

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM: 19.1
(ID # 13809)

MEETING DATE:
Tuesday, March 02, 2021

FROM : BUSINESS AND COMMUNITY SERVICES:

SUBJECT: BUSINESS AND COMMUNITY SERVICES (BCS): Public Hearing to Establish the Temecula Valley Wine and Agriculture Heritage District (TVWAHD) and adopt Resolution of Formation, Supervisor District 3 [\$0 Ongoing Cost]; TVWAHD – 100%

RECOMMENDED MOTION: That the Board of Supervisors:

1. With regard to the formation of the Temecula Valley Wine and Agriculture Heritage District (TVWAHD), conduct a public hearing to receive public comments and conduct a majority protest proceeding; and, after closing the public hearing,
2. Adopt Resolution No. 2020-242, a resolution of the Board of Supervisors of the County of Riverside declaring results of the majority protest proceedings and establishing the Temecula Valley Wine and Agricultural Heritage District.


ACTION: Clerk to Advertise


Suzanne Holland, Director of EDA 1/8/2021

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Washington, seconded by Supervisor Hewitt and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez, and Hewitt
Nays: None
Absent: None
Date: March 2, 2021
xc: BCS

Kecia R. Harper
Clerk of the Board
By: 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: TVWAHD -100%			Budget Adjustment:	No
There are no General Funds used in this project			For Fiscal Year:	2021-2022

C.E.O. RECOMMENDATION: Open Hearing.

BACKGROUND:

Summary

The TVWAHD is a benefit assessment district proposed to create a revenue source to help fund marketing, brand awareness & event programming, business improvements & special programs to market assessed wineries in Temecula Valley. This approach has been used successfully in other destination areas with the benefit of increased business sales directly to payors. The TVWAHD shall include all wineries located within the boundaries of the area shown on the map within the Management District Plan, including unincorporated areas of the county of Riverside.

Winery owners decided to pursue establishment of the TVWAHD in order to create a revenue source devoted to promoting Temecula Valley as a premier wine destination and increasing demand for visitation at assessed wineries in order to increase winery sales revenue. If established, the TVWAHD would generate approximately \$1,270,000 on an annual basis for promotion of winery business in the Temecula Valley.

WINE AND AGRICULTURE HERITAGE DISTRICTS

Wine and Agricultural Heritage Districts (WAHDs) are an evolution of the traditional Business Improvement District (BID). BIDs allow business owners to organize their efforts to increase sales and promotional efforts. Business owners within the district fund a BID, and those funds are used to provide services that the businesses desire and benefit the businesses within the district.

BID benefits:

- Funds cannot be diverted for other government programs
- They are customized to fit the needs of each destination
- They allow for a wide range of services including: marketing programs, business promotion activities, and infrastructure improvements
- They are designed, created and governed by those who will pay the assessment
- They provide a stable funding source for business promotion

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
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In California, BIDs are primarily formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a special benefit assessment districts to raise funds within a specific geographic area. The key difference between BIDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the BID.

MANAGEMENT DISTRICT PLAN

The Management District Plan includes the proposed boundary of the TVWAHD, a service plan and budget and a proposed means of governance. The TVWAHD will include all wineries located within the boundaries of the area shown on the map within the Management District Plan, including unincorporated areas of the County of Riverside.

The established TVWAHD will have a five (5) year term, beginning April 1, 2021 through March 31, 2026. The assessment will be implemented beginning April 1, 2021. Once per year beginning on the anniversary of TVWAHD establishment there is a thirty (30) day period in which winery owners paying fifty percent (50%) or more of the assessment may protest and begin proceedings to terminate the TVWAHD.

The annual assessment rate is one percent (1%) of gross sales revenue on winery sales. Based on the benefit received, assessments will not be collected on purchases made outside of the state of California.

A third-party collection entity will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and interest) from each winery located in the boundaries of the TVWAHD. The third-party collection entity shall take all reasonable efforts to collect the assessments from each winery.

Impact on Residents and Businesses

Only the parcels with Assessor Parcel Numbers within the proposed boundaries of the TVWAHD which are represented by the proposed Boundary are impacted by the proposed special assessment. By specifically collecting and using the special assessment revenue within the boundary of the proposed TVWAHD, there is a financial mechanism in place to help fund marketing, brand awareness, event programs, business improvements, special projects to market assessed wineries. This District does not propose to fund the repayment of any bonds or bond obligations and is solely for the purposes of funding programs to increase winery sales revenue for Temecula Valley wineries with the boundaries of the TVWAHD.

SUPPLEMENTAL:

Additional Fiscal Information

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
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The annual assessment rate is one percent (1%) of gross sales revenue on winery sales. Based on the benefit received, assessments will not be collected on purchases made outside of the state of California.

ATTACHMENTS:

- Resolution No. 2020-242
- TVWAHD Management Plan


Steven Atkeson 2/19/2021


Gregory J. Priamos, Director County Counsel 2/17/2021

RESOLUTION NO. 2020-242

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE
DECLARING RESULTS OF THE MAJORITY PROTEST PROCEEDINGS AND ESTABLISHING
THE TEMECULA VALLEY WINE AND AGRICULTURAL HERITAGE DISTRICT

WHEREAS, the Property and Business Improvement District Law of 1994 (Streets and Highways Code §36600 et. seq.) authorizes the County to establish business improvement districts upon petition by a weighted majority of the business owners located within the boundaries of the district; and

WHEREAS, winery owners who will pay more than fifty percent (50%) of the proposed assessment, as weighted according to the amount of the assessment to be paid by the petitioner, within the boundaries of the Temecula Valley Wine and Agricultural Heritage District (TVWAHD) have petitioned the Board of Supervisors to establish the TVWAHD; and

WHEREAS, included with the petitions was a Management District Plan (Plan) summary that describes the proposed assessment to be levied on wineries within the TVWAHD to pay for marketing, brand awareness and events programs, and business improvements and special projects programs, and other improvements and activities set forth in the Plan; and

WHEREAS, the assessed wineries within the TVWAHD will receive a specific benefit from the activities and improvements set forth in the Plan; and

WHEREAS, on January 12, 2021 at 9:30 AM at County Administrative Center Board Chambers located at 4080 Lemon Street, 1st Floor, Riverside, California, the Board, of Supervisors adopted Resolution No. 2020-234, a Resolution of the Board of Supervisors of the County of Riverside of Intention to Establish the Temecula Valley Wine and Agricultural Heritage District and Fixing the Time and Place of a Public Meeting and a Public Hearing Thereon and Giving Notice Thereof; and

WHEREAS, the public meeting and public hearing to consider the establishment of the TVWAHD have been properly noticed in accordance with Streets and Highways Code §36623; and

WHEREAS, on February 9, 2021 at 9:30 AM at the County Administrative Center Board Chambers located at 4080 Lemon Street, 1st Floor, Riverside, California, the Board of Supervisors held a

FORM APPROVED COUNTY COUNSEL
BY: MCT 16 FEB 21 DATE
MICHAEL C THOMAS

1 public meeting regarding the establishment of the TVWAHD, and the Board of Supervisors allowed
2 public testimony regarding the establishment of the TVWAHD and the levy of the proposed assessment;
3 and

