The Downtown El Cajon Community Benefit District (CBD)
Management District Plan

Final Plan -
July 22, 2026

Prepared pursuant to the City of El Cajon's Community Benefit Ordinance, Chapter 2.90 added to Title 2 of the El Cajon Municipal Code.

Prepared for:

The Downtown El Cajon Business Partners
the Greater Downtown El Cajon Improvement Association
Property Owners in Downtown El Cajon
City of El Cajon

Prepared by:

New City America, Inc.
Greater El Cajon Improvement Association

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Section 1
Management Downtown El Cajon CBD Plan Summary

The name of this ("CBD") is the Downtown El Cajon Community Benefit District. The Downtown El Cajon CBD is being formed under the City of El Cajon's Community Benefit Ordinance, Chapter 2.90, added to Title 2 of the El Cajon Municipal Code.

The levy of assessments on real property within the proposed Downtown El Cajon CBD will fund physical and maintenance improvements to individual properties, attract new customers, tenants, and increase business sales, resulting in stabilized rents for property owners throughout Downtown El Cajon. The assessments will fund maintenance, special events and activities, and other special benefits within the Downtown El Cajon CBD, revitalizing Downtown El Cajon and, creating jobs, attracting and retaining businesses, and reducing crime.

Downtown El Cajon CBD Steering Committee
For the past two decades, downtown stakeholders have worked to improve and enhance their experience and overall ambiance of working, visiting, shopping, and residing in Downtown El Cajon.

Since the initiation of work last Spring, the current Property Business Improvement District Board (*formerly the Downtown El Cajon Business Partners, now the Greater Downtown El Cajon Improvement Association, GDECIA*), has worked diligently to outreach to property owners, simultaneously building a level of support for improvements to in Downtown El Cajon as well as commencing the expansion of the property assessment district – now known as the new Downtown El Cajon CBD. The Downtown El Cajon CBD Steering Committee has met multiple times, has reviewed multiple versions of a management plan and finalized the boundaries, services, costs, and terms at its January 2026 Board of Directors meeting.

During this process, the Board of Directors of the Greater Downtown El Cajon CBD and its staff shall hold meetings with property owners in large meeting sessions as well as one-on-one discussions to be held to explain the purpose of the Downtown El Cajon CBD.

How can a new CBD benefit property owners in Downtown El Cajon?
In summary, a Downtown El Cajon CBD is a *Special Benefits Assessment District* whereby property owners vote, through a mail ballot procedure, to supplement their property tax bills to pay for and control the assessments they generate through the new CBD. ***The CBD will not replace current City services, but it can fund solutions to supplement City services in the areas, including:***

- Safety, petty criminal, and homeless/vacancy problems
- Sidewalk cleanliness
- Increase tree trimming and replacement of damaged trees and landscaping
- Install/improve decorative amenities such as street furniture, fixtures, equipment, and lighting

- Promote and enhance the brand image of Downtown El Cajon
- Manage events in and around the Downtown El Cajon CBD, particularly at the Prescott Promenade
- Create a strong social media presence and facilitate public relations for Downtown El Cajon businesses
- Promote public space development and placemaking

MOST IMPORTANTLY, THESE PROPERTY ASSESSMENT FUNDS WILL NOT REPLACE EXISTING CITY SERVICES IN DOWNTOWN EL CAJON AND WILL BE MANAGED BY THE PROPERTY AND BUSINESS OWNERS, AFTER THE DOWNTOWN EL CAJON CBD IS VOTED IN.

Special Benefit Budget Category Analysis

The Downtown El Cajon CBD *Management District Plan* gives the property owners greater flexibility in determining the type and frequency of special benefit services that will be allocated on a year-to-year basis.

The proposed Downtown El Cajon CBD, will fund special benefit services, over and above what the City of El Cajon is currently providing. Special benefits are supplemental to the general benefits paid for out of the City and County budgets. Those *categories of special benefit services* include the following:

All services listed below are special benefits and supplemental to current City services.

Year 1 – PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)

CIVIL SIDEWALKS - $ 472,000 (ROUNDED) 60%

Examples of this category of special benefit services and costs may include, but are not limited to:

- Regular sidewalk and gutter sweeping
- Periodic sidewalk steam cleaning
- Beautification of the Downtown El Cajon CBD
- Enhanced trash emptying (over and above city services)
- Timely graffiti removal, within 72 hours as necessary
- Maintenance of existing and new public spaces
- Maintenance of the Prescott Promenade
- Set up and take down of special events
- Installation and maintenance of flowers throughout the Downtown El Cajon CBD (outside of medians)
- Personnel to manage in-house or contracted maintenance and any security teams

<u>DISTRICT IDENTITY AND PLACEMAKING – $118,000 (ROUNDED) 15%</u>

Examples of this category of special benefit services and costs may include, but are not limited to:

- Website development and updating
- Traditional events done by the GDECIA (new 501 c3)
- Social media, public relations firm
- Enhancing current City holiday and seasonal decorations
- Branding of Downtown El Cajon properties so a positive image is promoted to the public
- Activation of Prescott Promenade
- Banner programs
- Public art displays and promotion of the Rea Street Art District
- Public space design and improvements
- Personnel to manage in-house or contracted public relations, website maintenance, or social media contractors

<u>ADMINISTRATION/PROGRAM MANAGEMENT - $173,000 (ROUNDED) 22%</u>

Examples of this category of special benefit services and costs may include, but is not limited to:

- Staff and administrative costs, contracted or in-house
- Directors and Officers and General Liability Insurance
- Office-related expenses
- Office and equipment rent
- Financial reporting and accounting
- Legal work

<u>CONTINGENCY/CITY AND COUNTY FEES/RESERVE - $23,305 (ROUNDED) 3%</u>

Examples of this category of special benefit services and costs include, but are not limited to:

- Delinquencies, City/County fees, reserves

The proposed improvements, maintenance, and activities that comprise the categories of special benefit services listed above are the same improvements, maintenance, and activities that comprise the categories of special benefit services for subsequent years.

Proposed First Year for the Downtown El Cajon CBD Budget *

Category of Services	Percentage of budget	1st Year Allocation
Civil Sidewalks/Safety and Cleanliness	60%	$472,000
District Identity and Placemaking	15%	$118,000
Administration/Program Management	22%	$173,000
Contingency/Fees/Reserve	3%	$23,305
Total 1st year Budget	***100%***	***$786,305***

***Numbers are rounded.**

For years subsequent to the first year, the budget will be similar to the proposed budget above.

METHOD OF FINANCING

The financing of the Downtown El Cajon CBD is based upon the levy of special assessments on real properties that receive special benefits from the improvements and activities based upon which Benefit Zone they are located within. See Section 4 for assessment methodology and compliance with Article XIII D of the California State Constitution. The five factors used to determine proportional costs to the parcels in the Downtown El Cajon CBD:

- Linear frontage, on all sides of the parcel (excluding alleys)
- Lot square footage
- Building square footage
- Current and future residential condominiums
- Location within one of the two geographic benefit zones of the Downtown El Cajon CBD

Costs

The costs per parcel are based upon the five factors listed above. The Benefit Zones are determined by the anticipated special benefits that a parcel will receive based upon its proximity to the core of the Downtown El Cajon CBD along Main Street, as well as the frequency of special benefit services that the parcel will receive. All assessments must be proportional to the special benefits received.

First Year Annual Costs Per Benefit Zone

Property Variable	Benefit Zone 1	Benefit Zone 2
Building Square Footage	$0.10	$0.09
Lot size (sq ft)	$0.07	$0.06
Linear Frontage (ft)	$4.00	$3.50
Residential Condos Unit Sq. Ft.	$0.10	$0.09

In addition, other factors will be used to determine assessments based upon the anticipated benefit of the current land uses:

- Residential condominiums will be assessed for unit building square footage only.
- Private parking structures or major retail parking lots may be lowered for their gross building square footage and/or lot size assessments unless they are open to the public in general, and that parking serves the needs of visitors other than direct customers.
- All publicly owned and operated parcels will be assessed for linear frontage, lot size, and building square footage.

Data and Benefit Zones

There are 427 individual parcels owned by 300 property owners in the proposed Downtown El Cajon CBD. The data was obtained by San Diego County Tax Assessors, ParcelQuest, as well as verification from property owners in the Downtown El Cajon. The following data is used as the basis for the generation of the CBD assessments.

Property Data by Benefit Zone

Benefit Zone	Building Square Feet	Lot Square Feet	Linear Frontage	Residential Condos/Apt
1	1,196,243 sq. ft	2,692,963 sq. ft.	24,377 linear feet	0 sq. ft.
2	909,719 sq. ft.	3,279,914 sq. ft.	25,204 linear feet	153,129 sq. ft.
Total	**2,105,962 sq. ft**	**5,972,877 sq. ft**	**49,581 linear feet**	**153,129 sq. ft.**

Boundaries

The proposed Downtown El Cajon CBD consists of approximately 44 square blocks (blocks vary in size on each side of both Main Street and Magnolia Street), consisting of 427 parcels (373 currently assessed) owned by 300 property owners. A list of all parcels included in the proposed DECCBD is shown as Appendix 1, attached to this Report with their respective San Diego County assessor parcel number. The boundary of the proposed DECCBD and parcels within it are shown on the map of the DECCBD attached as Appendix 2 to this Report, which shall govern for the purposes of identifying assessed parcels.

Benefit Zones There are two benefit zones in the proposed DECCBD.

Zone 1: **Core Area**:

In general, Zone 1 includes Main Street from the intersection of El Cajon Boulevard and Main Street on the west and Roanoke Street and Avocado Avenue on the east. Additionally, Zone 1 includes parcels from the intersection of Interstate 8 and Magnolia Avenue on the north and all parcels fronting along Magnolia Avenue southward to the north side of the intersection of Lexington Avenue and Magnolia Avenue on the south.

