



Downtown Chula Vista Association – Special Board of Directors’ Meeting
 Wednesday, August 12th, 2026, at 8:20 AM
 In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)

1. Introductions / Joe Warren, Board President
2. Public Comment & Announcements (3-Minutes Max Per Person)
Please keep comments directed to non-agenda topics
3. Review & Consideration of Updated Engineer’s Report & Management District Plan for the
 Downtown Chula Vista Community Benefit District *Action Item* P. 2 - 4
4. Adjournment *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 353 Third Avenue, Chula Vista, CA 91910 and on the DCVA/GTAIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Michelle T de Mercado at 619-422-1982 or via email at info@downtownchulavista.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendaized and do not count towards Committee/Board quorum or are allowed to vote.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION
 353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910
 619.422.1982 • DOWNTOWNCHULAVISTA.COM
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THE DOWNTOWN CHULA VISTA COMMUNITY BENEFIT DISTRICT MANAGEMENT DISTRICT PLAN

**Final Plan -
August 6, 2026**

*Prepared pursuant to the City of Chula Vista's Community Benefit Ordinance,
Chapter 5.40 added to Title 5 of the Chula Vista Municipal Code.*

Prepared for:

**The Greater Third Avenue Improvement Association
Property Owners in Downtown Chula Vista
City of Chula Vista**

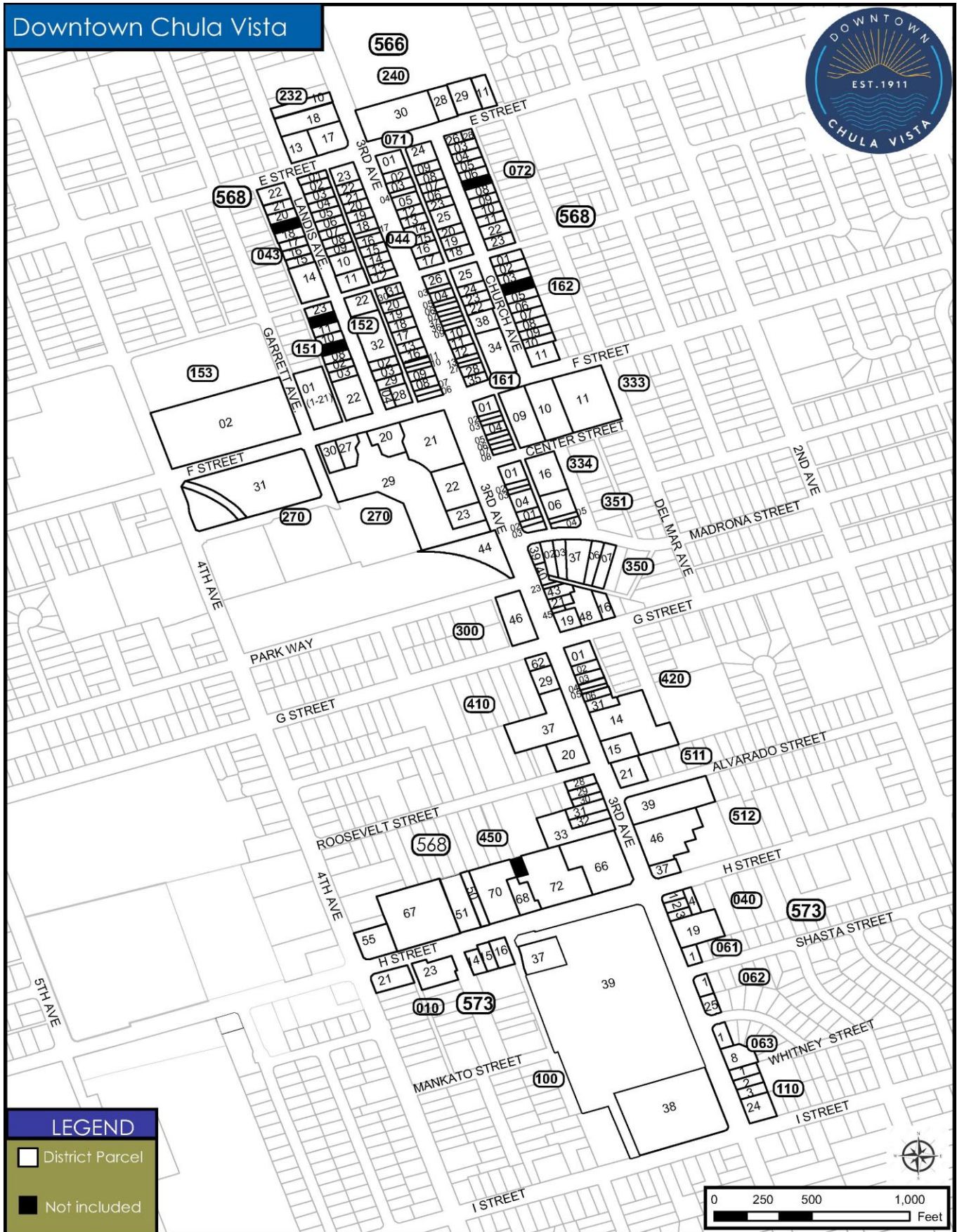
Prepared by:

**New City America, Inc.
The Downtown Chula Vista
Community Benefit District Steering Committee**



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Downtown Chula Vista



Downtown Chula Vista CBD Programs and Improvements

The total special and general benefit program activities and budget allocations that will be provided to each individual parcel assessed in the proposed Downtown Chula Vista CBD are shown in the chart below:

Total Year 1 – 2026 Special + General Benefit Costs

Category of Special Benefit Services	Year 1 Annual Amount (assessments to fund special benefits)	Year 1 Non-Assessment Costs (general benefits ratio)	Year 1 Total Costs (special and general benefits)	% of Total
Civil Sidewalks	\$416,000	\$8,495	\$424,495	60%
District Identity	\$104,000	\$2,124	\$106,124	15%
Administration	\$153,000	\$3,115	\$156,115	22%
Contingency	\$20,762	\$424	\$21,186	3%
Total	\$693,762	\$14,158	\$707,920	100%

All program costs associated with general benefits will be derived from sources or credits other than CBD assessments. Sample “other” revenue sources can be derived from special events, grants, volunteer hours and must simply equal a total of \$14,158 per year which would equal the general benefit cost of 2% of the computed total CBD cost \$693,762 from the table above. Here, program costs are spread among property variables that are common to each parcel include linear frontage, lot or parcel size and building square footage, and residential condominium parcels and benefit zone. Assessed valuation cannot be used as the basis for revenue generation in the state of California since Proposition 13 sets the assessed valuation at the time of purchase of the parcel, therefore adjacent parcels may be similar in size, but have different assessed valuations. We must therefore spread the assessments among the consistent factors of each parcel, based upon 2025 data.

Linear Frontage Defined

Individual parcels will be assessed for all sides of each parcel fronting a public street. Alley frontage is not assessed. Each side of the parcel (excluding alley areas) will receive Civil Sidewalks special benefit services based upon the frequency of services articulated in this plan, linear front footage data was obtained from the County Assessor’s parcel maps.

Building Square Footage Defined

Building square footage is defined as gross building square footage for any parcel throughout the Downtown Chula Vista CBD.

Lot Square Footage Defined

Lot square footage is defined as the total amount of area within the borders of the parcel. The lot square footage of a parcel has been verified by the County Assessor’s parcel maps.