4 **WHEREAS**, on March 2, 2021 at 9:30 AM at the County Administrative Center Board Chambers
5 located at 4080 Lemon Street, 1st Floor, Riverside, California, the Board of Supervisors held a public
6 hearing regarding the establishment of the TVWAHD, and the Board of Supervisors heard and received
7 all objections and protests, if any, to the establishment of the TVWAHD and the levy of the proposed
8 assessment; and

9 **WHEREAS**, the Clerk of the Board has presented to the Board of Supervisors all written protests
10 filed with the Clerk of the Board at or before the time fixed for the public hearing, and the Board of
11 Supervisors has determined that there was no majority protest. A majority protest is defined as written
12 protests received from owners of assessed businesses in the established TVWAHD which would pay fifty
13 percent (50%) or more of the assessments proposed to be levied. Protests are weighted based on the
14 assessment proposed to be levied on each winery; and

15 **WHEREAS**, the County bears the burden of proving by a preponderance of the evidence that an
16 assessment imposed for a specific benefit or specific government service is not a tax, that the amount is
17 no more than necessary to cover the costs to the County in providing the specific benefit or specific
18 government service, and that the manner in which those costs are allocated to a payor bear a fair or
19 reasonable relationship to the specific benefits or specific government services received by the payor.

20 **NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:**

21 **Section 1.** All of the above recitals are true and correct.

22 **Section 2.** The TVWAHD is hereby established for a five (5) year term, beginning April 1, 2021
23 through March 31, 2026.

24 **Section 3.** The Plan dated November 20, 2020 is hereby adopted and approved.

25 **Section 4.** The activities to be conferred on businesses in the TVWAHD will be funded by the
26 levy of the assessment. The revenue from the assessment levy shall not be used: to provide activities that
27 directly benefit businesses outside the TVWAHD; to provide activities or improvements outside the
28 TVWAHD; or for any purpose other than the purposes specified in this Resolution, the Resolution of

1 Intention, and the Plan. Notwithstanding the foregoing, improvements and activities that must be
2 provided outside the TVWAHD boundaries to create a specific benefit to the assessed businesses may be
3 provided but shall be limited to marketing or signage pointing to the TVWAHD.

4 **Section 5.** The Board of Supervisors finds as follows:

5 a) The activities funded by the assessment will provide a specific benefit to assessed
6 businesses within the TVWAHD that is not provided to those not paying the assessment.

7 b) The assessment is a charge imposed for a specific benefit conferred or privilege granted
8 directly to the payor that is not provided to those not charged, and which does not exceed the reasonable
9 costs to the local government of conferring the benefit or granting the privilege.

10 c) Assessments imposed pursuant to the TVWAHD are levied solely upon the assessed
11 business, and the business owner is solely responsible for payment of the assessment when due. If the
12 owner chooses to collect any portion of the assessment from a customer, that portion shall be specifically
13 called out and identified for the customer in any and all communications from the business owner as the
14 "TVWAHD Assmt" as specified in the Plan.

15 **Section 6.** The assessments levied for the TVWAHD shall be applied towards marketing, brand
16 awareness and events programs, and business improvements and special projects programs to market
17 assessed wineries in Temecula Valley to increase winery sales revenue, and other improvements and
18 activities as set forth in the Plan.

19 **Section 7.** The annual assessment rate is one percent (1%) of gross sales revenue as defined in the
20 Plan. Based on the benefit received, assessments will not be collected on purchases made outside of the
21 state of California.

22 **Section 8.** Assessments levied on wineries pursuant to this resolution shall be levied on the basis
23 of benefit. Because the services provided are intended to increase gross revenue, an assessment based on
24 gross revenue is appropriate.

25 **Section 9.** The assessments for the entire TVWAHD will total approximately \$1,270,000 in year
26 one (1).

27 **Section 10.** Bonds shall not be issued to fund the TVWAHD.
28

1 **Section 11.** The TVWAHD includes all wineries located within the boundaries of the area shown
2 on the map included for reference herein, including unincorporated areas of the County of Riverside.

3 **Section 12.** The assessments shall be used for the purposes set forth above and any funds
4 remaining at the end of any year may be used in subsequent years in which the TVWAHD assessment is
5 levied as long as they are used consistent with the requirements set forth herein.

6 **Section 13.** The assessments to fund the activities and improvements for the TVWAHD will be
7 collected by a third-party collection entity on a quarterly basis, and in accordance with Streets and
8 Highways Code §36631.

9 **Section 14.** The Board of Supervisors, through adoption of this Resolution and the Plan, has the
10 right pursuant to Streets and Highways Code §36651, to designate a private non-profit corporation that
11 shall provide the proposed services, which shall be the Owners' Association of the TVWAHD as defined
12 in Streets and Highways Code §36612. The Board of Supervisors has determined that Temecula Valley
13 Winegrowers Association shall be the TVWAHD Owners' Association.

14 **Section 15.** Temecula Valley Winegrowers Association, pursuant to Streets and Highways Code
15 §36650, shall cause to be prepared a report for each fiscal year, except the first year, for which
16 assessments are to be levied and collected to pay the costs of the improvements and activities described in
17 the report. The first report shall be due after the first year of operation of the TVWAHD.

18 **Section 16.** The TVWAHD established pursuant to this resolution and the businesses located
19 within it will be subject to any amendments to the Property and Business Improvement District Law of
20 1994 (California Streets and Highways Code §36600 et. seq.).

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2021-2026



**TEMECULA VALLEY WINE & AGRICULTURAL
HERITAGE DISTRICT
MANAGEMENT DISTRICT PLAN**

*Prepared pursuant to the Property and Business Improvement District Law
of 1994, Streets and Highways Code section 36600 et seq.*

November 20, 2020

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Prepared by
Civitas



I. OVERVIEW

Developed by the Temecula Valley Winegrowers Association (TVWA), the Temecula Valley Wine and Agricultural Heritage District (TVWAHD) is an assessment district proposed to provide specific benefits to payors, by funding marketing, brand awareness & events programs, and business improvement & special projects for assessed businesses. This approach has been used successfully in other destination areas throughout the country to provide the benefit of driving increased business sales directly to payors.

Location: The TVWAHD includes all wineries located in the Temecula Valley region of Riverside County, as shown on the map in Section III.

Services: The TVWAHD is designed to provide specific benefits directly to payors by increasing winery sales and revenue therefrom. Marketing, brand awareness & events programs, and business improvements & special projects programs will market assessed businesses in the TVWAHD to increase winery sales revenue.

Budget: The total TVWAHD annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$1,270,000. This budget is expected to fluctuate as businesses open and close and winery sales change.

Cost: The annual assessment rate is one percent (1%) of gross sales revenue on winery sales. Based on the benefit received, assessments will not be collected on purchases made outside of the state of California.

Collection: A third party collection entity will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and interest) from each winery located in the boundaries of the TVWAHD. The third party collection entity shall take all reasonable efforts to collect the assessments from each winery.

Duration: The TVWAHD will have a five (5) year life, beginning April 1, 2021 and ending on March 31, 2026. Once per year, beginning on the anniversary of TVWAHD formation, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Board of Supervisors hearing on TVWAHD termination.

Management: Temecula Valley Winegrowers Association will serve as the TVWAHD's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Board of Supervisors.