Zone 2: **All Other Areas**

In general, Zone 2 includes the peripheral parcels of the Downtown El Cajon CBD that do not front along Main Street and Magnolia Avenue and are not included in Zone 1.

Downtown El Cajon CBD Formation

Under the local enabling ordinance, Downtown El Cajon CBD formation requires submission of petitions from private and public property owners in the proposed Downtown El Cajon CBD representing at least 30% of the total assessments to be paid into the first year of the Downtown El Cajon CBD.

Once the City verifies the petitions totaling a minimum of 30%, ($235,892) of the first-year annual budget which is projected to be $786,305 in first-year annual assessments, the El Cajon City Council may adopt a Resolution of Intention to mail out ballots to all affected property owners. The City will then hold a public hearing and tabulate the ballots. The Downtown El Cajon CBD will be formed if the weighted majority of all returned mail ballots support Downtown El Cajon CBD formation and when the City Council adopts a Resolution of Formation to levy the assessments on the benefiting parcels. The date for that public hearing has not been scheduled but it is assumed that it will be held in late June 2026, based upon the successful completion of the petition drive.

Term

Under the El Cajon local enabling ordinance, the Downtown El Cajon CBD may be established for up to 20 years and shall not exceed 20 years. State law and the local enabling ordinance permits this annual disestablishment of the Downtown El Cajon CBD based upon petition and vote of the property owners. *The threshold needed to trigger the balloting for the formation of the Downtown El Cajon CBD is the same as the process for disestablishment of the Downtown El Cajon CBD.*

Time and Manner for Collecting Assessments

The Downtown El Cajon CBD assessments will appear as a separate line item on annual property tax bills prepared by the San Diego County Tax Assessor. The assessments are collected at the same time and in the same manner as ad valorem property taxes paid to the County. The assessments have the same lien priority and penalties for delinquent payments as ad valorem property taxes. Any delinquent assessments owed for the first year will be added to the property tax roll for the following year together with any applicable interest and penalties. The "property owner" means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City. Publicly owned properties of the City, County and MTS and tax-exempt parcels shall not be collected by the County Tax Assessor, but rather by a manual billing by the City of El Cajon. The first assessments of the new Downtown El Cajon CBD will appear in December 2026 property tax bills.

Government Assessments

The Downtown El Cajon CBD Management Plan assumes that any public or tax-exempt parcels shall be assessed in proportion to their specific special benefit services. There are currently City, County and MTS properties in the proposed Downtown El Cajon CBD. The Civil Sidewalks, District Identity and Placemaking and Administrative special benefit services will provide a clean and an attractive working environment for those publicly owned and operated buildings in the core of the Downtown El Cajon CBD. This will allow the City and County to attract new employees and provide visitors with an additional benefit of dealing with City and County business as well as reap the benefits of a full-service business Downtown El Cajon CBD.

Governance

Pursuant to Section 36650 of the California Streets and Highway Code, the Downtown El Cajon CBD Management Corporation or current Owners' Association, (Management Corporation) will review Downtown El Cajon CBD budgets and policies annually within the limitations of the Management District Plan. The Management Corporation must file Annual Reports with the City of El Cajon and will oversee the day-to-day implementation of services as defined in the Management Downtown El Cajon CBD Plan. The current Management Corporation, the Greater Downtown El Cajon Improvement Association, shall continue to serve as the Management Corporation.

Disestablishment

Under the local enabling ordinance, the Downtown El Cajon CBD property owners will have an annual period in which to submit petitions to the City Council to disestablish the CBD. If the property owners vote by weighted majority to disestablish the Downtown El Cajon CBD, assessments will be removed from the parcels the following fiscal year. Unexpended surplus funds will be returned to property owners based upon a parcel's percentage contribution to the previous fiscal year's assessments.

Exemptions or Reductions in Rates

Under this Management Downtown El Cajon CBD Plan and consistent with Proposition 218 and Article XIII D of the State Constitution, no parcel receiving special benefits from the establishment of a property assessment Downtown El Cajon CBD is exempt from the full payment of the annual assessment.

Section 2
Downtown El Cajon CBD Boundaries

Boundaries

The proposed Downtown El Cajon CBD consists of approximately 44 square blocks (blocks vary in size on each side of both Main Street and Magnolia Street), consisting of 427 parcels owned by 300 property owners. See the Downtown El Cajon proposed CBD map in Section 2, pages 13 and 14, which shall govern for the purposes of identifying assessed parcels. The Downtown El Cajon CBD is generally bound by:

Benefit Zones There are two benefit zones in the proposed DECCBD.

Zone 1: **Core Area**:

In general, Zone 1 includes Main Street from the intersection of El Cajon Boulevard and Main Street on the west and Roanoke Street and Avocado Avenue on the east. Additionally, Zone 1 includes parcels from the intersection of Interstate 8 and Magnolia Avenue on the north and all parcels fronting along Magnolia Avenue southward to the north side of the intersection of Lexington Avenue and Magnolia Avenue on the south.

Zone 2: **All Other Areas**

In general, Zone 2 includes the peripheral parcels of the Downtown El Cajon CBD that do not front along Main Street and Magnolia Avenue and are not included in Zone 1.

Downtown El Cajon CBD Boundary Rationale

The Downtown El Cajon CBD boundaries are comprised of parcels that highlight restaurants, retailers, services, office buildings, market rate and residential condominiums apartment units, hotels, industrial and civic buildings. Benefit Zone 1 properties front along Main Street from Roanoke Street on the east to El Cajon Boulevard/Main Street intersection on the west. Benefit Zone 1 parcels represent the core of the Downtown El Cajon CBD and are expected, due to the nature of the land uses, to derive the greatest benefit from the establishment of the Downtown El Cajon Community Benefit Downtown El Cajon CBD.

Benefit Zone 2 parcels are to be found west of the intersection of El Cajon Boulevard and Main Street running westward up to the Metropolitan Transit System Station as well as parcels, that by and large, do not front along Magnolia Avenue north of Lexington Avenue on the south and Interstate 8 on the north. Benefit Zone 2 parcels will derive special benefits like Benefit Zone 1; however, the frequency of Benefit Zone 2 services shall be approximately 4 - 5 days per week as compared to 6 - 7 days a week for Benefit Zone 1 parcels.

Northern Boundary -

The northern boundary of the proposed Downtown El Cajon CBD includes all parcels on the border along the Interstate 8 freeway and includes parcels 483-330-022 and 483-330-034 on the northeast side of the Downtown El Cajon CBD as well as parcel 482-301-006, on the northwest corner. Please refer to the map on page 13 for a view of the Downtown El Cajon CBD. No Downtown El Cajon CBD special benefit services shall be provided north of the northern boundary of the Downtown El Cajon CBD which ends at the southern side of Interstate 8.

Western Boundary

The western boundary of the proposed Downtown El Cajon CBD includes the parcels at the intersection of Marshall Avenue and Main Street, including the three corner parcels at that intersection. The three parcels at the intersection of Marshall Avenue and Main Street do NOT include the parcel at the northwest corner of the intersection, as it is a new car dealership which will not benefit from the services of the proposed Downtown El Cajon CBD.

The three most western parcels of the Downtown El Cajon CBD shall include parcels 487-121-041, 487-281-028 and the entire Metropolitan Transit Station Trolley stop which includes parcels 487-262-004, 487-262-009 and 487-273-006. No Downtown El Cajon CBD programs and services will be provided west of the western Downtown El Cajon CBD boundary.

Southern Boundary:

The southern boundary of the proposed Downtown El Cajon CBD includes the following parcels that includes the expansion parcels on both sides of El Cajon Boulevard, ending at the roundabout, ending at parcels 487-321-026 and 487-323-017. The soutthern boundary then continues on the south side of Douglas Avenue from parcel 487-342-029 continuing along the south side of Douglas ending at parcel 487-342-019 ending at the intersection of Douglas and Van Houten Avenues. The southern boundary then jogs southward along the east side of Van Houten Avenue ending at parcel 487-331-009. The southern boundary continues along the south side of Lexington Avenue, running eastward to include all of the parcels on the south side of the street, ending at parcel 488-241-041. The Downtown El Cajon CBD southern boundary then runs northward along the west side of Avocado Avenue and includes the parcels running eastward on the north side of Douglas Avenue including parcels ending at parcel 488-233-047 at northwestern intersection of South Lincoln Avenue and Douglas Avenue. No Downtown El Cajon CBD programs and services will be provided south of the southern Downtown El Cajon CBD boundary

