

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



ITEM: 3.36
(ID # 30308)

MEETING DATE:
Tuesday, June 23, 2026

FROM : OFFICE OF ECONOMIC DEVELOPMENT

SUBJECT: Riverside County Office of Economic Development (OED): Adoption of Resolution No. 2026-132, Intention to Renew the Temecula Wine Country Tourism Marketing District (TWCTMD), District 3 [\$0 Ongoing Cost - TWCTMD – 100%] (Clerk to Set for Public Meeting on July 14, 2026 at 9:30 a.m.) (Clerk to Set for Public Hearing on August 25, 2026 at 9:30 a.m.)

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve and adopt Resolution 2026-132, a resolution of the County of Riverside Board of Supervisors declaring its intention to renew the Temecula Wine Country Tourism Marketing District (TWCTMD) and fixing the time and place of a public meeting and a public hearing thereon and giving notice thereof.

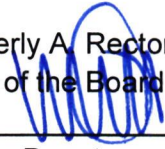
ACTION:Consent


Suzanne Holland, Director of Office of Economic Development 6/9/2026

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Perez, seconded by Supervisor Gutierrez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended and is set for public meeting on Tuesday, July 14, 2026, at 9:30 a.m. or as soon as possible thereafter and set for public hearing on Tuesday, August 25, 2026 at 9:30 a.m. or as soon as possible thereafter.

Ayes: Medina, Spiegel, Washington, Perez, and Gutierrez
Nays: None
Absent: None
Date: June 23, 2026
xc: OED, COB/AG

Kimberly A. Rector
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: N/A			Budget Adjustment: No	
			For Fiscal Year: 26/27 – 30/31	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

In November 2015, Visit Temecula Valley requested that the County of Riverside (County) form The Temecula Wine Country Tourism Marketing District (TWCTMD) is a benefit assessment district proposed to continue a revenue source to help fund marketing and sales promotion efforts for certain Temecula Wine Country lodging businesses. This approach has been used successfully in other destination areas throughout the state to improve tourism and drive additional room nights to assessed lodging businesses. The renewed TWCTMD includes all lodging businesses located within the boundaries of the Temecula Valley region of the County of Riverside (County).

Lodging business owners decided to pursue renewal of the TWCTMD in order to continue a revenue source devoted to marketing the Temecula Wine Country as a tourist, meeting and event destination. If renewed, the TWCTMD would generate approximately \$750,000 on an annual basis for each full fiscal year for promotion of travel and tourism specific to Oxnard. The initial “year” of operations will be a partial year consisting of two (2) months, with an anticipated assessment budget of \$125,000.

Tourism Marketing Districts

Tourism Marketing Districts (TMDs) utilize the efficiencies of private sector operation in the market-based promotion of tourism. These special assessment districts allow lodging business owners to organize their efforts to increase tourism. Lodging business owners within the TMD fund the TMD, and those funds are used to provide services that are desired by and benefit the lodging businesses within the TMD.

TMD 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: destination marketing, tourism promotion, and sales lead generation;
- They are designed, created and governed by those who will pay the assessment; and
- They provide a stable funding source for tourism promotion.

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

In California, TMDs are primarily 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 TMDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the TMD.

MANAGEMENT DISTRICT PLAN

The Management District Plan (**Attachment 1**) includes the proposed boundary of the TWCTMD, a service plan and budget and a proposed means of governance. The TWCTMD will include all lodging businesses located within the boundaries of the Temecula Valley region of the County.

The annual assessment rate is two percent (2.0%) of gross short-term sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days or stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

The renewed TWCTMD will have a five (5) year and two (2) month life, beginning November 1, 2026, or as soon as possible thereafter, and ending five (5) years and two (2) months from its start date.

The County will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and overdue charges) from each assessed lodging business located in the boundaries of the TWCTMD. The County shall forward the assessments to Visit Temecula Valley (VTV), which will have the responsibility of managing TWCTMD programs as provided in the Management District Plan. The County shall be paid a fee equal to one percent (1%) of the amount of assessment collected to cover its costs of collection and administration.

TWCTMD RENEWAL PROCESS

June 23, 2026 RESOLUTION OF INTENTION HEARING

Upon the submission of a written petition signed by the lodging business owners in the renewed TWCTMD who will pay more than fifty percent (50%) of the assessments proposed to be levied, the Board of Supervisors (Board) may initiate proceedings to renew the TWCTMD by the adoption of a resolution expressing its intention to renew the TWCTMD.

Petition Status: Petitions in favor of OTMD renewal were submitted by lodging businesses, which represent over 50% of the total TWCTMD assessment. This majority petition allows the Board to initiate proceedings for OTMD renewal at the June 23, 2026 meeting.

No Later Than:

July 3, 2026 NOTICE

Law 94 requires the County to mail written notices to the owners of all businesses proposed to be within the TWCTMD. Mailing the notice begins a mandatory forty-five (45) day period in which lodging business owners may protest TWCTMD renewal.

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

July 14, 2026 PUBLIC MEETING

Allow public testimony on the renewal of the TWCTMD and levy of assessments. No Board action required.

August 25, 2026 FINAL PUBLIC HEARING AND ADOPTION OF THE RESOLUTION

If written protests are received from the owners of lodging businesses in the renewed TWCTMD which will pay more than fifty percent (50%) of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment against such lodging businesses shall be taken for a period of one (1) year from the date of the finding of a majority protest by the Board.

If the Board, following the public hearing, decides to establish the renewed TWCTMD, the Board shall adopt a resolution of formation.

ALTERNATIVES

The Board could choose not to adopt the Resolution of Intention. Staff does not recommend this option.

FISCAL IMPACT

None immediately. The Board will receive a fee of one percent (1%) of the amount collected to cover its costs of administration. Because the TWCTMD programs are intended to increase visitation to the County, there may be an increase in transient occupancy tax and sales tax collections.