II. BACKGROUND

Wine and Agricultural Heritage Districts (WAHDs) are an evolution of the traditional Business Improvement District (BID). BIDs utilize the efficiencies of private sector operation in the market-based promotion of business districts. BIDs allow business owners to organize their efforts to increase sales and promotional efforts. Business owners within the district fund a BID, and those funds are used to provide services that the businesses desire and benefit the businesses within the district.

Business Improvement District services may include, but are not limited to:

- Marketing of the District
- Business Promotion Activities
- Infrastructure Improvements

In California, BIDs are formed pursuant to the Property and Business Improvement District Law of 1994 (94 Law). This law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area. *The key difference between BIDs and other special benefit assessment districts is that funds raised are managed by the private non-profit corporation governing the district.*

There are many benefits to Business Improvement Districts:

- Funds cannot be diverted for other government programs;
- Services are customized to fit the needs of each district;
- They allow for a wide range of services, including those listed above;
- Business Improvement Districts are ***designed, created and governed by those who will pay*** the assessment; and
- They provide a stable funding source for business promotion.

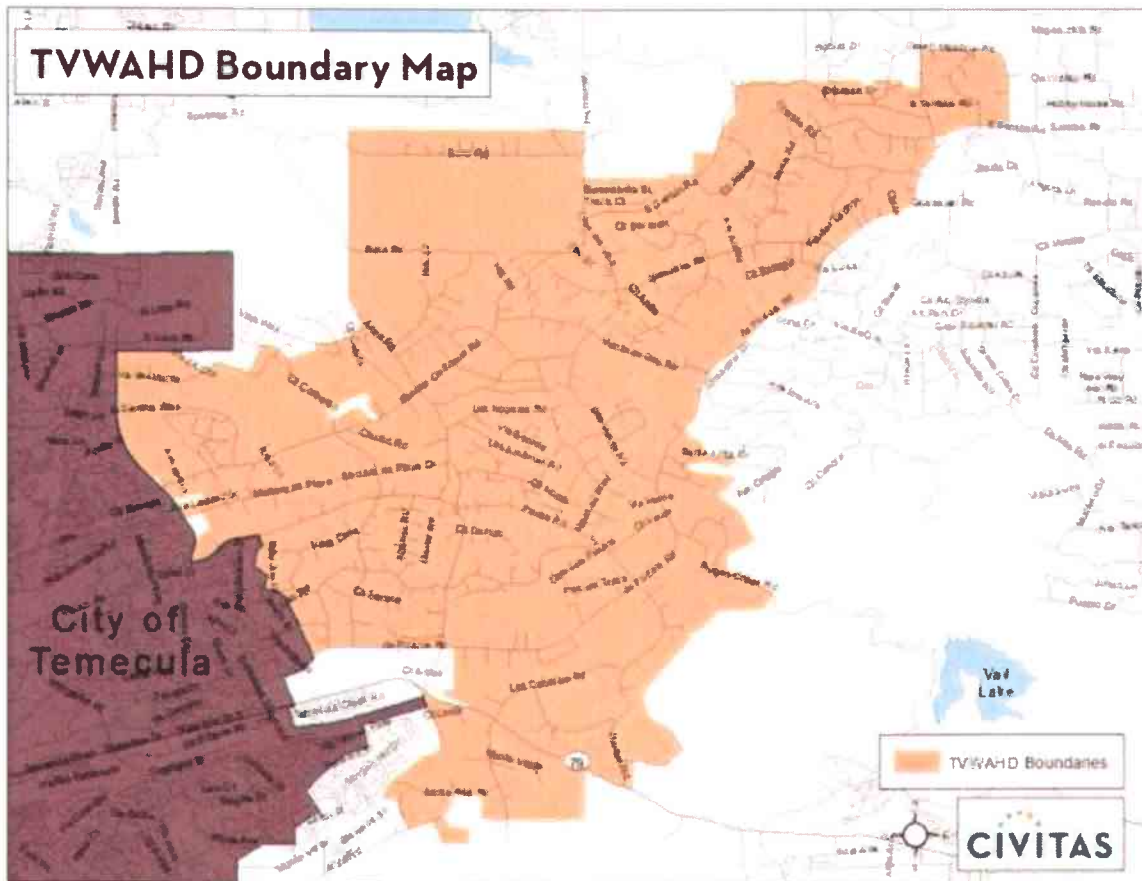
The 94 Law is provided in Appendix 1 of this document.

III. BOUNDARY

The TVWAHD will include all wineries, existing and in the future, located in the Temecula Valley region of the County of Riverside. A detailed map series displaying the boundaries of the TVWAHD is included herein as Appendix 3.

The term "winery" as used herein means: A business whose primary purpose is to produce or procure wine and sell it at retail locations within the boundaries of the TVWAHD.

A complete listing of wineries within the TVWAHD can be found in Appendix 2.



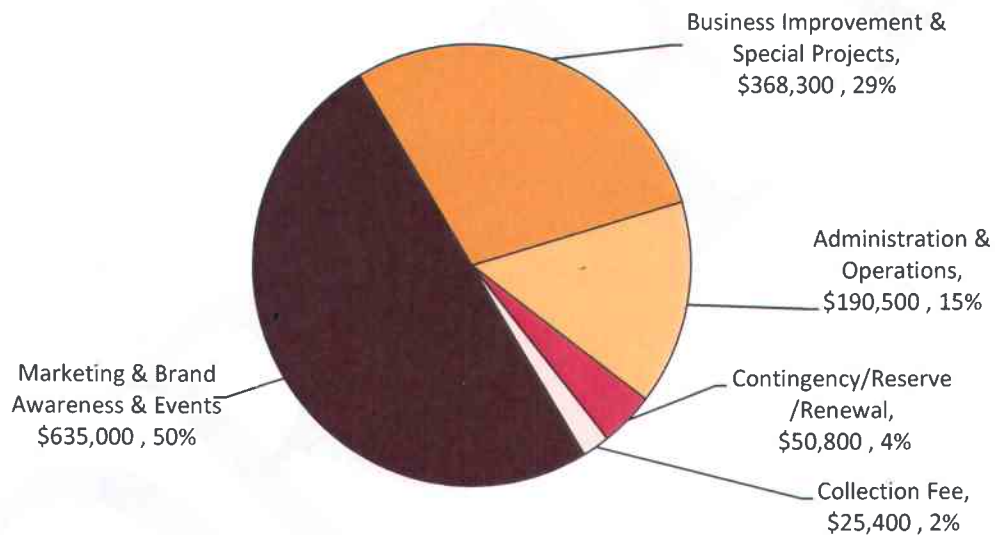
IV. BUDGET AND SERVICES

A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the County of conferring the benefits or granting the privileges, as further described in Section IV (C). The privileges and services provided with the TVWAHD funds are marketing, brand awareness & special events programs, and business improvement & special projects available only to assessed businesses.

A service plan budget has been developed to deliver services that benefit the assessed businesses. A detailed annual budget will be developed and approved by TVWA. The table below illustrates the initial annual budget allocations. The total initial budget is \$1,270,000.

Initial Annual Budget - \$1,270,000



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the County and the TVWA board shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) of the total budget per year. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the TVWAHD, any and all assessment funds may be used by the County or the TVWAHD for the costs of defending the TVWAHD. In the first year of operation, the costs of creating the TVWAHD may be repaid by deducting repayment funds proportionally from budget categories. Repayment costs shall not exceed \$75,000.