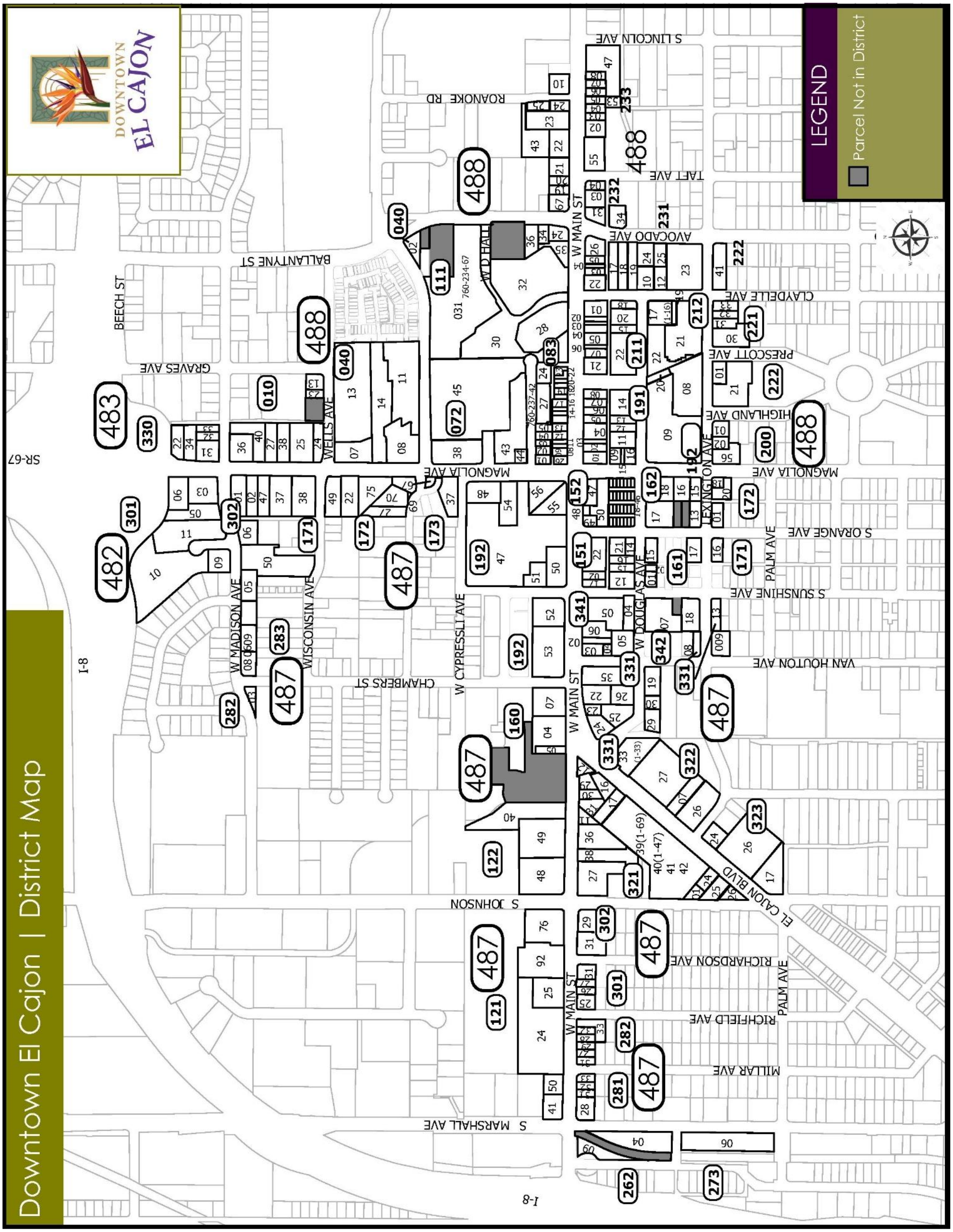
Eastern Boundary:

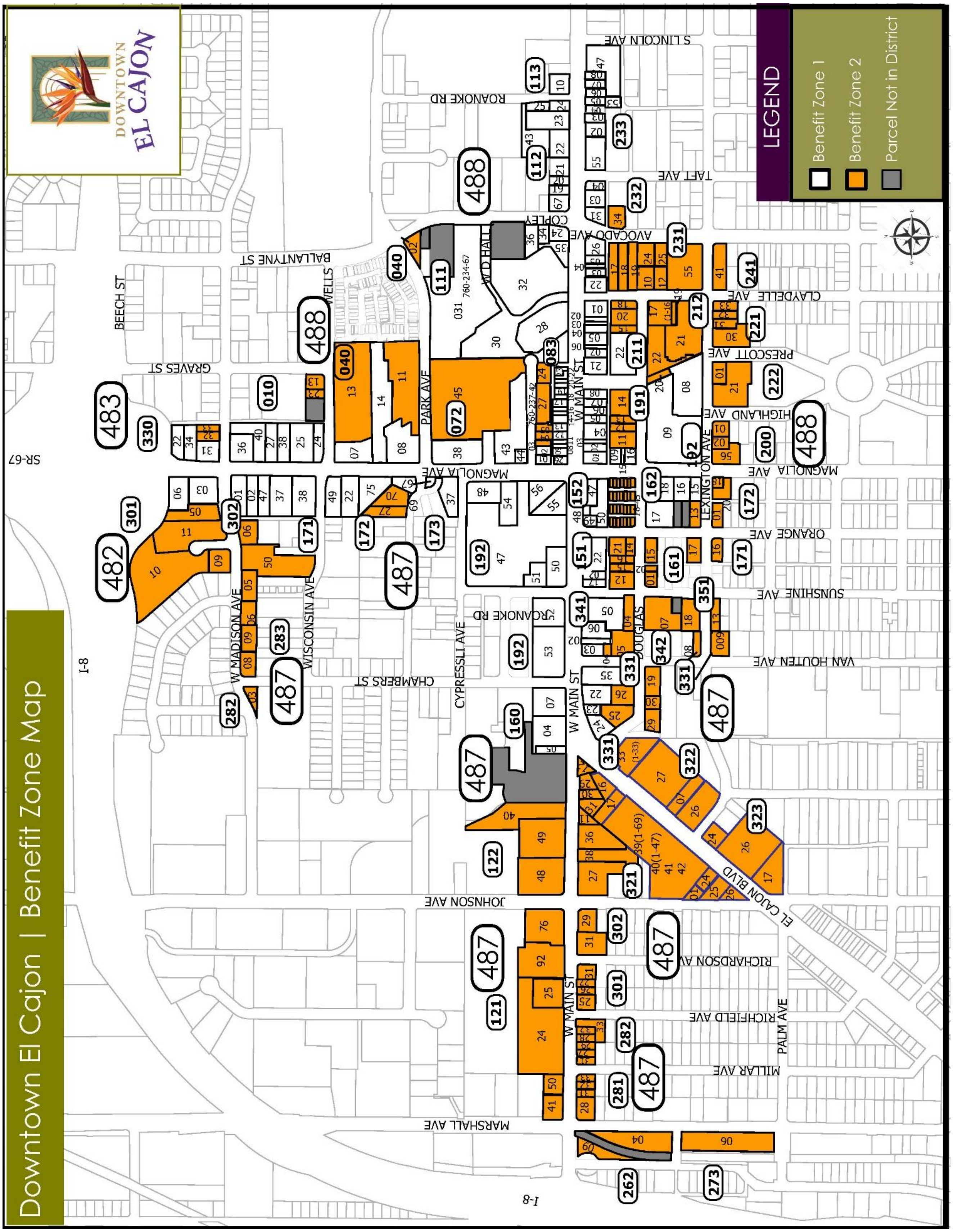
The eastern boudary of the Downtown El Cajon CBD starts at the western side of the intesection of Lincoln Avenue and Main Street, parcel 488-233-047 and crosses Main Street northward to include parcel 488-113-010. The eastern boundary of the Downtown El Cajon CBD then continues northward and includes parcel 488-113-024 and 488-024-025 and then runs northward on the west side of Ballantyne Street including parcel 488-040-002. The eastern boundary then runs northwest to include the eastern side of parcels 488-040-011, 488-040-014 on the west side of Connecticut Avenue. The eastern boundary then crosses northward to Wells Avenue including parcels at the northwestern intersection of Wells Avenue and Graves Avenue including parcels 488-010-013. The eastern boundary then continues in a northwestern direction including the eastern side of the parcels fronting Magnolia Avenue from parcel 488-010-025 ending at parcel 483-330-022 ending at the intersection of Interstate 8 and Magnolia Avenue. No Downtown El

Cajon CBD programs and services will be provided east of the eastern Downtown El Cajon CBD boundary.

Summary

A list of all parcels in the proposed Downtown El Cajon CBD are shown as Appendix 1, the report includes the San Diego County assessor parcel numbers and assessments per parcel. All identified assessed parcels within the above-described boundaries shall be assessed to fund supplemental special benefit programs, services and improvements as outlined in this Management Downtown El Cajon CBD Plan. All Downtown El Cajon CBD funded services, programs and improvements provided within the above-described boundaries shall confer special benefit to identified assessed parcels inside the Downtown El Cajon CBD boundaries and no services will be provided outside of the Downtown El Cajon CBD. The frequency of services to Benefit Zone 1 and 2 are based upon the proportional benefits they will receive based upon their location in the Downtown El Cajon CBD.


Downtown El Cajon | District Map
DOWNTOWN EL CAJON
LEGEND
Parcel Not in District
W MAIN ST
MAGNOLIA AVE
EL CAJON BLVD
S JOHNSON
S MARSHALL AVE
RICHARDSON AVE
RICHFIELD AVE
MILLAR AVE
PALM AVE
VAN HOUTON AVE
S SUNSHINE AVE
S ORANGE AVE
LEXINGTON AVE
HIGHLAND AVE
PRESCOTT AVE
CLAYDELLE AVE
AVOCADO AVE
TAFT AVE
S LINCOLN AVE
ROANOKE RD
BALLANTYNE ST
BEECH ST
GRAVES AVE
WELLS AVE
WISCONSIN AVE
W MADISON AVE
CHAMBERS ST
W CYPRESS AVE
W DOUGLAS AVE
W D HALL
SR-67
I-8


Downtown El Cajon | Benefit Zone Map
DOWNTOWN EL CAJON
LEGEND
Benefit Zone 1
Benefit Zone 2
Parcel Not in District
I-8
SR-67
W MAIN ST
EL CAJON BLVD
MAGNOLIA AVE
JOHNSON AVE
MARSHALL AVE
RICHARDSON AVE
RICHFIELD AVE
MILLAR AVE
PALM AVE
VAN HOUTEN AVE
SUNSHINE AVE
ORANGE AVE
HIGHLAND AVE
PRESCOTT AVE
CLAYDELLE AVE
AVOCADO AVE
TAFT AVE
S LINCOLN AVE
ROANOKE RD
LEXINGTON AVE
DOUGLAS
CYPRESS LN AVE
CHAMBERS ST
WISCONSIN AVE
W MADISON AVE
GRAVES ST
BEECH ST
BALLANTYNE ST
PARK AVE
WELLS
COPLEY

Section 3
Downtown El Cajon CBD Improvement and Activity Plan

Explanation of Special Benefit Services

All of the improvements and activities detailed below are provided only to properties within the boundaries of the Downtown El Cajon CBD, as the improvements and activities will provide special benefits to the owners of these properties.

