



February 27, 2019

**CVBID  
Advisory Board**

**Dave Lowen**  
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**Hans Hass**  
Board Member

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Board Member

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Board Member

Dear Downtown Business Owner,

As you are aware, we, as downtown business owners, belong to the Central Vista Business Improvement District (CVBID) and we pay an annual assessment for the purpose of enhancing and promoting Downtown Vista. This money is overseen by the CVBID Advisory Board, seven individuals who are business owners appointed by City Council.

On February 26, 2019, the City Council set a time and date for a public hearing about the annual CVBID intent to levy on March 12, 2019 at 5:30pm at City Hall. You are welcome to attend to voice your opinion as a business owner. If you cannot attend in person, feel free to watch online. Learn more at [www.cityofvista.com/CVBID](http://www.cityofvista.com/CVBID).

For the past five years, the assessment fees collected have been managed by a nonprofit organization, the Vista Village Business Association (VVBA). In November 2018, the City Council decided to move administration of the money to City staff. This decision decreases the amount of money spent on administration fees to \$0 and allows 100% of the money to be used directly for downtown programs, events and marketing to bring customers to our neighborhood.

Starting July 1, 2019, this money will be distributed in the form of grants to support programs, events and marketing downtown. Grant applications will open March 18, 2019 and close April 18, 2019. We encourage you to spread the word.

To celebrate our accomplishments for the 2018/2019 fiscal year, we will be holding the annual CVBID member meeting and party on Wednesday, June 12, 2019 from 5pm to 7pm downtown. Stay tuned for details.

Sincerely,

  
David Lowen  
CVBID Advisory Chair