Each budget category includes all costs related to providing that service. For example, the marketing & brand awareness & events budget includes the cost of staff time dedicated to overseeing and implementing the marketing & brand awareness & events program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories. The staffing levels necessary to provide the services below will be determined by the TVWA on an as-needed basis.

Marketing, Brand Awareness & Event Activities

A brand awareness marketing program will promote the Temecula Valley Wine Country (“TVWC”) as a premium winegrowing region and as a leader in the global wine community. The program will have a central theme that the wines produced in the Temecula Valley are of the highest quality and equal to those produced in any of the world’s wine regions. The program will promote the TVWC as a desirable place to visit, where visitors can experience the wineries and vineyards, and meet the people who make the wines, tend the vineyards, and serve the visitors. The program will also promote the TVWC as a place to enjoy fine food paired with fine wines, and a place to enjoy get-togethers and entertainment with family and friends in a wine country atmosphere. The goals of the program will be (1) to increase the demand for Temecula Valley wines and increase visitation by people who are, or want to become, knowledgeable about wine and who are looking to purchase wines for home consumption, and (2) to increase the demand for special events and social functions. To meet these goals, the following activities may be undertaken:

- Development of effective marketing efforts to promote TVWC across paid, owned, and earned channels to increase awareness and generate website traffic to drive tourism and commerce at assessed businesses;
- Paid advertising efforts will include, but are not limited to, print ads in magazines and newspapers, social media and online digital ads, billboards, video, television ads, and radio ads targeted at potential visitors to drive tourism and commerce at assessed businesses;
- Utilizing social media channels and partner’s social media to increase awareness and engagement with assessed businesses;
- Preparing and producing collateral promotional materials such as brochures, flyers and maps;
- Developing and executing winery focused special events to attract customers to assessed businesses;
- Ensuring representatives are provided the opportunity to attend trade shows, meetings, industry conferences, and events to promote assessed businesses;
- Supply and coordination of media relations and communications via press releases, announcements, media placements, and social sharing to drive tourism and commerce at assessed businesses;
- Coordination of familiarization tours and virtual tours with travel trade, media, and influencers to assessed businesses;
- Providing public relations strategies including but not limited to: in and out of market media familiarization tours, proactive media pitching, and influencer relations;
- Develop wine education events and programs targeted to consumers, media, and trade to grow awareness and visitation to assessed businesses;
- Develop grape varietal education programs targeted to consumers, media, and trade;
- Funding social and educational events to enhance community and bring thought leadership to our assessed businesses;
- Developing collaborative marketing activities in conjunction with complimentary marketing organizations;
- Attending professional industry conferences and affiliation events;
- Contracting with a third-party service for our wineries that aggregates visitor data on a regional level to allow us to track results of specific campaigns and develop ROI metrics; and
- Funding awareness and best practice studies to benchmark and track awareness and operational success of the TVWAHD among assessed winery target market segments.

Business Improvement & Special Projects

Business improvement programs & special projects are developed to increase demand for visitation and sales at assessed businesses, and may include the following:

- Hospitality and sales training programs to provide certified tourism training for front line employees designed to increase visitation and increase sales at assessed businesses;
- Funding destination development activities such as maintaining responsibility for the impact of tourism on the region through trash collection, traffic control, and beautification;
- Comprehensive and integrated wayfinding signage system enhancements to direct visitors to businesses;
- Transportation related programs designed to increase visitation and increase sales at assessed businesses;
- Appellation development initiatives to promote Temecula Valley AVA as a desirable place to visit and to increase sales at assessed businesses;
- Provide support to the assessed businesses for workforce housing programs;
- Advocacy for assessed business work force support;
- Provide employment training and education to assessed businesses;
- Assist assessed businesses with guest communications and POS materials;
- Support education efforts regarding sustainable certification programs for assessed wineries;
- Support education efforts regarding adoption of water re-use and quality improvements for assessed wineries;
- Support education efforts regarding clean-energy initiatives for assessed wineries; and
- Support education of programs to reduce and eliminate pesticide/herbicide use amongst assessed wineries.

Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, advocacy, County administrative costs, and other general administrative costs such as insurance, audits, legal, and accounting fees.

Collection Fee

A third party collection entity shall be paid a fee equal to two percent (2%) of the amount of assessment collected to cover its costs of collection and administration.

Contingency/Reserve/ Renewal

The budget includes a contingency line item to account for lower than anticipated assessments. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the TVWA Board. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the TVWA Board. Contingency/reserve funds may be spent on District programs or administrative and renewal costs in such proportions as determined by the TVWA Board. The reserve fund may be used for the costs of renewing the TVWAHD.

B. Annual Budget

The total five (5) year improvement and service plan budget is projected at approximately \$1,270,000 annually, or \$7,017,552 through 2026. This amount may fluctuate as businesses open and close and winery sales change.

The table below demonstrates the maximum cost of improvements and services over the district’s five (5) year term. A five percent (5%) annual increase in the cost of improvements and services is projected to account for anticipated increases in winery sales as a result of TVWAHD efforts.

Fiscal Year	Marketing, Brand Awareness & Events	Business Improvement & Special Projects	Admin & Operations	Contingency/ Reserve/ Renewal	Collection Fee	Total
FY 21/22	\$635,000	\$368,300	\$190,500	\$50,800	\$25,400	\$1,270,000
FY 22/23	\$666,750	\$386,715	\$200,025	\$53,340	\$26,670	\$1,333,500
FY 23/24	\$700,088	\$406,051	\$210,026	\$56,007	\$28,004	\$1,400,175
FY 24/25	\$735,092	\$426,353	\$220,528	\$58,807	\$29,404	\$1,470,184
FY 25/26	\$771,846	\$447,671	\$231,554	\$61,748	\$30,874	\$1,543,693
Total	\$3,508,776	\$2,035,090	\$1,052,633	\$280,702	\$140,351	\$7,017,552

C. California Constitutional Compliance

The TVWAHD assessment is not a property-based assessment subject to the requirements of Proposition 218. Courts have found Proposition 218 limited the term ‘assessments’ to levies on real property.¹ Rather, the TVWAHD assessment is a business-based assessment, and is subject to Proposition 26. Pursuant to Proposition 26 all levies are a tax unless they fit one of seven exceptions. Two of these exceptions apply to the TVWAHD, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the County of conferring the benefits or providing the services.

1. Specific Benefit

Proposition 26 requires that assessment funds be expended on, “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”² The services in this Plan are designed to provide targeted benefits directly to assessed businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are tailored not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific businesses within the TVWAHD. The activities described in this Plan are specifically targeted to increase sales for assessed wineries within the boundaries of the TVWAHD, and are narrowly tailored. TVWAHD funds will be used exclusively to provide the specific benefit of increased sales revenue directly to the assessees. Assessment funds shall not be used to feature non-assessed wineries in TVWAHD programs, or to directly generate sales revenue for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

The assessment imposed by this TVWAHD is for a specific benefit conferred directly to the payors that is not provided to those not charged. The specific benefit conferred directly to the payors is an increase in winery sales revenue. The specific benefit of increase in sales revenue for assessed wineries will be provided only to wineries paying the district assessment, with marketing, brand awareness & event programs, and business improvement & special projects promoting wineries paying the TVWAHD assessment. The marketing, brand awareness & event programs, and business

¹ *Jarvis v. the City of San Diego* 72 Cal App. 4th 230

² Cal. Const. art XIII C § 1(e)(1)

improvement & special projects will be designed to increase sales revenue at assessed winery businesses. Because they are necessary to provide the marketing, brand awareness & event programs, and business improvement & special projects that specifically benefit the assessed wineries, the administration and contingency services also provide the specific benefit of increased sales revenue to the assessed wineries.