The City of El Cajon will continue to provide *general benefit services* in Downtown El Cajon Downtown El Cajon CBD which will include public safety programs, street sweeping, and tree trimming, etc. The frequency of these general benefits may change from year to year and time to time based upon budget constraints. However, City general benefits will not be withdrawn from Downtown El Cajon CBD unless they are withdrawn by an equal frequency City wide. The CBD funded special benefits will not replace City funded general benefits but rather will provide enhanced special benefits to parcel owners over and above the general benefits provided by the City of El Cajon.

All services funded by the assessments outlined in the Management District Plan are intended to directly benefit the properties within the Downtown El Cajon CBD to support increased commerce, business attraction and retention, to retain and increase commercial property rentals, attract new residential developments, enhance safety and cleanliness in Downtown El Cajon, improve its public identity, and eventually fund specialized beautification and enhanced services for the property owners, businesses, visitors and residents within the Downtown El Cajon CBD.

Special Benefit Budget Category Analysis

This Plan gives property owners greater flexibility in determining the type and frequency of special benefit services that will be allocated on a year-to-year basis. As El Cajon's Downtown evolves, services that are needed one year may not be needed the next. Therefore, "bundles" or categories of special benefit funding have been created and divided into four broad categories – Civil Sidewalks, District Identity and Placemaking, Administration, and Contingency. The bundles are allocated funding percentages with the flexibility to prioritize or minimize a service within each bundle.

The bundles or categories of services and their percentages represent the service plan the Downtown El Cajon CBD property owners will be voting on when the Downtown El Cajon CBD comes up for a mail ballot later this spring.

The proposed "bundles" of special benefit services are listed below and are supplemental to current City services.

Year 1 – PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)

CIVIL SIDEWALKS - $ 472,000 (ROUNDED) 60%

Examples of this category of special benefit services and costs may include, but are not limited to:

- Regular sidewalk and gutter sweeping
- Periodic sidewalk steam cleaning
- Beautification of the Downtown El Cajon CBD
- Enhanced trash emptying (over and above city services)
- Timely graffiti removal, within 72 hours as necessary
- Maintenance of existing and new public spaces
- Maintenance of the Prescott Promenade
- Set up and take down of special events
- Installation and maintenance of flowers throughout the Downtown El Cajon CBD. (outside of medians)
- Personnel to manage in-house or contracted maintenance and any security teams.

DISTRICT IDENTITY AND PLACEMAKING – $118,000 (ROUNDED) 15%

Examples of this category of special benefit services and costs may include, but are not limited to:

- Website development and updating
- Traditional events done by the DECIA (new 501c3)
- Social media, public relations firm
- Enhancing current City holiday and seasonal decorations
- Branding of Downtown El Cajon properties so a positive image is promoted to the public
- Activation of Prescott Promenade
- Banner programs
- Public art displays and promotion of the Rea Street Art Downtown El Cajon CBD;
- Public space design and improvements
- Personnel to manage in-house or contracted public relations, web site maintenance or social media contractors.

ADMINISTRATION/PROGRAM MANAGEMENT - $173,000 (ROUNDED) 22%

Examples of this category of special benefit services and costs may include, but is not limited to:

- Staff and administrative costs, contracted or in-house
- Directors and Officers and General Liability Insurance
- Office related expenses
- Office and equipment rent
- Financial reporting and accounting
- Legal work

CONTINGENCY/CITY AND COUNTY FEES/RESERVE - $23,305 (ROUNDED) 3%

Examples of this category of special benefit services and costs include, but is not limited to:

- Delinquencies, City/County fees, reserves

PROPOSED FIRST YEAR DOWNTOWN EL CAJON DOWNTOWN EL CAJON CBD BUDGET*

Category of Services	Percentage of budget	1st Year Allocation
Civil Sidewalks/Safety and Cleanliness	60%	$472,000
District Identity and Placemaking	15%	$118,000
Administration	22%	$173,000
Contingency/Reserve	3%	$23,305
Total 1st year Budget	***100%***	***$786,305***

***Numbers are Rounded**

METHOD OF FINANCING

The financing of the Downtown El Cajon CBD is based upon the levy of special assessments upon real properties that receive special benefits from the improvements and activities based upon which Benefit Zone they are located within. See Section 4 for assessment methodology and compliance with Article XIII (d) of the California State Constitution. The five factors used to determine proportional costs to the parcels in the Downtown El Cajon CBD:

1. Linear frontage on all sides excluding alleys
2. Lot square footage
3. Building square footage
4. Current and future residential condominiums that currently exist or will be constructed
5. Location within one of the two geographic benefit zones of the Downtown El Cajon CBD
6. Possible reductions for lot size or building square footage if the parking lots or parking structures are used for customer use only and do not generate revenues to the property owner for after-hours parking needs.

In addition, other factors will be used to determine assessments based upon the anticipated benefit of the current land uses:

- Residential condominiums will be assessed for unit building square footage only.
- Private parking structures or major retail parking lots may have their lot or building square footage reduced if they are used for customer parking only and are not open to the public in general. They would serve as benefit to their customers and tenants and are not being used to generate revenue in the off-hours. It will be up to each property owner to inform District management of any proposed reduction for such parking structures or lots.
- All publicly owned and operated parcels will be assessed for linear frontage, lot size and building square footage unless otherwise specified in this plan.

Data and Benefit Zones

There are 427 individual parcels owned by 300 property owners in the proposed Downtown El Cajon CBD. The data was obtained by San Diego County Assessors, ParcelQuest as well as verification from property owners in the Downtown El Cajon CBD. The following data is used as the basis for the generation of Downtown El Cajon CBD.

Property Data by Benefit Zone

Benefit Zones	Building Square Feet	Lot Square Feet	Linear Frontage	Residential Condos/Apt
1	1,196,243 sq. ft	2,692,963 sq. ft.	24,377 linear feet	0 sq. ft.
2	909,719 sq. ft.	3,279,914 sq. ft.	25,204 linear feet	153,129 sq. ft.
Total	**2,105,962 sq. ft**	**5,972,877 sq. ft**	**49,581 linear feet**	**153,129 sq. ft.**

Costs

The costs per parcel are based upon the five factors listed on this page. The Benefit Zones are determined by the anticipated special benefits that a parcel will receive based upon its proximity to the core of the Downtown El Cajon CBD, as well as the frequency of special benefit services that that parcel will receive. All assessments must be proportional to the special benefits received so we have agreed upon the following Benefit Zones.

Proposed First Year Downtown El Cajon Downtown El Cajon CBD Budget

Category of Services	Percentage of budget	1st Year Allocation
Civil Sidewalks/Safety and Cleanliness	60%	$472,000
District Identity and Placemaking	15%	$118,000
Administration	22%	$173,000
Contingency/Reserve	3%	$23,305
Total 1st year Budget	***100%***	***$786,305***

First Year Annual Costs Per Benefit Zone -

Property Variable	Benefit Zone 1	Benefit Zone 2
Building Square Footage	$0.10	$0.09
Lot size	$0.07	$0.06
Linear Frontage	$4.00	$3.50
Residential Condos Unit Sq. Ft.	$0.10	$0.09

(A property owners' annual assessment will be based upon the sum of the parcel(s) building square footage, lot size and linear frontage. That sum will constitute the property owners' "weight" in the petition and balloting phase of the formation process).

Annual Assessment Cap

The Downtown El Cajon CBD budget and assessments may be subject to annual increases not to exceed 7% per year. Increases will be determined by the Owners' Association/Downtown El Cajon CBD Management Corporation and will vary between 0% and 7% annually. Changes in land uses, the development of vacant parcels, the demolition of buildings, building improvements that increase square footages, and new building construction or residential condominium development, may alter the Downtown El Cajon CBD's budget and individual property assessments. Linear frontage and parcel size are normally not altered in the redevelopment of a site. Changes to assessments are more likely to occur upon increases to building square footages. Changes may also occur upon the conversion of single parcels to multiple parcels due to the construction of residential and/or commercial condominiums.

Bonds

The Downtown El Cajon CBD will not issue any bonds related to any program.

Operating Budget

A projected operating budget, based upon the local enabling ordinance, has a 20-year term and may be renewed after that term for another 20 years more. This Management District Plan has listed the maximum percentage of allowable annual increases based upon the current data within the Downtown El Cajon CBD, with the following assumptions:

- Assessments ***may be subject to annual increase***, based upon the action of the Greater Downtown El Cajon Improvement Association Board, not to exceed 7% per year.
- Changes in land use, demolition of existing buildings, and new development will occur and will change the improvements to that parcel, normally due to redevelopment of the site and the addition of new building square footage which shall be assessed based upon the provisions laid out in this Management District Plan.

The budget for specific programs listed may be reallocated within each budget category by up to 10% during the term of the Downtown El Cajon CBD. The Management Corporation Board may alter the budget based upon service needs and such changes shall be included in the Annual report and submitted to the El Cajon City Council for review and approval.