ATTACHMENTS:

- Management District Plan 2026-2031
- Resolution No. 2026-132
- Notice of Public Hearing
- Staff Report


Jacqueline Ruiz, Principal Analyst 6/16/2026


Aaron Gettis, Chief Deputy County Counsel 6/16/2026

1 RESOLUTION NO. 2026-132

2 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE
3 DECLARING ITS INTENTION TO RENEW THE TEMECULA WINE COUNTRY TOURISM
4 MARKETING DISTRICT (TWCTMD) AND FIXING THE TIME AND PLACE OF A PUBLIC
5 MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF
6

7 **WHEREAS**, the County of Riverside (County) created the TWCTMD in 2016 by
8 Resolution No. 2016-190 for a five (5) year term which ended on October 31, 2021; and

9 **WHEREAS**, the TWCTMD was renewed on November 2, 2021, by Resolution No. 2021-
10 150 for a five (5) year term which ends on October 31, 2026; and

11 **WHEREAS**, the Property and Business Improvement Law of 1994, Streets and Highways
12 Code § 36600 et seq., authorizes the County to renew business improvement districts for the purposes of
13 promoting tourism; and

14 **WHEREAS**, Visit Temecula Valley, lodging business owners, and representatives from the
15 County of Riverside have met to consider the renewal of the TWCTMD; and

16 **WHEREAS**, Visit Temecula Valley has drafted a Management District Plan (Plan) which
17 sets forth the proposed boundary of the TWCTMD, a service plan and budget, and a proposed means of
18 governance; and

19 **WHEREAS**, the renewed TWCTMD includes lodging businesses in the Temecula Valley
20 region of the County of Riverside; and

21 **WHEREAS**, lodging business who will pay more than fifty percent (50%) of the assessment
22 under the TWCTMD have petitioned the Board of Supervisors to renew the TWCTMD.

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

- 25 1. The recitals set forth herein are true and correct.
26 2. The Board of Supervisors finds that lodging businesses that will pay more than fifty
27 percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the
28 renewal of the TWCTMD. The Board of Supervisors accepts the petitions and adopts this Resolution of

JUN 23 2026

3.36

FORM APPROVED COUNTY COUNSEL
BY: *Stephanie K. Nelson* 6/16/26
STEPHANIE K. NELSON DATE

1 Intention to renew the TWCTMD and to levy an assessment on certain lodging businesses within the
2 TWCTMD boundaries in accordance with the Property and Business Improvement District Law of 1994.

3 3. The Board of Supervisors finds that the Plan satisfies all requirements of Streets and
4 Highways Code § 36622.

5 4. The Board of Supervisors declares its intention to renew the TWCTMD and to levy
6 and collect assessments on lodging businesses within the TWCTMD boundaries pursuant to the Property
7 and Business Improvement District Law of 1994.

8 5. The TWCTMD shall include all lodging businesses located within the boundaries of
9 all lodging businesses, existing and in the future, available for public occupancy located in the Temecula
10 Valley region of the County of Riverside, as shown in the map attached as Exhibit A.

11 6. The name of the district shall be Temecula Wine Country Tourism Marketing District
12 (TWCTMD).

13 7. The annual assessment rate is two percent (2%) of gross short-term room rental
14 revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30)
15 consecutive days or stays by any officer or employee of a foreign government who is exempt by reason of
16 express provision of federal law or international treaty.

17 8. The assessments levied for the TWCTMD shall be applied toward sales and
18 marketing programs to market assessed lodging businesses in Temecula Valley as tourist, meeting, and
19 event destinations, as described in the Plan. Funds remaining at the end of any year may be used in
20 subsequent years in which TWCTMD assessments are levied as long as they are used consistent with the
21 requirements of this resolution and the Plan.

22 9. The renewed TWCTMD will have a five (5) year and two (2) month life, beginning
23 November 1, 2026 or as soon as possible thereafter, and ending five (5) years and two (2) months from its
24 start date, unless renewed pursuant to Streets and Highways Code § 36660.

25 10. Bonds shall not be issued.

26 11. The time and place for the public meeting to hear testimony on establishing the
27 TWCTMD and levying assessments are set for July 14, 2026, at 9:30 AM, or as soon thereafter as the matter
28 may be heard, at the Board Chambers located at 4080 Lemon Street, 1st Floor, Riverside, CA 92501.

2
3 RESOLUTION NO. 2026-132

4 A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF RIVERSIDE
5 DECLARING ITS INTENTION TO RENEW THE TEMECULA WINE COUNTRY
6 TOURISM MARKETING DISTRICT (TWCTMD) AND FIXING THE
7 TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING
8 THEREON AND GIVING NOTICE THEREOF

9 ROLL CALL:

10 Ayes: Medina, Spiegel, Washington, Perez, and Gutierrez

11 Nays: None

12 Absent: None

13 Abstain: None

14 The foregoing is certified to be a true copy of a resolution duly adopted by said Board of
15 Supervisors on the date therein set forth.