Although the TVWAHD, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, "A specific benefit is not excluded from classification as a 'specific benefit' merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor."³

2. Specific Government Service

The assessment may also be utilized to provide, "a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product."⁴ The legislature has recognized that marketing and promotions services like those to be provided by the TVWAHD are government services within the meaning of Proposition 26⁵. Further, the legislature has determined that "a specific government service is not excluded from classification as a 'specific government service' merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor."⁶

3. Reasonable Cost

TVWAHD services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by the TVWA, and reports submitted on an annual basis to the County. Only assessed wineries will be featured in marketing materials, receive sales leads generated from TVWAHD-funded activities, be featured in advertising campaigns, and benefit from other TVWAHD-funded services. Non-assessed wineries will not receive these, nor any other, TVWAHD-funded services and benefits.

The TVWAHD-funded programs are all targeted directly at and feature only assessed businesses. It is, however, possible that there will be a spill over benefit to non-assessed businesses. If non-assessed wineries receive incremental sales revenue, that portion of the promotion or program generating sales revenue shall be paid with non-TVWAHD funds. TVWAHD funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which directly generates incidental sales revenue for non-assessed businesses.

D. Assessment

The annual assessment rate is one percent (1%) of gross sales revenue of assessed wineries. Based on the benefit received, assessments will not be collected on purchases made outside of the state of California.

The term "gross sales revenue" as used herein means: the consideration charged by wineries, for all direct to consumer sales of for wine, wine club shipments (whether shipped or picked up), ticket sales,

³ Government Code § 53758(a)

⁴ Cal. Const. art XIII C § 1(e)(2)

⁵ Government Code § 53758(b)

⁶ Government Code § 53758(b)

tasting fees, tours and private and public special events, merchandise, prepared foods for on-premise or off-premise consumption (whether sold in a tasting room or a stand-alone restaurant on-premise), orders placed via telemarketing, telephone, online, email, whether carried out at the time of purchase, shipped or picked up at a later date (pre-sales). Gross sales revenue shall not include any federal, state or local taxes collected, including but not limited to sales and use taxes.

The assessment is levied upon and a direct obligation of the assessed winery. However, the assessed winery may, at its discretion, pass the assessment on to customers. The amount of assessment, if passed on to each customer, shall be disclosed in advance and separately stated from the amount of consideration charged and any other applicable taxes, and each customer shall receive a receipt for payment from the business. The assessment shall be disclosed as the "TVWAHD Assmt". The assessment is imposed solely upon, and is the sole obligation of the assessed winery even if it is passed on to customers. The assessment shall not be considered revenue for any purposes, including calculation of sales taxes.

Bonds shall not be issued.

E. Penalties and Interest

The TVWAHD shall reimburse the third party collection entity for any costs associated with collecting unpaid assessments. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

1. *Original Delinquency*

Any winery that fails to remit any assessment imposed by this section within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the assessment.

2. *Continued Delinquency*

Any winery that fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the assessment in addition to the assessment and the ten percent (10%) penalty first imposed.

3. *Fraud*

If the third party collection entity determines that the nonpayment of any remittance due under this article is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in paragraph one (1) and two (2) above of this section.

4. *Interest*

In addition to the penalties imposed, any winery who fails to remit any assessment imposed by this section shall pay interest at the rate of one-half of one percent (0.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.

F. Time and Manner for Collecting Assessments

The TVWAHD assessment will be implemented beginning April 1, 2021 and will continue for five (5) years ending on March 31, 2026. The third party collection entity will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and interest) from each winery. The third party collection entity shall take all reasonable efforts to collect the assessments from each winery. The third party collection entity shall forward the assessments collected to the Owners' Association.

V. GOVERNANCE

A. Owners' Association

The Board of Supervisors, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the TVWAHD as defined in Streets and Highways Code §36612. The Board of Supervisors has determined that Temecula Valley Winegrowers Association will serve as the Owners' Association for the TVWAHD.

B. Brown Act and California Public Records Act Compliance

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. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association acts as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the TVWA board and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

C. Annual Report

The TVWA shall present an annual report at the end of each year of operation to the Board of Supervisors pursuant to Streets and Highways Code §36650 (see Appendix 1). The annual report shall include:

- Any proposed changes in the boundaries of the improvement district or in any benefit zones or classification of businesses within the district.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

APPENDIX 1 – LAW

*** THIS DOCUMENT IS CURRENT THROUGH THE 2020 SUPPLEMENT ***
(ALL 2019 LEGISLATION)

STREETS AND HIGHWAYS CODE DIVISION 18. PARKING PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

CHAPTER 1. General Provisions

ARTICLE 1. Declarations

36600. Citation of part

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

36601. Legislative findings and declarations; Legislative guidance

The Legislature finds and declares all of the following:

(a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.

(d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.

(e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:

- (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
- (2) Job creation.
- (3) Business attraction.
- (4) Business retention.
- (5) Economic growth.
- (6) New investments.

(f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.

(g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.

(h) The act amending this section is intended to provide the Legislature’s guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.

(1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.

(2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the

incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions

36606. "Activities"

"Activities" means, but is not limited to, all of the following that benefit businesses or real property in the district:

- (a) Promotion of public events.
- (b) Furnishing of music in any public place.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

36606.5. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. "Business"

“Business” means all types of businesses and includes financial institutions and professions.

36608. “City”

“City” means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. “City council”

“City council” means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. “Clerk”

“Clerk” means the clerk of the legislative body.

36609.5. “General benefit”

“General benefit” means, for purposes of a property-based district, any benefit that is not a “special benefit” as defined in Section 36615.5.

36610. “Improvement”

“Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the district.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

36611. “Management district plan”; “Plan”

“Management district plan” or “plan” means a proposal as defined in Section 36622.

36612. “Owners’ association”

“Owners’ association” means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district 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. Notwithstanding this section, an owners’ association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

36614. “Property”

“Property” means real property situated within a district.

36614.5. “Property and business improvement district”; “District”

“Property and business improvement district,” or “district,” means a property and business improvement district established pursuant to this part.

36614.6. “Property-based assessment”

“Property-based assessment” means any assessment made pursuant to this part upon real property.

36614.7. “Property-based district”

“Property-based district” means any district in which a city levies a property-based assessment.