Five-Year Projection of Maximum Assessment for the Downtown El Cajon CBD

	Civil Sidewalks	District Identity	Administration	Contingency	TOTAL
Y1	$ 472,000	$ 118,000	$ 173,000	$ 23,305	$ 786,305
Y2	$ 505,040	$ 126,260	$ 185,110	$ 24,936	$ 841,346
Y3	$ 540,393	$ 135,098	$ 198,068	$ 26,682	$ 900,241
Y4	$ 578,220	$ 144,555	$ 211,932	$ 28,550	$ 963,257
Y5	$ 618,696	$ 154,674	$ 226,768	$ 30,548	$ 1,030,685

Notes:

- Assumes a possible 7% maximum yearly increase on all budget items, if approved annually by the Downtown El Cajon CBD Management Corporation Board of Directors

- Any accrued interest or delinquent payments will be expended in the above categories.

Section 4
Assessment Methodology

The proposed Downtown El Cajon CBD is a property-based special benefit assessment district being established pursuant to the El Cajon local enabling ordinance, Chapter 2.90 added to Title 2 of the El Cajon Municipal Code, as well as sub-sections of Section 36600 of the California Streets and Highway Code. Due to the special benefit nature of assessments levied within a CBD, program costs are to be distributed amongst all identified specially benefited properties based on the proportional amount of special program benefits each property is expected to derive from the assessments collected.

The state constitution refers to the requirement that relative benefit received from CBD funded programs and activities be used to determine the amount of assessment paid. Only those properties expected to derive special benefits from CBD funded programs and activities may be assessed, and only in an amount proportional to the relative special benefits expected to be received.

General vs. Special Benefits

As provided by Proposition 218, assessment of Downtown El Cajon CBD programs and activities confer a combination of general and special benefits to properties, but the only program benefits that can be assessed are those that provide special benefits to the assessed properties. “Special Benefit” as defined by the California State Constitution, Article XIII (d), means “*a particular and distinct benefit over and above general benefits conferred on real property located in the Downtown El Cajon CBD or to the public at large.”* For the purposes of this analysis, “General Benefits” are benefits provided within the Downtown El Cajon CBD that are not special in nature, are not "particular and distinct," and are not over and above the benefits that other city parcels receive.

General benefits are not restricted to benefits conferred only on persons and property outside the assessment district but can include benefits both conferred on real property located in the Downtown El Cajon CBD or to the public at large. “At large” means not limited to any person and means all members of the public, including those who live, work, and shop within the Downtown El Cajon CBD, and not simply transient visitors.

The property uses within the boundaries of the proposed Downtown El Cajon CBD, which will receive special benefits from CBD funded programs and services are currently a mix of retail, service, office, religious, residential, public visitor related, cultural, and parking.

Parcels that receive the special benefit programs, services and improvements outlined in this Management District Plan will attract more customers, employees, tenants, and investors as a result of these programs, services and improvements, thereby increasing business volumes, sales transactions, occupancies, and rental income, and for future residents, make Downtown El Cajon more walkable, attractive, and livable. These benefits are particular and distinct in that they are not provided to non-assessed parcels within or outside of the Downtown El Cajon CBD. Because these programs, services and improvements will only be provided to each individual assessed parcel within the Downtown El Cajon CBD boundaries, these programs, services and improvements will constitute "special benefits."

Existing City of El Cajon services will not be replaced or duplicated by the Downtown El Cajon CBD funded services. The purpose of this Downtown El Cajon CBD is to fund supplemental programs, improvements, and services within the CBD boundaries above and beyond what is currently being funded either via normal tax supported methods or other funding sources. The assessments to be levied on parcels within the Downtown El Cajon CBD are for services, programs and improvements directly benefiting each individual parcel within this area and support increased cleanliness, commerce, business attraction and retention, increased commercial property rental income and improved District identity. No CBD funded services, activities or programs will be provided beyond the Downtown El Cajon CBD boundaries.

While every attempt is made to provide CBD services and programs to confer benefits only to those identified assessed parcels within the Downtown El Cajon CBD, the California State Constitution, Article XIII D, was added via Proposition 218 to provide that general benefits exist, either by design or unintentionally, in all assessment Downtown El Cajon CBDs and that a portion of the program costs must be considered attributable to general benefits and assigned a value. General benefits cannot be funded by assessment revenues. General benefits might be conferred on parcels within the Downtown El Cajon CBD, or "spillover" onto parcels surrounding the Downtown El Cajon CBD, or to the public at large who might be passing through the Downtown El Cajon CBD with no intention of transacting business or residing within the Downtown El Cajon CBD or interest in the Downtown El Cajon CBD itself. Empirical assessment engineering analysis throughout California has found that general benefits within a given similar special benefit Downtown El Cajon CBD tend to range from 1-5% of the total costs.

There are three methods that have been used by the Downtown El Cajon CBD Assessment Engineer for determining general and special benefit values within assessment Downtown El Cajon CBDs:

1. The parcel-by-parcel allocation method
2. The program/activity line-item allocation method, and
3. The composite Downtown El Cajon CBD overlay determinant method.

A majority of PBIDs and CBDs in California for which the Assessment Engineer has provided assessment engineering services since the enactment of Proposition 218, have used Method #3, the composite Downtown El Cajon CBD overlay determinant method, which will be used for this CBD. This method of computing the value of general benefit involves a composite of three distinct types of general benefit – general benefit to assessed parcels within the Downtown El Cajon CBD, general benefit to the public at large within the Downtown El Cajon CBD, and general benefit to parcels outside the Downtown El Cajon CBD.

Downtown El Cajon 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 El Cajon 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	$472,000	$9,628	$481,628	60%
District Identity and Placemaking	$118,000	$2,407	$120,407	15%
Administration	$173,000	$3,530	$176,530	22%
Contingency	$23,305	$482	$23,787	3%
Total	**$786,305**	**$16,047**	**$802,352**	**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 $16,047 per year, which would equal the general benefit cost of 2% of the computed total CBD cost $786,305 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.

Explanation of Difference in Benefit Zone Assessments

Benefit Zone 1 parcels will be assessed at a higher rate since they will have the highest frequency of Civil Sidewalks and District Identity services due to the amount of foot traffic in and around the parcels fronting along Main Street and Magnolia Avenue, which represents the core area of the Downtown El Cajon CBD. Benefit Zone 1 properties are the historic core of Downtown El Cajon's Downtown El Cajon CBD dating back almost 120 years and built around Main Street and Magnolia Avenue. The individual parcels being assessed include high-quality retail, restaurants, services, civic buildings, parking lots and structures, residential, office, hotel, and residential condos and apartments. These parcels will benefit the most from the CBD special benefit services, therefore their assessments have been made to fund the costs of services to these parcels. Civil Sidewalk Services shall be provided approximately 6 – 7 times per week for Benefit Zone 1 parcel owners, based upon a full crew of cleaning and landscaping personnel.

Benefits Zone 2 parcels represent the parcels west of the intersection of El Cajon Boulevard and Main Street, as well as the parcels not fronting along Main Street and Magnolia Avenue to the Interstate 8 freeway. The predominant uses of Benefit Zone 2 parcels are office space, various office and retail, and other commercial uses. Since they will be receiving services 4 - 5 days per week, their annual assessments have been reduced to accommodate this weekly schedule and uses. The costs in Benefit Zone 2 are lower than those of Benefit Zone 1 due to the lack of density in this portion of the Downtown El Cajon CBD and the lack of intense pedestrian activity that is found in Benefit Zone 1 properties, with the core areas around Main Street and Magnolia Avenue.

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 El Cajon 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.

Commercial Condominium Parcels Defined

Ground floor commercial condominiums will be treated as independent "mini" commercial buildings and assessed based on their actual building square footage, the footprint of land they cover or lot size of the commercial condominium, and the amount of direct primary street frontage on the exterior of the building. Ground floor commercial condominiums will pay 100% of the special benefits for the assessment, based upon which benefit zone they are within.

Current and Future Residential Condominium Unit Parcels Defined

Current and future residential condominium unit square footage is defined as the livable building square footage within the walls of the condominium residential unit parcel. They are included in a special category to designate their unique special benefits relative to the commercial parcels within the Downtown El Cajon CBD. **Unlike the commercial parcels in the Downtown El Cajon CBD, including commercially operated apartment buildings, residential condominium parcels are assessed for building square footage only, and are not assessed for linear frontage and lot square footage.**

Current and future residential condominium parcels are assessed as a separate category. These residential condominium individual parcels will be assessed for their unit square footage only at the rate of \$0.10 per square foot per year for the first year in Benefit Zone 1 and \$0.09 for the first year in Benefit Zone 2. The rationale for assessing future residential condominiums only for the unit square footage rate is provided below.

Residential condominium parcels are assessed differently than multi-unit, market rate apartment rental buildings, as well as legally mandated affordable units due to the frequency of special benefit services required by each parcel as described below. The multi-unit apartment buildings are commercial properties in which the tenant and landlord have an economic relationship as opposed to residential condominium buildings where individual property owners own separate "air space parcels" on a single floor. Future residential apartment buildings can be bought or sold just like commercial buildings, whereas residential condominium individual units are separately owned and must be individually bought and sold.

Distinctions between residential apartment buildings with tenants and residential condominium building with individual parcel owners are explained as follows:

1. *The Davis Sterling Act establishes rules and regulations for residential condominium owners based upon "separate interests" (i.e., ownership rights), as opposed to renters who only have a possessory interest.*
2. *Generally, residential condominium unit owners demonstrate greater care for their property and concerns about quality-of-life issues due to their investment in real estate.*
3. *Residential owners and have the right to vote in a Proposition 218 hearing, tenants do not have that right.*
4. *Residential condominium owners are required to contribute to legally established Homeowners Associations to oversee building maintenance, tenants are not.*
5. *Residential tenants may have their dwelling units sold or have their rent raised arbitrarily due to the lack of ownership of their residential units.*

The assessment methodology has been written to confer special benefits to current and future residential condominium individual assessed parcels since future residential condominium owners have unique expectations about the care and maintenance of the building and its surroundings compared to the interest of residential tenants who have a possessory not an ownership interest.