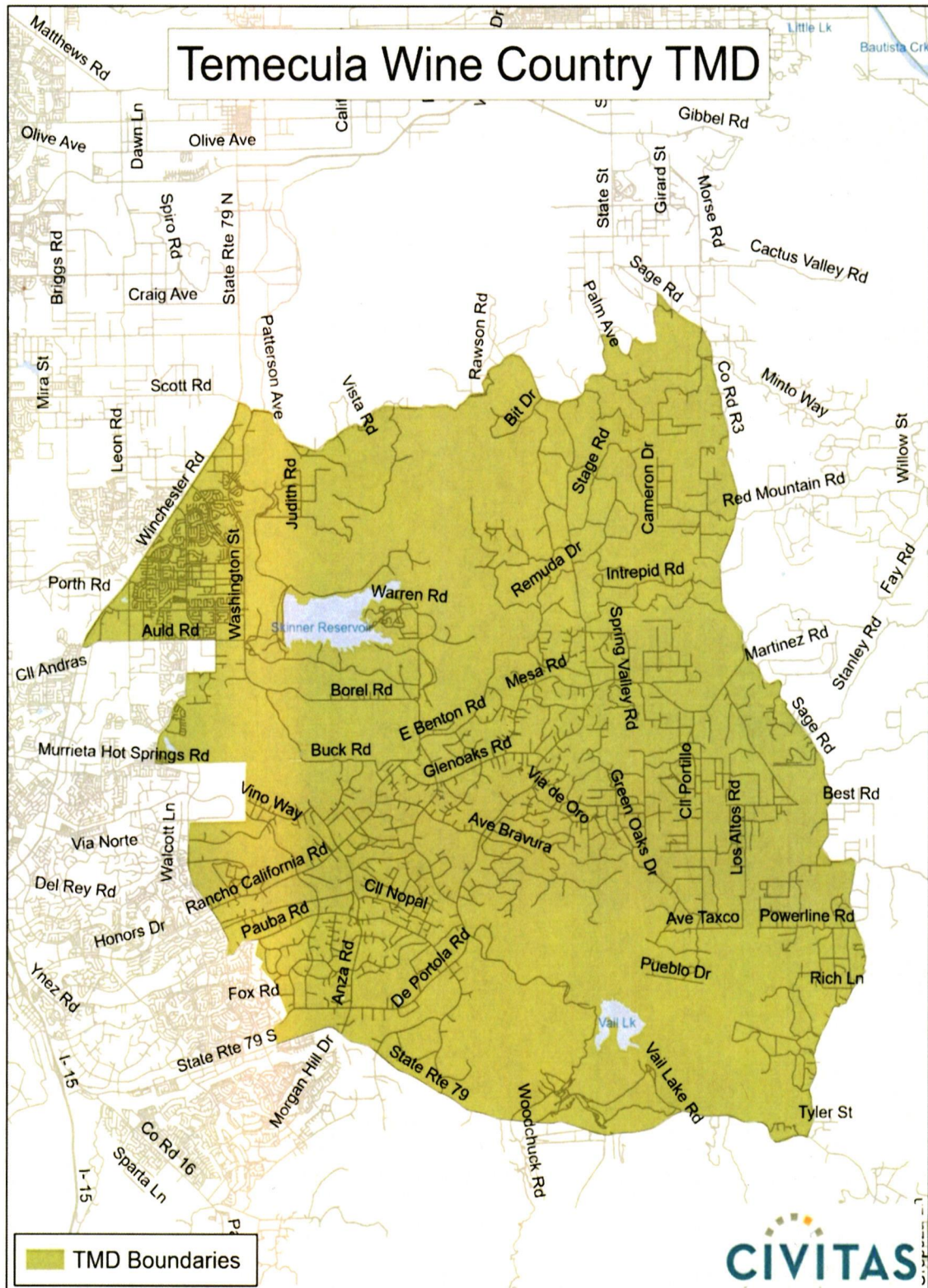
16
17 KIMBERLY A. RECTOR, Clerk of said Board

18
19 By:  _____

20 Deputy

EXHIBIT A
District Boundaries

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Temecula Valley
Winegrowers
Association



May 28, 2026

Honorable Board of Supervisors
County of Riverside
4080 Lemon Street, 1st Floor
Riverside, California 92501

Dear Chair and Members of the Board:

Re: Support – Renewal of the Temecula Wine Country Tourism Marketing District (TWCTMD) for the 2026–2031 Term

On behalf of the Temecula Advocacy Coalition (TAC), we **strongly support** the renewal of the Temecula Wine Country Tourism Marketing District (TWCTMD) for the 2026–2031 term. The TWCTMD is the single most important funding mechanism sustaining the Temecula Valley’s regional tourism marketing program, and its renewal is essential to protecting the visitor economy that drives jobs, tax revenue, and economic vitality across the County of Riverside.

The TWCTMD was first established in 2016 and renewed in 2021. The proposed renewal would extend the district for a five-year and two-month term beginning November 1, 2026, generating an estimated \$3.875 million in dedicated tourism marketing investment over its life.

The TWCTMD has delivered a documented and compelling return on investment for Temecula Valley and Riverside County. VTV’s marketing programs have driven sustained growth in every key metric: direct travel-related spending grew from \$683.8 million in 2021 to \$1.137 billion in 2024. Overnight visitor volume reached a record 1,555,700 person-trips in 2024. Taxable lodging sales peaked at \$104.7 million in 2023, exceeding all prior years including pre-pandemic levels. Total state and local tax revenue from tourism reached \$52.3 million in 2024, with local tax revenue of \$16.6 million benefiting County and City services directly, translating to an annual savings of \$195 per Temecula Valley household. The TWCTMD has been the engine behind these results, providing the stable, business-directed marketing investment that competitors across California and the nation are increasing each year.

The Coalition supports the TWCTMD renewal for three specific reasons. First, the district provides a stable and self-sustaining funding source for tourism promotion that does not rely on general fund appropriations. Second, its business-based structure ensures that assessment dollars benefit only the lodging businesses that pay, creating a fair, transparent, and legally sound framework that has withstood scrutiny for a decade. Third, the renewal comes at a moment when the Temecula Valley faces growing competition from comparable wine country destinations; maintaining consistent, fully



Temecula Valley
Winegrowers
Association



funded destination marketing is not optional. It is necessary to protect market share and the tourism-dependent jobs and businesses that rely on it.

For these reasons, the Temecula Advocacy Coalition **strongly supports** the renewal of the Temecula Wine Country Tourism Marketing District for the 2026–2031 term. We respectfully urge the Board of Supervisors to approve the Resolution of Intention to renew the district and to support its timely placement on the agenda. The Coalition looks forward to working with the Board, Supervisor Washington’s office, and Riverside County Economic Development as this process moves forward.

The Temecula Advocacy Coalition is a unified advocacy body formed by Visit Temecula Valley (VTV), the Old Town Temecula Association (OTTA), and the Temecula Valley Winegrowers Association (TVWGA). The Coalition was established to advance a coordinated, credible voice on legislative and regulatory matters affecting the Temecula Valley’s tourism, hospitality, agricultural, and small business communities. Together, our member organizations represent the backbone of the region’s visitor economy and are committed to policies that grow visitor spending, support tourist-based businesses, and protect the unique character of the Temecula Valley.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Bailey".

