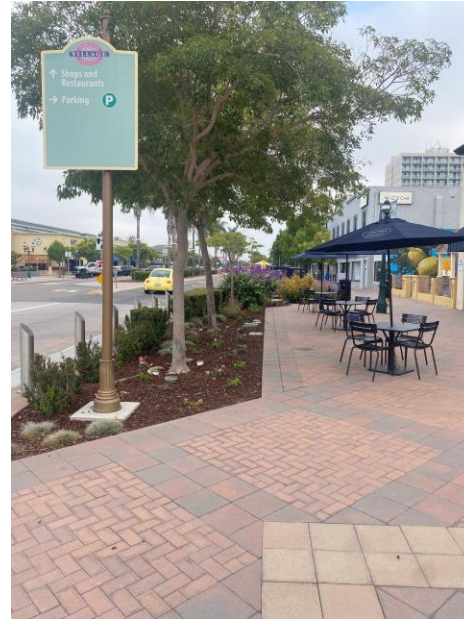
District History & Overview

- ▶ Originally Established in 2001, the PBID was renewed in 2006 as well as in 2016.
- ▶ PBID Expires in December 2026 but requires the renewal campaign to be completed by Summer 2026.
- ▶ FY25 Operating Budget: \$902,871.64
 - ▶ 40% District Revenue Comes from Non-Assessment Income
- ▶ Provides daily, seven-day-a-week coverage
- ▶ Maintains Assets & Amenities in Downtown
- ▶ Organizes the Annual Taste of Third Program, Lemon Festival, Dia de los Muertos, and is a partner with the City on the Starlight Parade.



Highlights This Past Year:

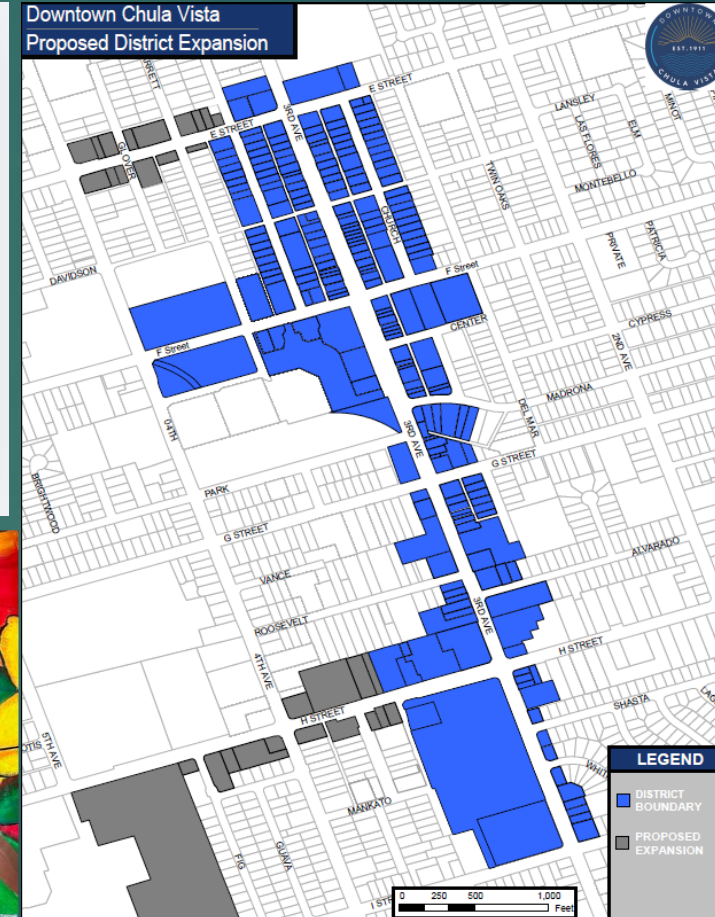
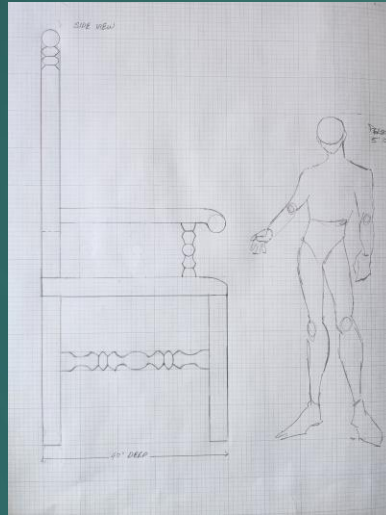
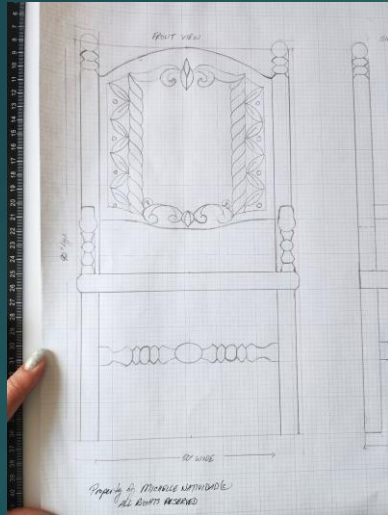
- ▶ Finalized Assignment of District Administration to DCVA from TAVA.
- ▶ Worked with City Staff to Source Estimates to Repair Downtown Landmark Sign.
- ▶ Successfully rehabilitated over 42 sidewalk gardens and 8 median planters installed by City.
- ▶ Continued to Expand Movable Table & Chair Sets to Third Avenue.
- ▶ Finalized the Deployment of Twelve Corner Planters Throughout District.
- ▶ Oversaw weekly Farmer's Market, as well as the growth across all events in Downtown Chula Vista.



Downtown-Centric Events This Past Year

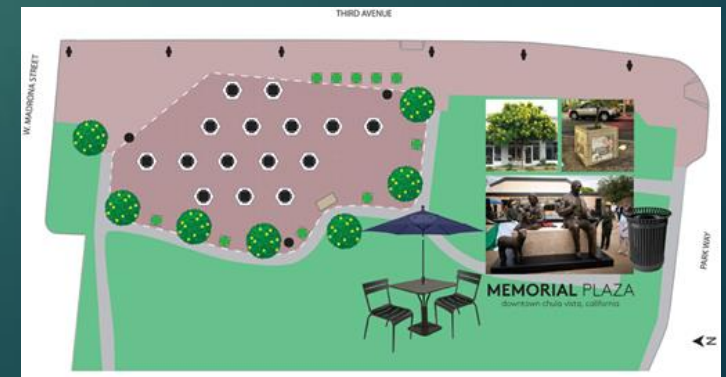


New Programs/Projects Coming to Downtown Chula Vista!





Memorial Park Plaza Concept Footprint



Imagining a New Central Plaza for Downtown





Thank
you!

QUESTIONS?

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