<u>Exemptions or Reductions in Rates</u>

Under this Management District Plan and consistent with Proposition 218 and Article XIII (D) of the State Constitution, no parcel receiving special benefits from the establishment of a property assessment Downtown El Cajon CBD is exempt from payment of the assessment. There may be adjustments to the related assessments based upon non-functional building square footage or large private parking lots or parking structures due to the lot size of a specific parcel. Those adjustments would be made on a case-by-case basis based upon the determination that lot size and building square footage may not be accessible to the public at large and therefore could not benefit from the services provided by the new Downtown El Cajon CBD. It is up to each parcel owner to inform the Downtown El Cajon CBD Management Corporation of any proposed reduction in annual lot size assessments due to exclusive use of parcel parking lots or structures for their customers and tenants, and which are not open to non-customers.

Calculation of Assessments

The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the improvement or the maintenance and operation expenses of an improvement, or for the cost of property service being provided. Per California Constitution Article XIII D, Section 2(i), "Special Benefit," means a particular and distinct benefit over and above general benefits conferred on a real property located in the Downtown El Cajon CBD or to the public at large. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefits conferred upon that parcel. Only special benefits are assessable, and these benefits must be separated from any general benefits. Properties are assessed as defined on the County Assessor's most current parcel maps. The preceding methodology is applied to the database of parcels within the boundaries of the Downtown El Cajon CBD. The process in compiling the property database includes the following steps:

- A report was generated from data obtained from the San Diego County Tax Assessor's office.
- A list of properties to be included within the Downtown El Cajon CBD is provided in Section 7.

First Year Parcel Assessment Calculation

The annual assessment method to calculate all parcels for Benefit Zone 1 will be:

Total Linear Frontage x $4.00 per foot

\+

Total Building Square footage X $0.10 per sq. ft.

\+

Total Lot Size x $0.07 per square foot

= TOTAL PARCEL ASSESSMENT

The annual assessment method to calculate the residential condominiums in Benefit Zone 1:

Total Residential Condo Unit Square footage X $0.10 per square foot= Total Parcel Assessment

The annual assessment method to calculate all parcels for Benefit Zone 2 will be:

Total Linear Frontage x $3.50 per square foot

\+

Total Building Square footage x $0.09 per square foot

\+

Total Lot Size x $0.06 per square foot

=

TOTAL PARCEL ASSESSMENT

The annual assessment method to calculate the residential condominiums in Benefit Zone 2:

Total Residential Condo Unit Square footage X $0.09 per square foot= Total Parcel Assessment

Future Development

As a result of continued new development, the Downtown El Cajon CBD will experience the addition or subtraction of assessable commercial and residential buildings or the conversion of vacant parcels into new commercial and residential units. The Management District Plan assessment methodology will reflect all land use changes in the Downtown El Cajon CBD with annual adjustments being submitted to the City, as these assessment calculations and property variable alterations occur. Undeveloped parcels within the boundaries of the proposed Downtown CBD will pay only for linear frontage and lot size assessments due to the lack of building square footage on the parcel. If that parcel is redeveloped, the building assessments will be levied on that parcel as soon as a certificate of occupancy has been issued to that owner, by the City of El Cajon.

Maximum Annual Assessment Adjustments:

Assessments may be subject to annual increases not to exceed 7% per year. Increases will be determined by the Management Corporation, the Greater Downtown El Cajon Improvement Association, and will vary between 0% and 7% in any given year. The maximum the assessments may be increased is 7% over the previous fiscal year's base assessments. The absence of increase in any given year does not give the Downtown El Cajon CBD Management Corporation the authority to accumulate increases above 7% in any successive year. The following projections illustrate a potential 7% annual increase.

Maximum Assessments by Property Variable

Projected Assessments- Benefit Zone 1

	Lot Sq. Ft	Linear Frontage	Bldg. Sq. Ft.	Condo Sq. Ft.
Y1	$ 0.070	$ 4.000	$ 0.100	$ 0.100
Y2	$ 0.075	$ 4.280	$ 0.107	$ 0.105
Y3	$ 0.080	$ 4.580	$ 0.114	$ 0.110
Y4	$ 0.086	$ 4.900	$ 0.123	$ 0.116
Y5	$ 0.092	$ 5.243	$ 0.131	$ 0.122

Projected Assessments- Benefit Zone 2

	Lot Sq. Ft	Linear Frontage	Bldg. Sq. Ft.	Condo Sq. Ft.
Y1	$ 0.060	$ 3.500	$ 0.090	$ 0.090
Y2	$ 0.064	$ 3.745	$ 0.096	$ 0.095
Y3	$ 0.069	$ 4.007	$ 0.103	$ 0.099
Y4	$ 0.074	$ 4.288	$ 0.110	$ 0.104
Y5	$ 0.079	$ 4.588	$ 0.118	$ 0.109

Government Assessments

The Downtown El Cajon CBD Management Plan assumes that any public or tax-exempt parcels shall pay into the Downtown El Cajon CBD in proportion to the assessments paid for services. The City, County, State, MTS, and other tax-exempt owned properties shall be assessed for building square footage, lot size, and linear frontage based upon the rates in their Benefit Zone as outlined in the management Downtown El Cajon CBD plan. Their assessments will primarily be used to fund the Civil Sidewalks/Safety and Beautification special benefit services from which they will benefit. However, the District Identity and Placemaking special benefit services share also apply to these properties since they draw public attention and attendance, and the visitors will benefit from the cleanliness, attractiveness, and order that the visitors and employees experience while working at or conducting public business at these public facilities.

APN	Legal Owner	Benefit Zone	Site Street	Annual Assessment	Percent
487-172-67-00	CITY OF EL CAJON	1	326 N MAGNOLIA AVE	$ 3,570.11	0.45%
487-321-12-00	CITY OF EL CAJON	2		$ 1,562.28	0.20%
488-072-38-00	CITY OF EL CAJON	1	N MAGNOLIA AVE	$ 5,642.12	0.72%
488-072-45-00	CITY OF EL CAJON	2	CIVIC CENTER WAY	$ 16,075.98	2.04%
488-083-27-00	CITY OF EL CAJON	2	149 REA AVE	$ 2,502.02	0.32%
488-111-28-00	CITY OF EL CAJON	1		$ 13,711.74	1.74%
488-111-30-00	CITY OF EL CAJON	1		$ 18,822.65	2.39%
488-192-09-00	CITY OF EL CAJON	1	E DOUGLAS AVE	$ 17,001.12	2.16%
488-211-21-00	CITY OF EL CAJON	1	201 E MAIN ST	$ 1,435.82	0.18%
488-211-22-00	CITY OF EL CAJON	2	230 E DOUGLAS AVE	$ 2,434.50	0.31%
488-212-19-00	CITY OF EL CAJON	2	E LEXINGTON AVE	$ 212.50	0.03%
488-212-20-00	CITY OF EL CAJON	2	E DOUGLAS AVE	$ 546.38	0.07%

488-212-21-00	CITY OF EL CAJON	2	250 E LEXINGTON AVE	$ 11,122.74	1.41%
488-212-22-00	CITY OF EL CAJON	2	PRESCOTT AVE	$ 3,508.84	0.45%
			TOTAL	$ 98,148.80	12.48%
488-111-32-00	COUNTY OF SAN DIEGO	1	MAGNOLIA AVE N	$ 21,734.51	2.76%
488-162-17-00	COUNTY OF SAN DIEGO	1	200 S MAGNOLIA AVE	$ 5,056.41	0.64%
488-192-08-00	COUNTY OF SAN DIEGO	1	PRESCOTT AVE	$ 8,962.55	1.14%
			TOTAL	$ 35,753.47	4.55%
488-111-35-00	EL CAJON HOUSING	1	E MAIN ST	$ 1,750.38	0.22%
488-233-47-00	PACIFIC BELL	1	E MAIN ST	$ 6,324.19	0.80%
487-121-24-00	SAN DIEGO GAS & ELECTRIC CO	2	W MAIN ST	$ 9,882.58	1.26%
487-121-25-00	SAN DIEGO GAS & ELECTRIC CO	2	W MAIN ST	$ 2,764.48	0.35%
487-121-76-00	SAN DIEGO GAS & ELECTRIC CO	2		$ 6,117.00	0.78%
487-121-92-00	SAN DIEGO GAS & ELECTRIC CO	2	W MAIN ST	$ 4,362.54	0.55%
			TOTAL	$ 23,126.60	2.94%
487-262-04-00	SD METROPOLITAN TRANSIT DEV BOARD	2	166 S MARSHALL AVE	$ 4,930.40	0.63%
487-262-09-00	SD METROPOLITAN TRANSIT DEV BOARD	2	1133 W MAIN ST	$ 1,252.86	0.16%
487-273-06-00	SD METROPOLITAN TRANSIT DEV BOARD	2	398 S MARSHALL AVE	$ 6,185.62	0.79%
			TOTAL	$ 12,368.88	1.57%
488-111-31-00	STATE OF CALIFORNIA	1	E PARK AVE	$ 11,388.00	1.45%

Term

Under the El Cajon local enabling ordinance, the Downtown El Cajon CBD may be established for up to 20 years and shall not exceed 20 years. State law and the local enabling ordinance permits this annual disestablishment of the Downtown El Cajon CBD based upon petition and vote of the property owners. *The threshold needed to trigger the balloting for the formation of the Downtown El Cajon CBD is the same as the process for disestablishment of the Downtown El Cajon CBD.*

Time and Manner for Collecting Assessments

The Downtown El Cajon CBD assessments will appear as a separate line item on annual property tax bills prepared by the San Diego County Tax Assessor. The assessments are collected at the same time and in the same manner as ad valorem property taxes paid to the County. The assessments have the same lien priority and penalties for delinquent payments as ad valorem property taxes. Any delinquent assessments owed for the first year will be added to the property tax roll for the following year, together with any applicable interest and penalties. The “property owner” means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City. Publicly owned properties of the City and County shall not be collected by the County Tax Assessor, but rather by manual billing by the City of El Cajon. The first assessments of the new Downtown El Cajon CBD will appear in December 2026 property tax bills.