Chris Bailey
Chair, Visit Temecula Valley

A handwritten signature in black ink, appearing to read "Krista M. Chaich".

Krista M. Chaich
Executive Director, Temecula Valley Winegrowers Association

A handwritten signature in black ink, appearing to read "Julie Ngo".

Julie Ngo
President, Old Town Temecula Association

2026 – 2031



TEMECULA WINE COUNTRY TOURISM MARKETING DISTRICT MANAGEMENT DISTRICT PLAN

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

April 17, 2026

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Prepared by
Civitas



I. OVERVIEW

Developed by Visit Temecula Valley (VTV) and Temecula Valley lodging businesses, the Temecula Wine Country Tourism Marketing District (TWCTMD) is an assessment district proposed to continue to provide specific benefits to payors by funding Sales and Marketing promotion efforts for assessed businesses. This approach has been used successfully in other destination areas throughout the country to provide the benefit of additional room night sales directly to payors. The TWCTMD was initially created in 2016 for a five (5) year term and subsequently renewed for five (5) year term in 2021. TWCTMD lodging businesses and VTV now wish to renew the TWCTMD for an additional five (5) year and two (2) month term.

Location: The renewed TWCTMD includes all lodging businesses, existing and in the future, available for public occupancy located in the Temecula Valley region of the County of Riverside (County), as shown on the map in Section IV, and further detailed in the map book included herein as Appendix III.

Services: The TWCTMD is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Sales and Marketing promotions, and other improvements and activities set forth in this Management District Plan (Plan), will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

Budget: The total TWCTMD annual assessment budget for each full fiscal year of operations is anticipated to be approximately \$750,000. The initial “year” of operations will be a partial year consisting of two (2) months, with an anticipated budget of \$125,000. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do and as businesses open and close.

Cost: The annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days or stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

Collection: The County will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, interest, and overdue charges) from each assessed lodging business located in the boundaries of the TWCTMD. The County shall take all reasonable efforts to collect the assessments from each assessed lodging business.

Duration: The renewed TWCTMD will have a five (5) year and two (2) month life, beginning November 1, 2026 or as soon as possible thereafter, and ending five (5) years and two (2) months from its start date. After five (5) years and two (2) months, the TWCTMD may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. (94 Law) if assessed lodging business owners support continuing the TWCTMD programs.

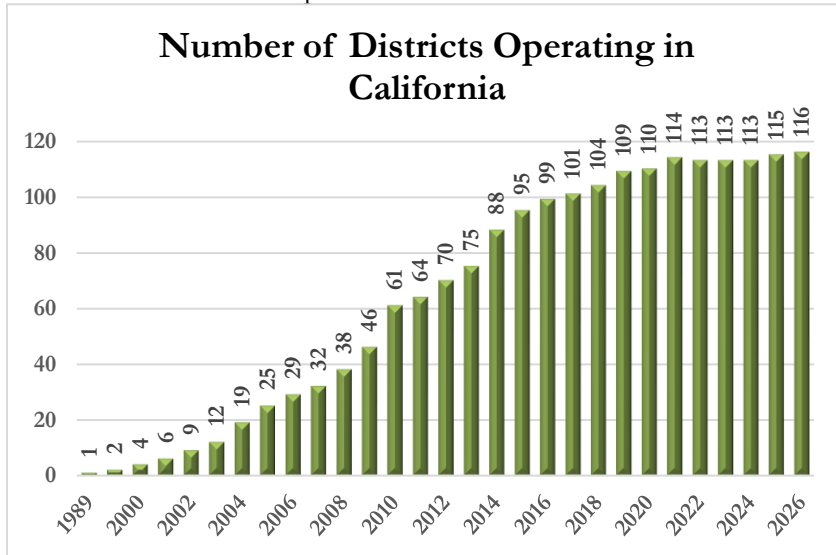
Management: VTV shall continue to serve as the TWCTMD’s Owners’ Association. The Owners’ Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the County Board of

Supervisors. The Tourism Marketing District Committee (TMD Committee) of the VIV shall continue to manage the TWCTMD funds and implement TWCTMD programs.

DRAFT

II. BACKGROUND

TMDs are an evolution of the traditional Business Improvement District. The first TMD was formed in West Hollywood, California in 1989. Since then, over 100 California destinations have followed suit. In recent years, other states have begun adopting the California model –Illinois, Minnesota, Massachusetts, Montana, South Dakota, Washington, Colorado, Texas and Louisiana have adopted TMD laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas and Newark, New Jersey used an existing business improvement district law to form a TMD. Additionally, some cities, like Portland, Oregon and Memphis, Tennessee have utilized their home rule powers to create TMDs without a state law.



California’s TMDs collectively raise over \$300 million annually for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Temecula Valley lodging businesses continue to invest in stable, commerce-specific marketing programs.

TMDs utilize the efficiencies of private sector operation in the market-based promotion of

tourism districts. TMDs allow tourism business owners to organize their efforts to increase commerce. Lodging business owners within the TMD pay an assessment and those funds are used to provide services that increase commerce.

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

There are many benefits to TMDs:

- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are **designed, created and governed by those who will pay** the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

III. ACCOMPLISHMENTS

The following examples demonstrate how the VTV has utilized the Tourism Marketing District funds to create ongoing increased demand for overnight visitation and room night stays at assessed businesses within the Temecula Wine Country Tourism Marketing District.

Increased Demand for Assessed Lodging Businesses – VTV’s marketing investments drove a powerful rebound and record growth following the pandemic. According to the annual Economic Impact of Travel in Temecula Valley reports prepared by Dean Runyan Associates: In 2021, direct travel-related spending totaled \$683.8 million, recovering from \$520.3 million in 2020, with 7,830 travel-generated jobs. In 2022, travel spending surged to \$1,021.2 million with 9,210 jobs created, surpassing pre-pandemic levels. In 2023, direct travel-related spending grew to \$1,086.8 million (up 6.4%), with 9,510 hospitality jobs. In 2024, travel-related spending reached \$1,137.9 million, a 4.7% increase over 2023, with employment reaching 9,570 jobs. Overnight visitor volume (person-trips) grew from 1,446,600 in 2022 to 1,510,300 in 2023 to a record 1,555,700 in 2024, a 3.0% increase year over year.

