

**DOWNTOWN WOODLAND
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
PUBLIC NOTICE**

Developed by a coalition of property and business owners, the Downtown Woodland Property and Business Improvement District (PBID), also known as the Downtown Woodland Management District, is a benefit assessment district proposed to improve and convey special benefits to properties located along the commercial corridor of Downtown Woodland located within the City of Woodland, California. The proposed PBID would provide new improvements and activities, summarized below, above and beyond those currently provided by the City of Woodland and Yolo County.

**A PUBLIC HEARING ON THE ESTABLISHMENT OF THE PBID IS SCHEDULED
FOR
TUESDAY, JULY 31, 2007, AT 6:00 P.M.,
CITY COUNCIL CHAMBERS,
300 FIRST STREET, WOODLAND, CALIFORNIA.**

- Location:** The Downtown Woodland PBID is located in the downtown commercial area of the City of Woodland. The PBID includes parcels located in downtown bound by East Street on the east, Lincoln Avenue on the south, Walnut Street on the west, and portions of North Street and Court Street on the north. Two benefit zones are proposed. Zone 1 includes parcels in the core of downtown along Main Street from 4th Street to Elm Street. Zone 2 includes all other parcels within the PBID.
- Improvements & Activities:** **Economic Development** such as marketing, promotions and business recruitment
Parking Management such as working with the city to implement parking plan.
Maintenance and Beautification such as maintenance of directional signage, landscaping and control of illegal dumping or graffiti in public areas.
- Method of Financing** Levy of assessments upon real property that benefit from improvements and activities. Assessments may be subject to annual changes not to exceed an increase of 3% per year.
- Budget, Cost &** The total amount of the assessment chargeable to the entire district for its first year of operation shall be approximately **\$215,000**.
- Basis for Calculation of Assessment:** **The proposed annual assessment for the parcel(s) owned by you or your company is shown on the Property Owner Ballot included in this packet.** Annual assessment rates are based on an allocation of program costs and a calculation of parcel square footage. The cost to the property owner is \$0.10 per parcel square foot in Zone 1 and \$0.07 per parcel square foot in Zone 2. Tax exempt non-profit parcels and parcels owned by religious organizations, such as churches, will be assessed at a 50% rate. Single family residential parcels with four units or less will not be assessed.
- Duration:** The district will have a 5-year life beginning January 1, 2008. The duration of the payments shall be five years.

The assessment shall not be imposed if the ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment, with the ballots weighted according to the proportional financial obligation of the affected property.

The enclosed Property Owner Ballot included in this packet contains important information concerning its completion, return and tabulation, and the effect of casting ballots in support or in protest of the assessment. For more information on the documents in this packet, please call Meg Stallard, (530) 666-0154. For more information about the proposed PBID, please call Downtown Resources, (916) 325-0604.