Budget Adjustments

Annual budget surpluses, if any, will be rolled into the following year's budget. Assessments will be set annually. Revenues from delinquent accounts may be expended in the year they are received.

Disestablishment

California Streets and Highways Code section 36670 as well as the local CBD enabling ordinance provides for the disestablishment of a Downtown El Cajon CBD. Provisions for annual disestablishment of the Downtown El Cajon CBD are provided for in the local enabling ordinance. Property owners dissatisfied with the results, management or quality of the services may petition the City Council to disestablish the Downtown El Cajon CBD, in the same method in which they petitioned the City Council to establish it. The same petition threshold needed to establish the Downtown El Cajon CBD will also be needed to trigger a disestablishment of the Downtown El Cajon CBD on an annual basis. Section 36670 of the State Streets and Highway Code states:

> *(b) The city council shall adopt a resolution of intention to disestablish the Downtown El Cajon CBD prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement Downtown El Cajon CBD. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the Downtown El Cajon CBD, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.*

Unexpended surplus funds will be returned to property owners based upon each property owner's percentage contribution to the previous fiscal year's assessments.

Governance

Pursuant to Section 36650 of the California Streets and Highway Code, a Downtown El Cajon CBD Management Corporation or Owners' Association will review Downtown El Cajon CBD budgets and policies annually within the limitations of the Management Downtown El Cajon CBD Plan. The Management Corporation must file Annual Reports with the City of El Cajon and will oversee the day-to-day implementation of services as defined in the Management Downtown El Cajon CBD Plan. The current Management District Corporation who will continue the oversight and management of the special benefit services shall be the Greater Downtown El Cajon Improvement Association.

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement activities and improvements specified in the management Downtown El Cajon CBD plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. (Streets & Highway. Code § 36612.)

Section 5
Downtown El Cajon CBD Rules and Regulations and Governance

There are no specific rules and regulations prescribed for the proposed Downtown El Cajon Community Benefit Downtown El Cajon CBD Management Corporation except that it will adhere to the open meeting and open records provisions of the Ralph M. Brown Act and will seek to be as open and transparent to the CBD assessees and the public at large as is reasonably possible.

Pursuant to Article V and Section 36650 of the California Streets and Highway Code, the Downtown El Cajon CBD Management Corporation or Owners' Association, will review CBD budgets and policies annually within the limitations of the Management District Plan. The Management Corporation will file Annual Reports with the City of El Cajon and will oversee the day-to-day implementation of services as defined in the Management District Plan.

Section 6
Implementation Timetable

The Downtown El Cajon CBD is expected to be established and begin assessing benefiting parcels as of the fourth quarter of calendar year 2026. Due to the timing of revenue collection by the City of El Cajon (for the first year of operation) and the need to establish the new contract between the Owners' Association and the City of El Cajon, implementation of the Management District Plan and the delivery of services is scheduled to commence in or around the winter of 2027 around January 1, 2027.

Section 7
Assessment Roll of Properties Included

APN		Annual Assessment
482-282-03-00	$	1,412.71
482-283-05-00	$	2,238.61
482-283-06-00	$	1,785.91
482-283-08-00	$	1,962.06
482-283-09-00	$	1,890.88
482-301-03-00	$	3,442.95
482-301-05-00	$	2,456.63
482-301-06-00	$	2,337.52
482-301-09-00	$	2,035.34
482-301-10-00	$	12,643.15
482-301-11-00	$	5,991.11
482-302-01-00	$	2,922.56
482-302-02-00	$	2,651.20
482-302-06-00	$	2,361.22
483-330-22-00	$	2,606.01
483-330-31-00	$	2,621.35
483-330-32-00	$	865.28
483-330-33-00	$	629.22
483-330-34-00	$	2,451.48
487-121-24-00	$	9,882.58
487-121-25-00	$	2,764.48
487-121-41-00	$	2,526.34
487-121-50-00	$	2,111.74
487-121-76-00	$	6,117.00
487-121-92-00	$	4,362.54
487-122-40-00	$	11,669.36
487-122-48-00	$	8,648.20
487-122-49-00	$	2,298.55
487-160-04-00	$	5,023.32
487-160-05-00	$	1,299.45
487-160-07-00	$	4,006.78
487-171-37-00	$	4,401.14
487-171-38-00	$	4,647.88
487-171-47-00	$	2,714.36
487-171-50-00	$	6,098.76
487-172-22-00	$	1,969.64
487-172-27-00	$	1,623.50
487-172-49-00	$	2,780.36
487-172-67-00	$	3,570.11
487-172-70-00	$	2,248.18
487-172-75-00	$	3,894.02
487-173-37-00	$	3,609.14
487-192-47-00	$	29,358.42
487-192-48-00	$	2,119.00
487-192-50-00	$	2,549.00
487-192-51-00	$	560.00
487-192-52-00	$	2,880.50
487-192-53-00	$	3,838.00
487-192-54-00	$	1,288.00
487-192-55-00	$	3,767.70
487-192-56-00	$	2,031.28
487-262-04-00	$	4,930.40
487-262-09-00	$	1,252.86
487-273-06-00	$	6,185.62
487-281-28-00	$	699.90
487-281-31-00	$	973.42
487-281-32-00	$	1,004.46
487-281-33-00	$	586.70
487-282-27-00	$	666.28
487-282-28-00	$	559.50
487-282-29-00	$	701.86
487-282-31-00	$	1,198.42
487-282-32-00	$	554.46
487-282-33-00	$	1,364.42
487-301-25-00	$	1,587.40
487-301-26-00	$	897.70
487-301-27-00	$	672.78
487-301-31-00	$	1,771.31
487-302-29-00	$	2,522.16
487-302-31-00	$	3,881.45
487-321-01-00	$	810.54
487-321-11-00	$	1,068.57
487-321-12-00	$	1,562.28
487-321-16-00	$	1,500.80
487-321-17-00	$	1,563.34
487-321-24-00	$	1,176.38
487-321-25-00	$	1,829.70
487-321-26-00	$	2,079.62
487-321-27-00	$	3,969.52
487-321-29-00	$	1,279.42
487-321-30-00	$	988.90
487-321-31-00	$	952.62
487-321-36-00	$	3,207.78
487-321-38-00	$	3,814.88
487-321-39-01	$	130.32
487-321-39-02	$	130.32
487-321-39-03	$	153.81
487-321-39-04	$	130.32
487-321-39-05	$	153.81
487-321-39-06	$	130.32
487-321-39-07	$	130.32

487-321-39-08	$	153.81	487-321-39-62	$	130.32
487-321-39-09	$	153.81	487-321-39-63	$	153.81
487-321-39-10	$	130.32	487-321-39-64	$	130.32
487-321-39-11	$	153.81	487-321-39-65	$	130.32
487-321-39-12	$	130.32	487-321-39-66	$	153.81
487-321-39-13	$	130.32	487-321-39-67	$	153.81
487-321-39-14	$	153.81	487-321-39-68	$	153.72
487-321-39-15	$	130.32	487-321-39-69	$	153.72
487-321-39-16	$	130.32	487-321-40-01	$	130.32
487-321-39-17	$	130.32	487-321-40-02	$	-
487-321-39-18	$	130.32	487-321-40-03	$	-
487-321-39-19	$	130.32	487-321-40-04	$	-
487-321-39-20	$	153.81	487-321-40-05	$	-
487-321-39-21	$	153.81	487-321-40-06	$	-
487-321-39-22	$	130.32	487-321-40-07	$	-
487-321-39-23	$	130.32	487-321-40-08	$	-
487-321-39-24	$	153.81	487-321-40-09	$	-
487-321-39-25	$	130.32	487-321-40-10	$	-
487-321-39-26	$	130.32	487-321-40-11	$	-
487-321-39-27	$	153.81	487-321-40-12	$	-
487-321-39-28	$	153.81	487-321-40-13	$	130.32
487-321-39-29	$	153.81	487-321-40-14	$	-
487-321-39-30	$	130.32	487-321-40-15	$	-
487-321-39-31	$	153.81	487-321-40-16	$	-
487-321-39-32	$	130.32	487-321-40-17	$	-
487-321-39-33	$	153.81	487-321-40-18	$	-
487-321-39-34	$	130.32	487-321-40-19	$	-
487-321-39-35	$	130.32	487-321-40-20	$	-
487-321-39-36	$	153.81	487-321-40-21	$	-
487-321-39-37	$	153.81	487-321-40-22	$	-
487-321-39-38	$	130.32	487-321-40-23	$	-
487-321-39-39	$	130.32	487-321-40-24	$	-
487-321-39-40	$	153.81	487-321-40-25	$	-
487-321-39-41	$	153.81	487-321-40-26	$	-
487-321-39-42	$	153.81	487-321-40-27	$	-
487-321-39-43	$	153.81	487-321-40-28	$	-
487-321-39-44	$	153.81	487-321-40-29	$	-
487-321-39-45	$	130.32	487-321-40-30	$	-
487-321-39-46	$	130.32	487-321-40-31	$	-
487-321-39-47	$	153.81	487-321-40-32	$	-
487-321-39-48	$	130.32	487-321-40-33	$	-
487-321-39-49	$	-	487-321-40-34	$	-
487-321-39-50	$	153.81	487-321-40-35	$	-
487-321-39-51	$	-	487-321-40-36	$	-
487-321-39-52	$	-	487-321-40-37	$	-
487-321-39-53	$	-	487-321-40-38	$	-
487-321-39-54	$	-	487-321-40-39	$	-
487-321-39-55	$	-	487-321-40-40	$	-
487-321-39-56	$	-	487-321-40-41	$	-
487-321-39-57	$	-	487-321-40-42	$	-
487-321-39-58	$	-	487-321-40-43	$	-
487-321-39-59	$	-	487-321-40-44	$	-
487-321-39-60	$	130.32	487-321-40-45	$	130.32
487-321-39-61	$	153.81	487-321-40-46	$	107.01