Increased Average Daily Rate and Lodging Revenue – Assessed lodging properties saw strong performance across the period. Visitor spending at hotels, motels, and short-term vacation rentals grew from \$662.6 million in 2022 to \$720.7 million in 2023 to \$746.2 million in 2024, a 3.5% increase. Hotel and motel spending alone reached \$657.9 million in 2024, up 5.6% over 2023. Approximately 999,000 visitors stayed in a hotel, motel, or Short-Term Vacation Rental (STVR) in 2024, a 4.8% increase over the prior year. On average, visitors who stayed in a hotel, motel, or STVR spent \$424 per day and stayed approximately 1.8 days, generating \$747 in total spending per person per trip.

Taxable Lodging Sales – Taxable lodging sales grew from \$88.2 million in 2021 to \$96.4 million in 2022 and reached a record peak of \$104.7 million in 2023 — the highest taxable lodging sales in destination history, exceeding all prior years including pre-pandemic 2019 (\$59.1 million). This reflects the sustained strength of VTV’s marketing investment in driving assessed lodging demand throughout the period.

TOT Growth – VTV’s marketing programs generated sustained growth in direct tax revenue benefiting the County and City. Total state and local tax revenue from travel grew from \$33.3 million in 2021, to \$46.8 million in 2022, to \$48.9 million in 2023, and to \$52.3 million in 2024 — a 7.0% increase over the prior year. Local tax revenue reached \$16.6 million in 2024. State tax revenue grew 10.9%, reaching \$35.7 million. In 2024, tourism-driven tax contributions translated to an annual savings of \$195 per household for Temecula Valley residents. TOT collected from hotels flows into Temecula’s general fund to support road improvements, public safety, and beautification.

Direct Earnings & Employment – Travel-generated earnings grew every year across the period, from \$282.6 million in 2021 to \$337.4 million in 2022, \$367.3 million in 2023, and \$380.9 million in 2024 — a 3.7% increase year over year and a compound annual growth rate of 4.2% since 2014. Total travel-generated employment reached 9,570 jobs in 2024, up from 7,830 in 2021, with Arts, Entertainment & Recreation accounting for 4,490 jobs — up 2.5% over 2023.

Event Attraction – VTV’s event marketing and seasonal campaigns drove strong growth in visitor spending on Arts, Entertainment, and Recreation — the largest single spending category for the destination. This sector grew from \$239.4 million in 2021 to \$329.8 million in 2022, \$362.0 million in 2023, and \$385.6 million in 2024 (up 6.5%). Food Service spending also grew steadily, reaching \$226.1 million in 2024, a 10.3% increase over 2023. Retail sales reached \$105.1 million in 2024, a 4.6% increase, reflecting the broad economic impact of event-driven overnight visitation.

Building Awareness – VTV continued to expand the destination’s reach through paid advertising, digital marketing, media relations, and social media. The destination’s Instagram audience grew to over 83,000 followers. With nearly 23 million residents within a two-hour drive, VTV’s marketing campaigns consistently converted regional awareness into overnight visitation and room night demand for assessed lodging properties.

“Waves to Wine” Cooperative Marketing Campaign – VTV launched the “Waves to Wine” cooperative marketing campaign in partnership with Visit Oceanside to expand market reach and attract new visitor segments. This collaboration bridges coastal and wine country audiences, extending the destination’s regional draw and encouraging multi-destination itineraries across Southern California.

“Extend Your Stay” Marketing Campaign – VTV implemented the “Extend Your Stay” marketing campaign designed to increase the average length of stay for visitors to Temecula Valley. By promoting multi-day itineraries, on-property experiences, and mid-week travel opportunities, the campaign directly supported assessed lodging properties through incremental room nights and increased per-visitor spending. Dean Runyan Associates data confirmed hotel, motel, and STVR guests averaged 1.8 nights per stay in 2024, spending \$424 per day and \$747 total per person per trip.

Wedding Market Development – VTV launched a dedicated wedding marketing initiative positioning Temecula Valley as a premier Southern California wedding destination. Highlighting the region’s wineries, resort venues, and scenic landscapes, the campaign generated 115 qualified wedding leads for assessed lodging and venue partners, establishing a new and high-value market segment for the destination.