36615. “Property owner”; “Business owner”; “Owner”

“Property owner” means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. “Business owner” means any person recognized by the city as the owner of the business. “Owner” means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. “Special benefit”

“Special benefit” means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

36616. “Tenant”

“Tenant” means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law

36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment

36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board

of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceedings; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

- (e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.
- (f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k)
 - (1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.
 - (2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.
- (l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.
- (m) In a property-based district, the total amount of general benefits, if any.
- (n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.
- (o) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

- (a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.
- (b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay

50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments

36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

- (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.
- (b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in an action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. An appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

CHAPTER 3.5. Financing

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance

36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements, maintenance, and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues

shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment

36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assesses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district 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 district. 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 district, 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.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

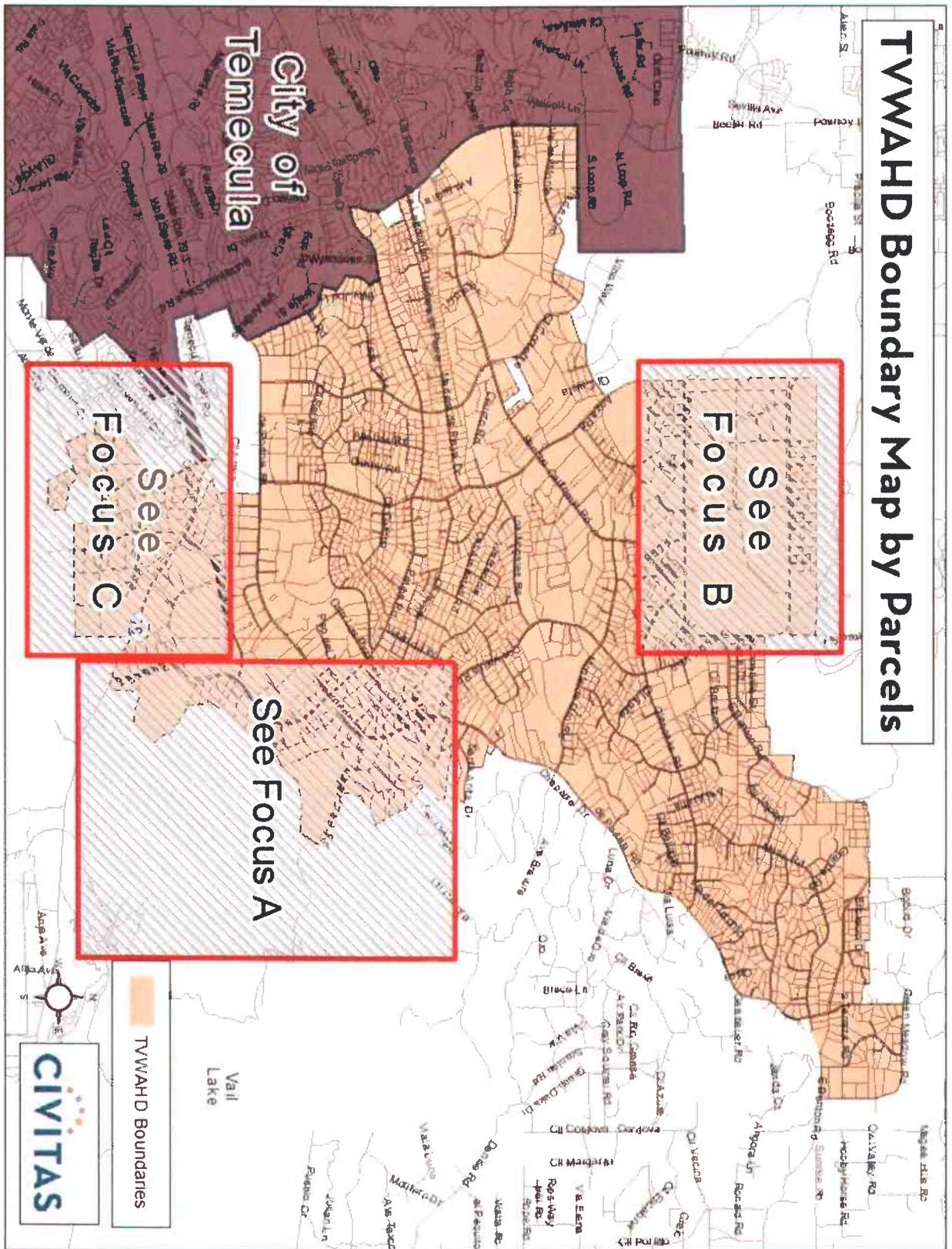
(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

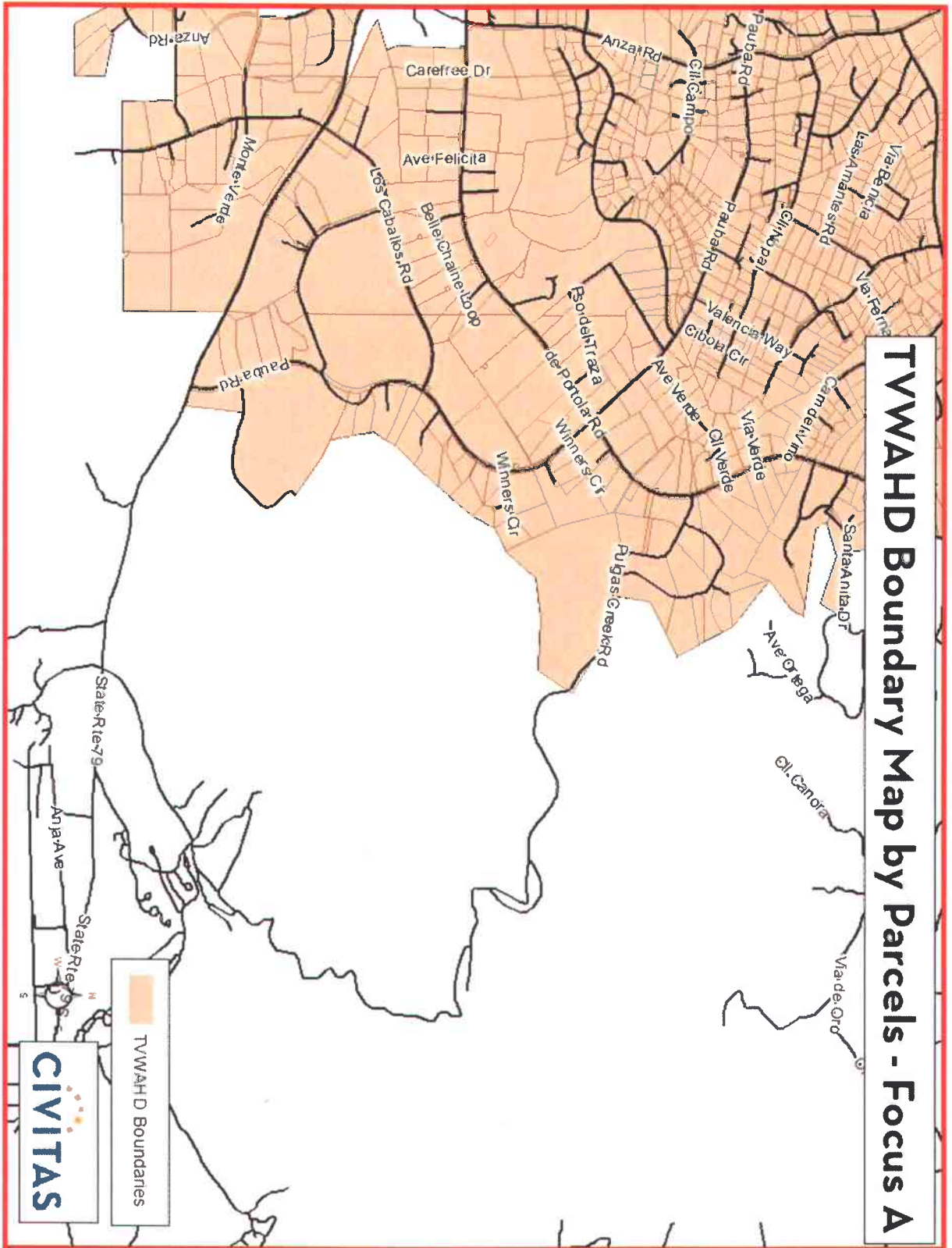
(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – ASSESSED BUSINESSES

