



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 2/11/2020

Agenda Placement: 6AA

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Minh Tran - County Executive Officer
County Executive Office

REPORT BY: Helene Franchi, Deputy County Executive Officer - 253-4820

SUBJECT: Request to endorse the Downtown Napa Property Business Improvement District (DNPBA) application to the City of Napa for continuation of the DNPBA

RECOMMENDATION

County Executive Officer requests authorization for the Chair to sign a petition endorsing the Downtown Napa Property Business Improvement District (DNPBA) application to the City of Napa for continuation of the DNPBA for another five years commencing January 1, 2021.

EXECUTIVE SUMMARY

Initially formed in February of 2005 for a five year term, the Downtown Napa Property and Business Improvement District (DNPBID) is a benefit assessment district formed to improve Downtown Napa. In 2010 and again in 2015, the Board endorsed continuation of the County's inclusion in the DNPBID for another five years. The County's Carithers Building is located within the boundaries of the district. The Board of Directors of the DNPBID is submitting a proposal to the City of Napa for continuance of the DNPBID for another five years. The Board of the DNPBID is asking for the County's endorsement as a property owner within the boundaries of the DNPBID for continuation of the program for another five years. The petition process, ballot process, and Napa City Council hearing process must be repeated for the District to be reestablished. Staff is seeking authorization for the Chair to sign the petition requesting that the City of Napa reauthorize the DNPBID for another five years.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes

Where is it budgeted?	The payment of the assessment on the County owned property is included in the Property Management budget unit.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	Today's request to endorse the continuation of the District is discretionary and even if the County does not endorse the continuation, if DNPBID is approved by Napa City Council for another five years, then the County would still have to pay its assessment.
Is the general fund affected?	Yes
Future fiscal impact:	For 2021, annual assessment of the County owned property in the district is approximately \$4,000 per year. If the District is reestablished for another five years, assessment of the County property within the District will continue.
Consequences if not approved:	Even if the County does not endorse the continuation, if DNPBID is approved by Napa City Council for another five years, then the County would still have to pay its assessment.
County Strategic Plan pillar addressed:	Collaborative and Engaged Community Healthy, Safe, and Welcoming Place to Live, Work, and Visit Effective and Open Government
Additional Information:	

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

Napa City Council adopted a resolution on February 1, 2005 (Resolution R2005 17) forming the Downtown Napa Property and Business Improvement District (DNPBID) for a five year term. DNPBID is a benefit assessment district formed to improve Downtown Napa. The initial period for the DNPBID expired on December 31, 2010. The City Council voted in 2015 to continue the DNPBID for another five years through 2020. The Board of the DNPBID will soon be submitting an application for continuance of the District for another five years. The Board of the DNPBID is asking for the County's endorsement as a property owner within the boundaries of the DNPBID for continuation of the program for another five years. The Carithers Building is located within the boundaries of the District.

The DNPBID will deliver improvements and activities in the downtown Napa area bordered by Jefferson Street on the west, Third and Fourth Street on the south, Silverado Trail on the east, and on the north by the oxbow of the river and Clinton Street. The DNPBID has provided for or supported the following projects:

- | Maintains and funds hanging flower baskets;
- | Initiated and funds supplemental maintenance for sidewalk and garage cleaning;
- | Established and manages the Ambassador program;
- | Assisted with financing of converting one-way streets to two-way;

- | Funds and manages the pedestrian signage program;
- | Installs and provides on-going maintenance for two miles of rooftop lights;
- | Provides Christmas decorations;
- | Supports special events such as Napa Lighted Arts festival;
- | Coordinates and host groups of travel writers; and
- | Designs and prints such items maps of Historic Downtown Napa.

Staff is seeking authorization for the Chair to sign the petition requesting reauthorization of the District.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Helene Franchi