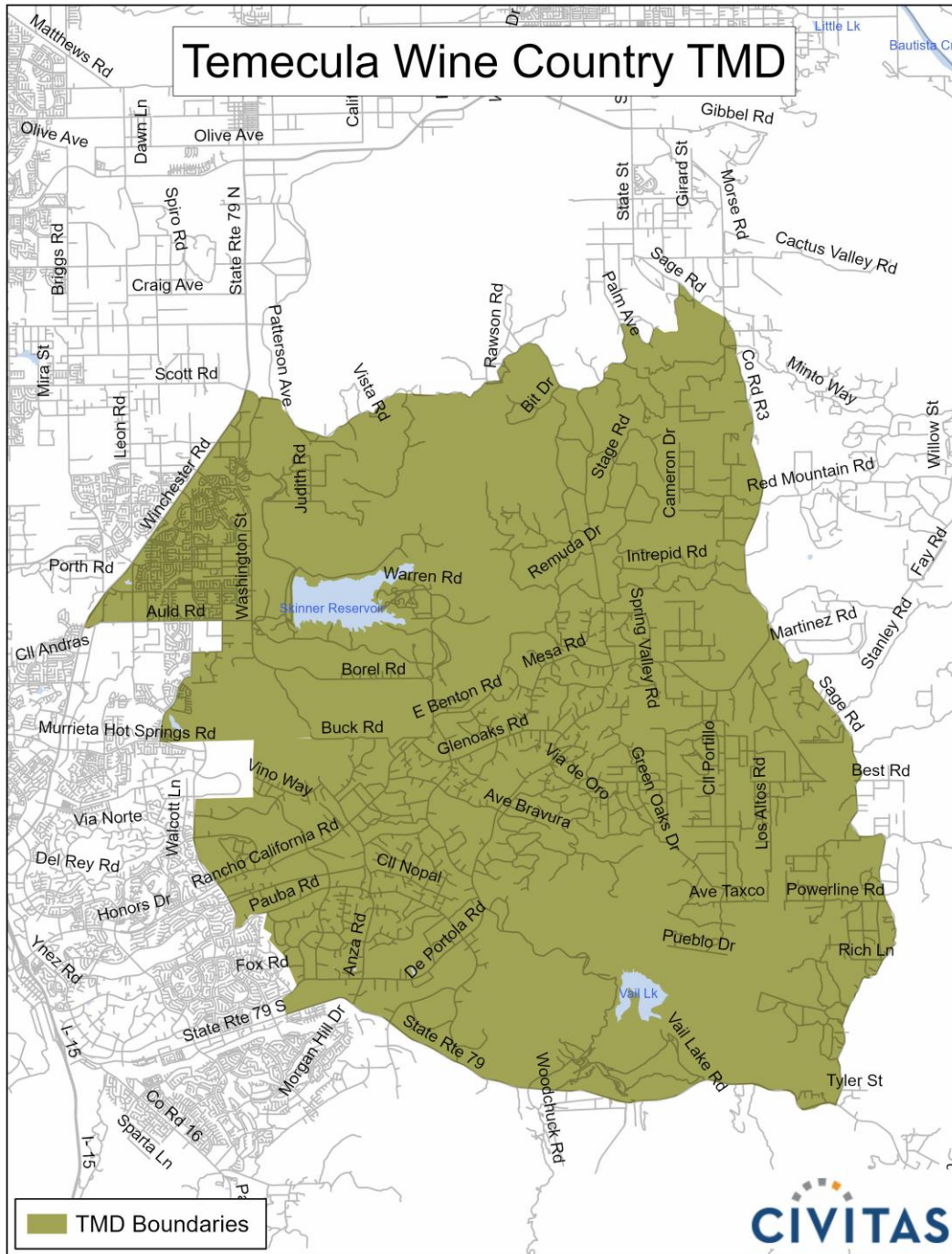
Website Optimization – In 2025, VTV relaunched the destination website on a new platform to better optimize SEO, improve mobile performance, and enhance the overall user experience for visitors planning trips to Temecula Valley. The redesigned site supports VTV’s broader digital marketing strategy, driving organic traffic and converting online engagement into overnight bookings for assessed lodging properties.

Group Sales – VTV developed and executed a new strategic marketing approach for the meetings and group business segment. Through a targeted email drip campaign, the strategy generated 1,850 group business leads for assessed lodging properties, significantly expanding the destination’s group and corporate meeting business and diversifying the visitor mix beyond leisure travel.

IV. BOUNDARY

The TWCTMD will continue to include all lodging businesses, existing and in the future, available for public occupancy located in the Temecula Valley region of the County of Riverside, as shown in the map below.

A complete listing of assessed lodging businesses within the renewed TWCTMD can be found in Appendix 2. A detailed map book can be found in Appendix III.