Business Name
Akash Winery & Vineyards
Avensole Winery
Avenzia Winery
Baily Vineyard & Winery
Bel Vino
Bella Vista Winery
Bottaia Winery
Briar Rose Winery
Callaway Vineyard & Winery
Carols Deli
Carter Estate Winery & Resort
Chapin Family Vineyards
Churon Winery Bed & Breakfast
Cougar Vineyard & Winery
Danza Del Sol Winery
De Portola Estate Winery
Doffo Wines
Europa Village Wineries & Resort
Falkner Winery
Fazeli Cellars
Foot Path Winery And Foote Print Winery
Frangipani Estate Winery
Gershon Bachus Vintners
Hart Winery
Leones Cellars
Long Shadow Ranch
Lorenzi Estate Wines
Lorimar Winery
Lumiere Winery
Mama Rosa's Trattoria
Masia De La Vinya Winery
Maurice Car'rie Winery
Meritage at Callaway
Miramonte Winery
Monte De Oro Winery
Mount Palomar Winery
Oak Mountain Winery
Palumbo Family Vineyards

Peltzer Family Cellars
Ponte Family Estate
Robert Renzoni Vineyards
Sc Cellars
Somerest Winery
South Coast Winery
Sweet Oaks Winery
Thornton Winery
Twisted Tendril Vineyard
Vindemia Vineyard & Winery
Vitagliano Vineyards & Winery
Wiens Cellars
Wilson Creek Winery & Vineyards





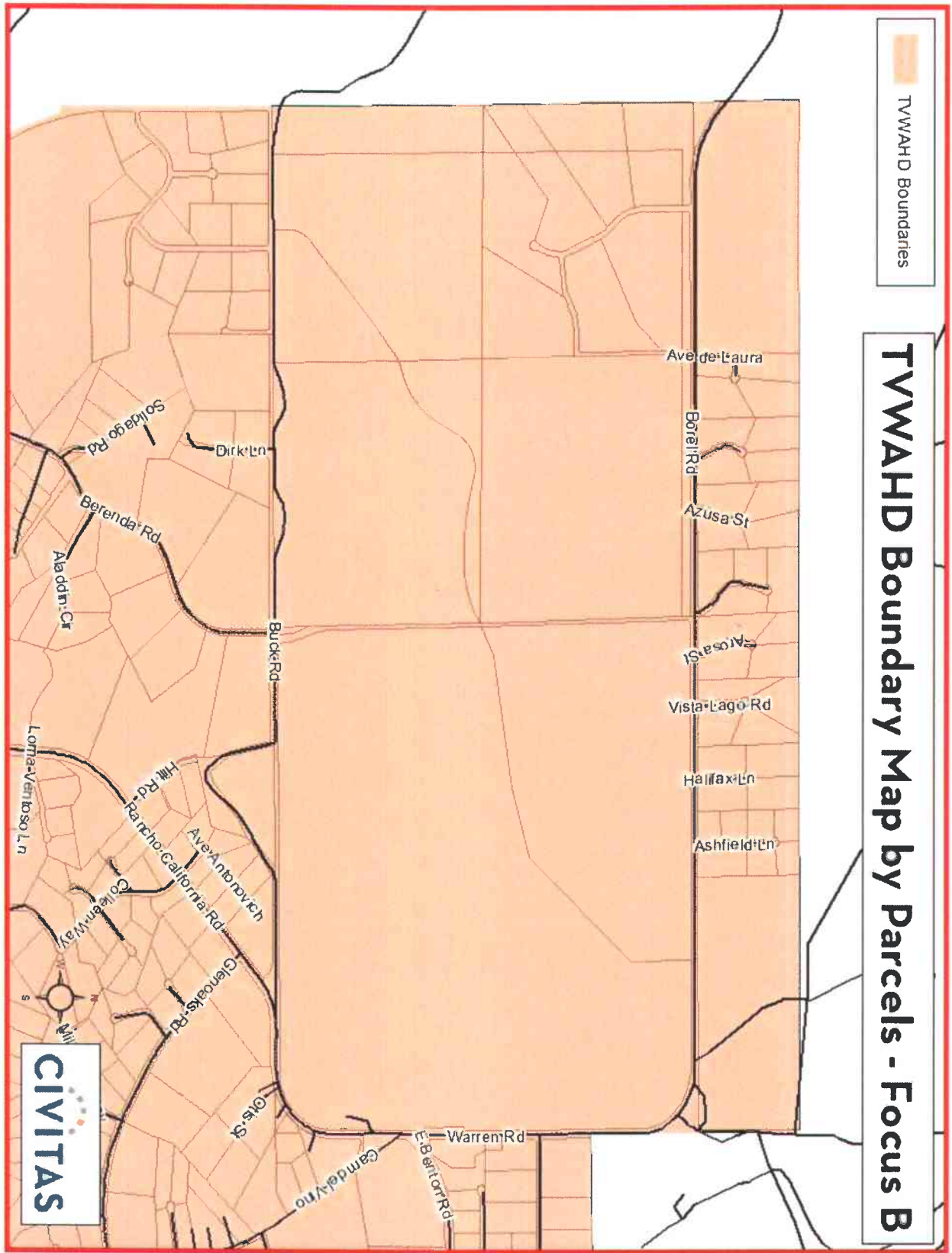
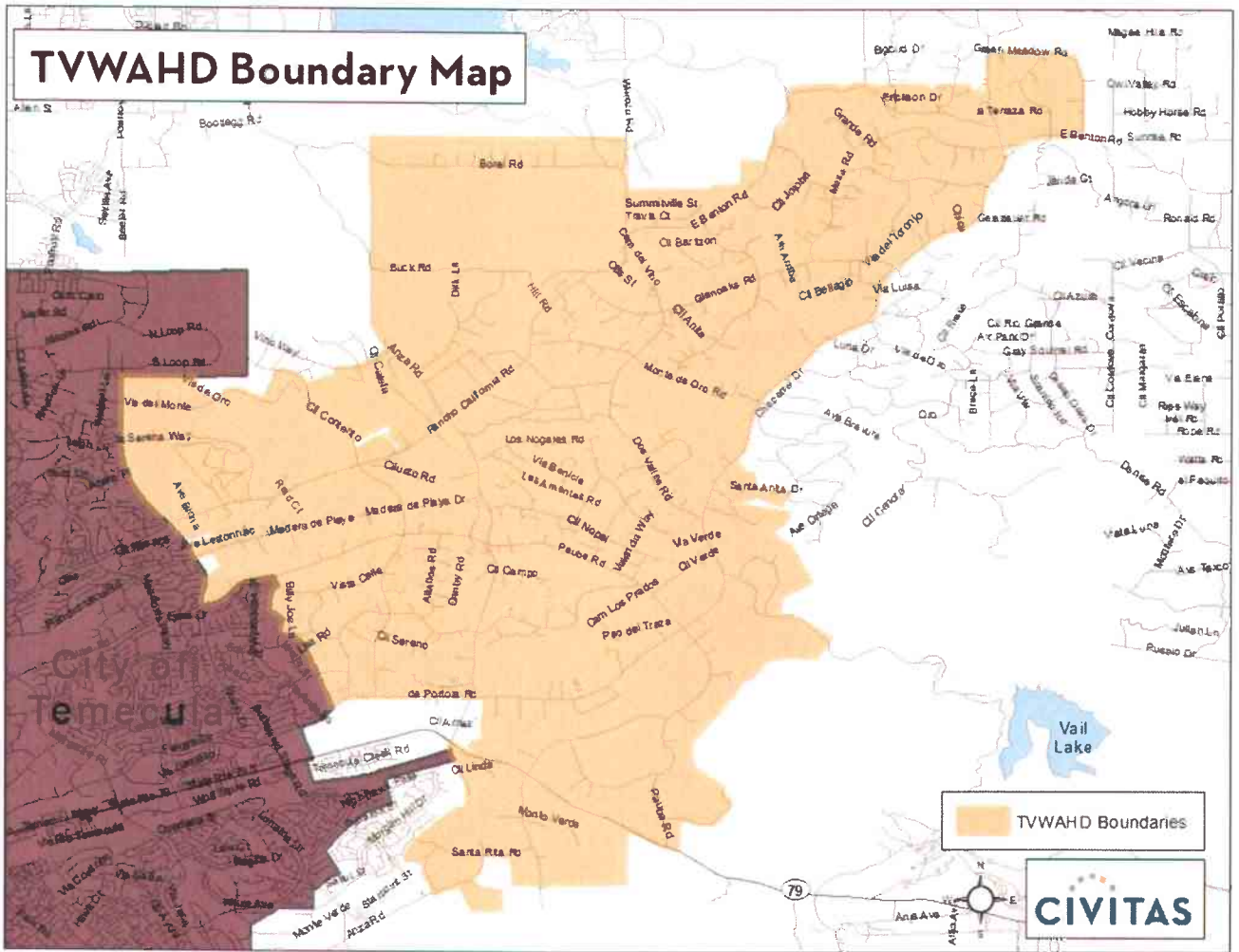


