



November 29, 2018

**CVBID
Advisory Board**

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Vice Chair

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Board Member

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Board Member

Sarah Spinks
Board Member

Dee Dee Timmons
Board Member

Mr. Kevin Ham
Economic Development Director
City of Vista
200 Civic Center Drive
Vista, CA. 92084

Dear Kevin Ham,

After careful consideration, the CVBID Advisory Board would like to recommend the following for the upcoming fiscal year starting July 1, 2019:

- Maintain the existing CVBID assessment fees
- Maintain the existing CVBID boundaries
- Continue the existing Work Plan

Looking forward, I believe the merchants within the CVBID will be better served through a closer relationship with the City of Vista. We will build on our past successes and continue the work toward a thriving downtown community.

Thank you Kevin Ham for your wisdom and continued support and guidance. Welcome Jennifer Schoeneck to the City Economic Development team. I look forward to both your input and direction as we continue to promote our great, historic downtown.

Sincerely,

David Lowen
CVBID Advisory Chair



CENTRAL VISTA BUSINESS IMPROVEMENT DISTRICT
Annual Report Fiscal Year 2019 - 2020

The Central Vista Business Improvement District (CVBID) Advisory Board recommends that the City of Vista City Council approve the following actions for the fiscal year beginning July 1, 2019:

1. Maintain the existing CVBID assessment fees (Attachment 1);
2. Maintain the existing CVBID boundaries (Attachment 2);
3. Continue the existing Work Plan (Attachment 3)



Attachment 1

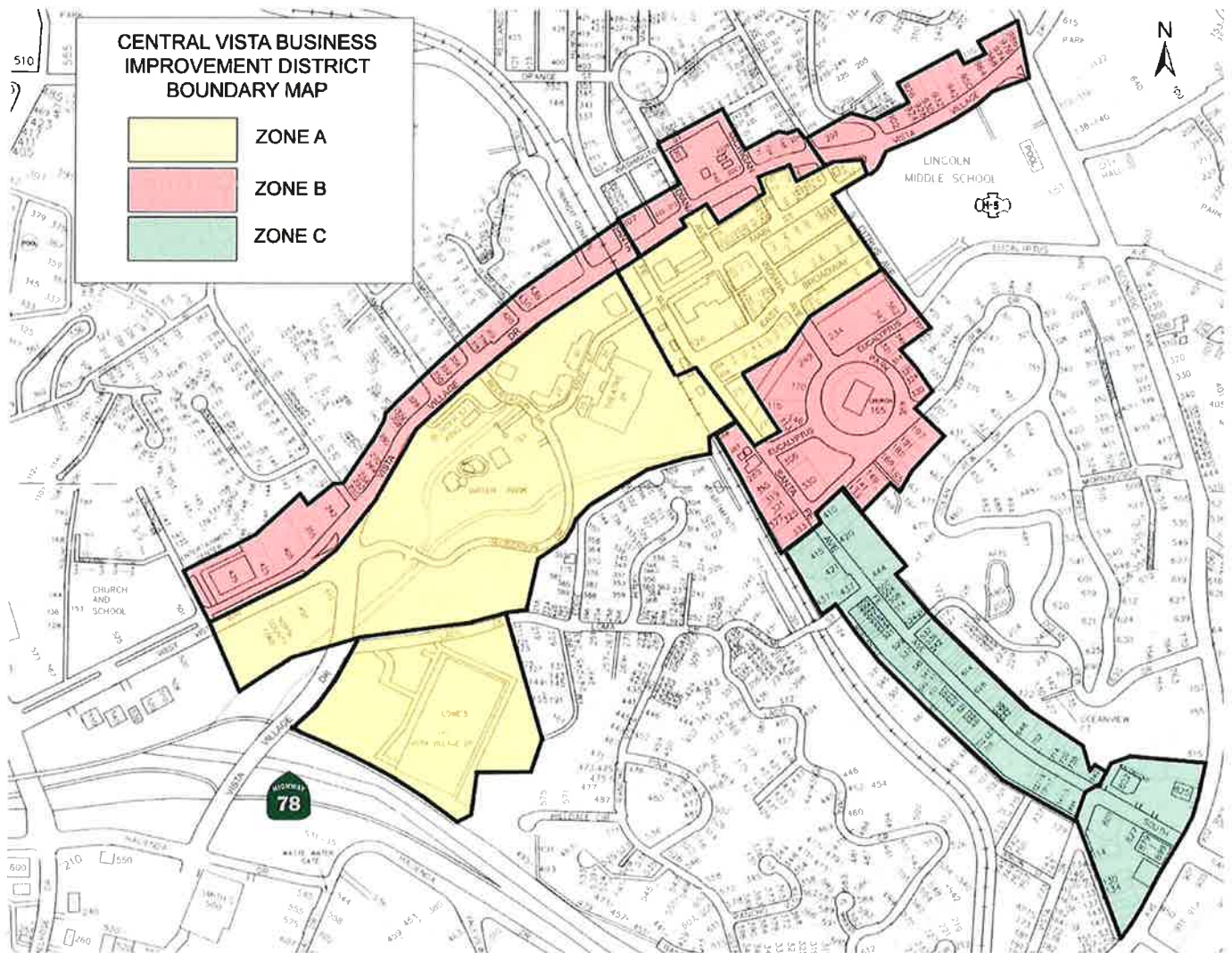
CENTRAL VISTA BUSINESS IMPROVEMENT DISTRICT
Proposed Levy of Assessments for FY 2019 - 2020

| Business Classification | Number of Employees | Zone A | Zone B | Zone C |
|--------------------------------|----------------------------|---------------|---------------|---------------|
| Retail & Restaurant | 1-3 | \$ 300 | \$ 168 | \$ 67 |
| | 4-10 | \$ 450 | \$ 250 | \$ 100 |
| | 11-20 | \$ 600 | \$ 333 | \$ 133 |
| | 21+ | \$ 750 | \$ 418 | \$ 167 |
| Service | | \$ 225 | \$ 125 | \$ 50 |
| Professional & Other | | \$ 150 | \$ 83 | \$ 33 |
| Financial Institution | | \$ 750 | \$ 625 | \$ 500 |



Attachment 2

CENTRAL VISTA BUSINESS IMPROVEMENT DISTRICT
Proposed Boundaries for FY 2019 - 2020





Attachment 3

CENTRAL VISTA BUSINESS IMPROVEMENT DISTRICT
Work Plan for FY 2019 - 2020

1. General promotion of business activities
2. Promotion of public events
3. Decoration of public places
4. Furnishing music for public places/events
5. Acquisition, construction, installation and/or maintenance of improvements
6. Other operating activities