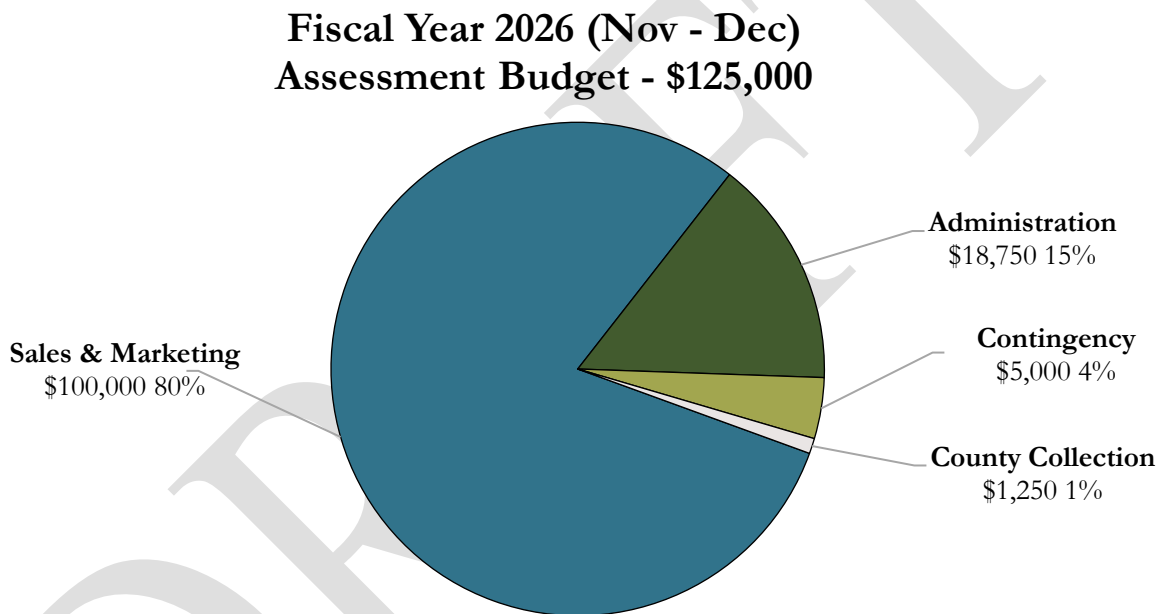


V. ASSESSMENT BUDGET AND SERVICES

A. Annual Service Plan

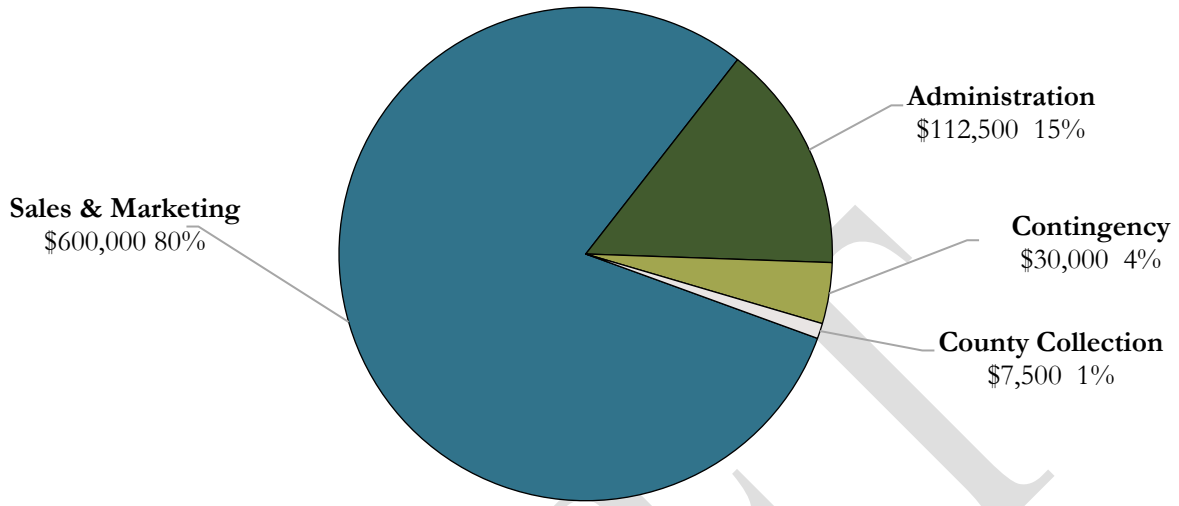
Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the County of conferring the benefits or granting the privileges. The privileges and services provided with the TWCTMD funds are Sales and Marketing programs, and other improvements and activities set forth in this Plan, available only to assessed lodging businesses.

A service plan assessment budget has been developed to deliver services that benefit the assessed lodging businesses. A detailed annual assessment budget will be developed and approved by VTV. The chart below illustrates the annual assessment budget allocations for fiscal year November 1, 2026 – December 31, 2026, which covers the initial two (2) month period of the TWCTMD.



The chart below illustrates the annual assessment budget allocations for fiscal year 2027. These activities and allocations will also apply in subsequent years. The total annual assessment budget is estimated to be \$750,000.

**Fiscal Year 2027
Annual Assessment Budget - \$750,000**



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the TMD Committee 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. Any and all assessment funds may be used for the costs of defending the TWCTMD in the event of a legal challenge, for contributing to reserves, or for renewal of the TWCTMD. Policies relating to contributions to the reserves, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Board of Directors of the Owners' Association.

Each budget category includes all costs related to providing that service. For example, the sales and marketing budget includes the cost of staff time dedicated to overseeing and implementing the sales and marketing 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 VTV on an as-needed basis.

Sales & Marketing

The Sales and Marketing programs and activities will be designed to generate demand for assessed businesses, targeting leisure, meetings, and events. The program will develop marketing programs to attract visitors for all need periods, as well as position the destination as sustainable and relevant to the Wine Country traveler. The sales and marketing plan may include, without limitation, the following activities:

- Ongoing development and implementation of a Destination Marketing Plan and strategies for attracting visitors to the Temecula Valley Wine Country this is implemented through geographic, demographic and behavioral targeting designed to reach the right people at the right time with the right message;
- Free and paid co-op marketing opportunities will be available to assessed business to further support and promote visitation to Temecula Valley Wine Country;



- Destination industry advocacy and communications to educate elected officials, affected stakeholders and the public on initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Internet marketing efforts to increase awareness and optimize internet presence to drive demand for overnight visitation and room sales to assessed businesses;
- Media placement in print, TV, audio, billboard, and digital platforms targeted at potential visitors to drive demand for overnight visitation and room sales to assessed businesses;
- Event and attraction promotion and marketing sponsorship initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Industry research designed to increase the effectiveness of TWCTMD media and marketing programs;
- Convention sales programs and initiatives designed to increase overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales missions and client events for assessed businesses;
- Familiarization tours and site visits of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Educational meetings to plan and coordinate tourism promotion efforts for assessed businesses;
- Workforce development strategies, research and/or programs designed to improve the visitor experience and increase demand for overnight visitation and room sales to assessed businesses;
- Hospitality education and training support aimed at improving the visitor experience leading to increased demand for overnight visitation and room sales to assessed businesses;
- Development and maintenance of a website designed to promote assessed businesses;
- Development and maintenance of a website for visitors or prospective vacation rental homeowners with the regulations and TWCTMD education; and
- Development of media or marketing efforts to educate the public on the guidelines around renting and managing a vacation rental within the TWCTMD.

Administration and Operations

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

Contingency

The budget includes a contingency line item as a planning tool to account for unexpected circumstances, such as uncollected assessments or higher than anticipated program costs. If actual costs are higher than anticipated, contingency funds may be used to cover the difference. Any contingency funds not needed for these purposes may be utilized for other program costs, renewal, or for any other organization expenses in this Plan including allocations to reserves, at the discretion of the TMD Committee of VTV.

Reserve

VTV may maintain a reserve fund. 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 TMD Committee of VTV.

Collection Fee

The County shall retain a fee equal to a one percent (1%) of the amount of assessments collected, to cover collection and administration costs.

B. Annual Budget

The total five (5) year and two (2) month assessment budget is projected at approximately \$750,000 annually, or \$3,875,000 through the five (5) year and two (2) month term of the TWCTMD. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do and as businesses open and close.