EXHIBIT A



From: COB

Sent: Monday, March 1, 2021 9:39 AM

To: Jeffrey Van Wagenen (JVanWagenen@RIVCO.ORG) <JVanWagenen@RIVCO.ORG>; Young, Alisa <AYoung@RIVCO.ORG>; District 4 Supervisor V. Manuel Perez (District4@RIVCO.ORG) <District4@RIVCO.ORG>; District2 <District2@Rivco.org>; District3 <District3@Rivco.org>; District5 <District5@Rivco.org>; Supervisor Jeffries - 1st District (district1@rivco.org) <district1@rivco.org>

Cc: Holland, Suzanne <SHolland@rivco.org>; Moran, Robert <RMoran@rivco.org>; Jacobson, Amber <AJacobson@rivco.org>

Subject: March 2 2021 Item No 19.1 Public Comments and Requests to Speak on Temecula Wine & Agricultural Heritage District (Dan Stephenson and BJ Fazeli)

Greetings,

Forwarding 2 COB web Comments and Requests to Speak on March 2, 2021 Item No 19.1, and adding to Agenda back-up.

With best regards,

Clerk of the Board of Supervisors
4080 Lemon Street, 1st Floor, Room 127
Riverside, CA 92501
(951) 955-1069 Fax (951) 955-1071
Mail Stop #1010
cob@rivco.org
website: <http://rivcocob.org/>
<https://www.facebook.com/RivCoCOB/>



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From: cob@rivco.org <cob@rivco.org>

Sent: Friday, February 26, 2021 4:08 PM

To: COB <COB@RIVCO.ORG>; danstephenson@rancongroup.com

Subject: Board comments web submission



First Name: Dan
Last Name: Stephenson
Address (Street, City and Zip): 41391 Kalmia St. Murrieta, Cal. 92562
Phone: (951) 314-2400
Email: danstephenson@rancongroup.com
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: #19
State your position below: Support
Comments: Creating this Temecula Valley Wine and Agriculture Heritage District will creative funding source that will give us the necessary capital to market our Wine Country both nationally and internationally. On behalf of myself, Rancon and most important Europa Village we arein support of you adoption this resolution of formation.

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.

3/2/21 19.1

Maxwell, Sue

From: cob@rivco.org
Sent: Friday, February 26, 2021 7:26 PM
To: COB
Subject: Board comments web submission



First Name: BJ
Last Name: Fazeli
Address (Street, City and Zip): 37320 de portola rd, Temecula, CA. 92592
Phone: 9496323501
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: 19
State your position below: Support

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.

Boydd, April

From: cob@rivco.org
Sent: Monday, March 1, 2021 2:07 PM
To: COB; bj@fazelicellars.com
Subject: Board comments web submission

CAUTION: This email originated externally from the **Riverside County** email system.
DO NOT click links or open attachments unless you recognize the sender and know the content is safe.



First Name: bj
Last Name: fazeli
Address (Street, City and Zip): 37320 De Portola Road, 92592
Phone: 19496323501
Email: bj@fazelicellars.com
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: 19
State your position below: Support

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.

Boydd, April

From: cob@rivco.org
Sent: Monday, March 1, 2021 12:47 PM
To: COB; phil@bailywinery.com
Subject: Board comments web submission

CAUTION: This email originated externally from the **Riverside County** email system.
DO NOT click links or open attachments unless you recognize the sender and know the content is safe.



First Name: Phil
Last Name: Baily
Address (Street, City and Zip): 36150 Pauba Road, Temecula, 92592
Phone: 951-757-5226
Email: phil@bailywinery.com
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: 19
State your position below: Support
Comments: Request to speak first among those in support.

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.

Boydd, April

From: cob@rivco.org
Sent: Monday, March 1, 2021 12:47 PM
To: COB; phil@bailywinery.com
Subject: Board comments web submission

CAUTION: This email originated externally from the **Riverside County** email system.
DO NOT click links or open attachments unless you recognize the sender and know the content is safe.



First Name: Phil
Last Name: Baily
Address (Street, City and Zip): 36150 Pauba Road, Temecula, 92592
Phone: 951-757-5226
Email: phil@bailywinery.com
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: 19
State your position below: Support
Comments: Request to speak first among those in support.

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.

Boydd, April

From: cob@rivco.org
Sent: Monday, March 1, 2021 10:28 AM
To: COB; bill@wilsoncreekwinery.com
Subject: Board comments web submission



First Name: Bill
Last Name: Wilson
Address (Street, City and Zip): 35690 Rancho California Rd Temecula, CA 92591
Phone: 9513265559
Email: bill@wilsoncreekwinery.com
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: 19
State your position below: Support

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.

Boydd, April

From: cob@rivco.org
Sent: Monday, March 1, 2021 11:03 AM
To: COB; krista@temeculawines.org
Subject: Board comments web submission



First Name: Krista
Last Name: Chaich
Address (Street, City and Zip): 36484 Erica Court, Winchester, CA 92596
Phone: 909-910-4932
Email: krista@temeculawines.org
Agenda Date: 03/02/2021
Agenda Item # or Public Comment: #19.1
State your position below: Support
Comments: If possible, I'd like to give my speaking time-slot to Phil Baily.

Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210302. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.