487-321-40-47	$	153.81	488-083-09-00	$	1,050.00
487-321-42-00	$	-	488-083-11-00	$	433.76
487-322-07-00	$	1,941.00	488-083-12-00	$	915.80
487-322-26-00	$	4,841.16	488-083-13-00	$	916.50
487-322-27-00	$	7,917.42	488-083-14-00	$	324.00
487-323-17-00	$	2,887.88	488-083-15-00	$	257.50
487-323-24-00	$	2,223.00	488-083-16-00	$	257.50
487-323-26-00	$	7,122.42	488-083-17-00	$	875.00
487-331-02-00	$	983.44	488-083-18-00	$	468.00
487-331-03-00	$	2,041.32	488-083-19-00	$	748.70
487-331-04-00	$	433.36	488-083-20-00	$	720.00
487-331-05-00	$	5,095.30	488-083-21-00	$	470.00
487-331-08-00	$	1,364.60	488-083-22-00	$	603.49
487-331-09-00	$	577.08	488-083-23-00	$	733.49
487-331-19-00	$	2,842.94	488-083-24-00	$	1,925.79
487-331-22-00	$	3,432.60	488-083-26-00	$	1,575.80
487-331-23-00	$	1,204.66	488-083-27-00	$	2,502.02
487-331-24-00	$	2,732.43	488-111-24-00	$	1,704.30
487-331-25-00	$	2,661.18	488-111-28-00	$	13,711.74
487-331-26-00	$	1,637.30	488-111-30-00	$	18,822.65
487-331-29-00	$	1,574.22	488-111-31-00	$	11,338.00
487-331-30-00	$	928.76	488-111-32-00	$	21,734.51
487-331-33-00	$	3,373.72	488-111-34-00	$	1,875.07
487-331-35-00	$	5,303.73	488-111-35-00	$	1,750.38
487-341-04-00	$	2,536.54	488-111-36-00	$	1,375.57
487-341-05-00	$	5,741.20	488-112-19-00	$	1,066.89
487-341-06-00	$	1,950.39	488-112-20-00	$	1,039.22
487-342-07-00	$	12,185.97	488-112-21-00	$	2,277.43
487-351-13-00	$	1,585.18	488-112-22-00	$	3,767.30
487-351-18-00	$	3,647.32	488-112-23-00	$	2,786.71
488-010-13-00	$	1,916.20	488-112-24-00	$	1,679.72
488-010-23-00	$	2,262.80	488-112-25-00	$	1,219.62
488-010-24-00	$	2,034.26	488-112-43-00	$	2,256.88
488-010-25-00	$	3,857.83	488-112-67-00	$	1,877.59
488-010-27-00	$	2,231.43	488-113-10-00	$	2,876.92
488-010-36-00	$	2,966.16	488-151-02-00	$	700.50
488-010-38-00	$	2,580.52	488-151-12-00	$	2,263.44
488-010-40-00	$	4,593.44	488-151-14-00	$	1,515.16
488-040-02-00	$	2,409.47	488-151-15-00	$	767.50
488-040-07-00	$	3,854.31	488-151-16-00	$	655.00
488-040-08-00	$	5,694.12	488-151-17-00	$	1,385.86
488-040-11-00	$	10,334.60	488-151-21-00	$	1,476.56
488-040-13-00	$	14,197.88	488-151-22-00	$	4,472.13
488-040-14-00	$	6,323.11	488-152-18-00	$	172.89
488-072-38-00	$	5,642.12	488-152-19-00	$	168.84
488-072-43-00	$	14,082.48	488-152-20-00	$	168.84
488-072-44-00	$	724.58	488-152-21-00	$	168.84
488-072-45-00	$	16,075.98	488-152-22-00	$	168.84
488-083-01-00	$	1,571.06	488-152-23-00	$	168.84
488-083-02-00	$	935.51	488-152-24-00	$	172.89
488-083-03-00	$	696.26	488-152-25-00	$	172.89
488-083-04-00	$	513.08	488-152-26-00	$	168.84
488-083-05	$	826.60	488-152-27-00	$	168.84
488-083-08-00	$	468.49	488-152-28-00	$	168.84

488-152-29-00	$	168.84
488-152-30-00	$	168.84
488-152-31-00	$	172.89
488-152-32-00	$	172.89
488-152-33-00	$	168.84
488-152-34-00	$	168.84
488-152-35-00	$	168.84
488-152-36-00	$	168.84
488-152-37-00	$	168.84
488-152-38-00	$	172.89
488-152-39-00	$	172.89
488-152-40-00	$	168.84
488-152-41-00	$	168.84
488-152-42-00	$	168.84
488-152-43-00	$	168.84
488-152-44-00	$	168.84
488-152-45-00	$	172.89
488-152-47-00	$	5,287.18
488-152-48-00	$	512.42
488-152-49-00	$	1,321.74
488-152-50-00	$	2,214.54
488-161-01-00	$	1,148.29
488-161-02-00	$	559.10
488-161-15-00	$	2,060.58
488-161-17-00	$	1,603.94
488-162-13-00	$	1,340.63
488-162-15-00	$	2,116.00
488-162-16-00	$	1,373.08
488-162-17-00	$	5,056.41
488-162-18-00	$	1,937.40
488-171-16-00	$	1,716.34
488-172-01-00	$	1,780.24
488-172-18-00	$	924.10
488-172-20-00	$	1,156.33
488-191-01-00	$	4,585.62
488-191-02-00	$	1,279.12
488-191-03-00	$	582.06
488-191-04-00	$	5,626.12
488-191-05-00	$	1,393.06
488-191-06-00	$	1,016.06
488-191-07-00	$	1,608.06
488-191-08-00	$	1,578.26
488-191-09-00	$	512.60
488-191-11-00	$	350.00
488-191-12-00	$	171.50
488-191-13-00	$	171.50
488-191-14-00	$	2,065.34
488-191-15-00	$	-
488-191-16-00	$	974.70
488-192-08-00	$	8,962.55
488-192-09-00	$	17,001.12
488-200-01-00	$	1,311.44
488-200-02-00	$	1,026.50
488-200-56-00	$	2,419.06

488-211-01-00	$	2,894.12
488-211-02-00	$	692.26
488-211-03-00	$	378.80
488-211-04-00	$	1,697.76
488-211-05-00	$	2,285.12
488-211-06-00	$	598.56
488-211-07-00	$	1,291.90
488-211-15-00	$	888.86
488-211-18-00	$	1,451.65
488-211-20-00	$	2,026.71
488-211-21-00	$	1,435.82
488-211-22-00	$	2,434.50
488-212-17-01	$	64.62
488-212-17-02	$	69.75
488-212-17-03	$	65.61
488-212-17-04	$	118.53
488-212-17-05	$	69.75
488-212-17-06	$	74.88
488-212-17-07	$	77.49
488-212-17-08	$	69.75
488-212-17-09	$	118.53
488-212-17-10	$	75.60
488-212-17-11	$	69.75
488-212-17-12	$	102.87
488-212-17-13	$	76.50
488-212-17-14	$	56.61
488-212-17-15	$	56.61
488-212-17-16	$	76.50
488-212-19-00	$	212.50
488-212-20-00	$	546.38
488-212-21-00	$	11,122.74
488-212-22-00	$	3,508.84
488-221-30-00	$	2,726.66
488-221-31-00	$	933.63
488-221-32-00	$	717.71
488-221-33-00	$	1,693.86
488-222-01-00	$	2,469.42
488-222-21-00	$	5,099.34
488-231-03-00	$	931.96
488-231-04-00	$	322.22
488-231-05-00	$	1,086.60
488-231-10-00	$	1,649.78
488-231-12-00	$	995.20
488-231-17-00	$	1,500.00
488-231-18-00	$	2,811.84
488-231-19-00	$	1,500.00
488-231-22-00	$	2,040.90
488-231-23-00	$	7,948.44
488-231-24-00	$	1,250.00
488-231-25-00	$	1,082.98
488-231-26-00	$	4,318.63
488-232-03-00	$	1,836.80
488-232-04-00	$	1,386.40
488-232-31-00	$	1,701.00

488-232-34-00	$	1,633.56
488-233-02-00	$	2,091.65
488-233-03-00	$	665.50
488-233-04-00	$	917.70
488-233-05-00	$	945.50
488-233-06-00	$	795.30
488-233-07-00	$	665.50
488-233-08-00	$	769.50
488-233-47-00	$	6,324.19
488-233-53-00	$	577.80
488-233-55-00	$	9,745.53
488-241-41-00	$	3,422.92