Estimated Annual Budget

Year	Sales & Marketing	Administration	Contingency	County Collection Fee	Total
Nov – Dec 2026	\$100,000	\$18,750	\$5,000	\$1,250	\$125,000
2027	\$600,000	\$112,500	\$30,000	\$7,500	\$750,000
2028	\$600,000	\$112,500	\$30,000	\$7,500	\$750,000
2029	\$600,000	\$112,500	\$30,000	\$7,500	\$750,000
2030	\$600,000	\$112,500	\$30,000	\$7,500	\$750,000
2031	\$600,000	\$112,500	\$30,000	\$7,500	\$750,000
Total	\$3,100,000	\$581,250	\$155,000	\$38,750	\$3,875,000

C. California Constitutional Compliance

The TWCTMD 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 TWCTMD 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 TWCTMD, 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 lodging 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 TWCTMD. The activities described in this Plan are specifically targeted to increase demand for room night sales for assessed lodging businesses within the boundaries of the TWCTMD, and are narrowly tailored. TWCTMD

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

² Cal. Const. art XIII C § 1(e)(1)

funds will be used exclusively to provide the specific benefit of increased demand for room night sales directly to the assesseees. Assessment funds shall not be used to feature non-assessed lodging businesses in TWCTMD programs, or to directly generate sales for non-assessed lodging businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed lodging businesses. Nothing in this Plan limits the ability of the Owners' Association to enter into private contracts with non-assessed lodging businesses for the provision of services to those businesses.

The assessment imposed by this TWCTMD 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 demand for room night sales. The specific benefit of an increase in demand for room night sales for assessed lodging businesses will be provided only to lodging businesses paying the district assessment, with marketing and sales programs promoting lodging businesses paying the TWCTMD assessment. The marketing and sales programs will be designed to increase room night sales at each assessed lodging businesses. Because they are necessary to provide the marketing and sales programs that specifically benefit the assessed lodging businesses, the administration and contingency services also provide the specific benefit of increased demand for room night sales to the assessed lodging businesses.

Although the TWCTMD, 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 TWCTMD 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

TWCTMD 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 VTV, and reports submitted on an annual basis to the County. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from TWCTMD-funded activities, be featured in advertising campaigns, and benefit from other TWCTMD-funded services. The assessed lodging business list was compiled from records provided by the jurisdiction and complies with the requirements of the 94 Law. Pursuant to Streets and Highways Code Section 36615, the Board of Supervisor's determination of ownership is final and

³ Government Code § 53758(a)

⁴ Cal. Const. art XIII C § 1(e)(2)

⁵ Government Code § 53758(b)

⁶ Government Code § 53758(b)

conclusive, with no obligation to obtain other information. Non-assessed lodging businesses will not receive these, nor any other, TWCTMD-funded services and benefits.

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

D. Assessment

The annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days or stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

Lodging business means: any structure, or any portion of any structure, which is occupied or intended or designed for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobilehome or house trailer at a fixed location or other similar structure or living space or portion thereof.

Lodging business does not mean any of the following: any hospital, sanitarium, medical clinic, convalescent home, rest home, home for the aged people, foster home, or other similar facility operated for the care or treatment of human beings; any asylum, jail, prison, orphanage or other facility in which human beings are detained and housed under legal restraint; any housing owned or controlled by an educational institution and used exclusively to house students, faculty or other employees, and any fraternity or sorority house or similar facility occupied exclusively by students and employees of such educational institutions, and officially recognized or approved by it; any housing operated or used exclusively for religious, charitable or educational purposes by an organization having qualifications for exemption from property taxes under the laws of California; any housing owned by a governmental agency and used to house its employees or for governmental purposes; any camp as defined in the Labor Code or other housing furnished by an employer exclusively for employees; any private dwelling house or other individually owned single family dwelling unit rented only occasionally and incidentally to the normal occupancy by the owner or his or her family; provided that the burden of establishing that the housing or facility is not a hotel or other lodging as defined herein shall be upon the operator thereof, who shall file with the County such information as the County may require to establish and maintain such status.

The assessment was calculated based on the total cost of the activities to be provided for the benefit of the businesses within the TWCTMD, with costs allocated based on the proportional benefit conferred to each business. Activities funded by the TWCTMD, are specifically targeted to increase room nights at assessed lodging businesses. All room night sales do not represent the same benefit to the payors. For example, a higher priced room night is of greater benefit than a lower priced room night because the assessee derives greater revenue. To account for this benefit differential and to make sure the benefits are proportional, an assessment formula based on a percentage of revenue has been selected. The proposed formula accurately reflects greater benefit to assessed lodging businesses with higher priced room nights.

The term “gross short-term sleeping room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind or nature, without any deduction therefrom whatsoever. Gross short-term sleeping room rental revenue shall not include, and therefore the assessment shall not be charged upon, any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. If the TWCTMD assessment is identified separately it shall be disclosed as the “TWCTMD Assessment.” As an alternative, the disclosure may include the amount of the TWCTMD assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and shall be disclosed as the “Tourism Assessment.” The assessment is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for calculation of transient occupancy taxes.

Bonds shall not be issued.

E. Interest and Overdue Charges

The TWCTMD shall reimburse the County Treasurer-Tax Collector for any costs associated with collecting unpaid assessments. If sums in excess of the delinquent TWCTMD assessment are sought to be recovered in the same collection action by the County Treasurer-Tax Collector, the TWCTMD shall bear its pro rata share of such collection costs. Assessed lodging businesses which are delinquent in paying the assessment shall be responsible for paying:

1. *Original Delinquency:* Any lodging business which fails to remit any assessment imposed within the time required shall pay an overdue charge of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. *Continued Delinquency:* Any lodging business which fails to remit any delinquent remittance on or before the first day of the next calendar month following the date on which the remittance first became delinquent shall pay a second delinquency overdue charge of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) overdue charge first imposed.
3. *Fraud:* If the County determines that the nonpayment of any remittance due is due to fraud, an overdue charge of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the overdue charges stated in paragraphs 1 and 2 above.
4. *Interest:* In addition to the overdue charges imposed, any lodging business which fails to remit any assessment imposed 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 overdue charges, from the date on which the remittance first became delinquent until paid.
5. *Overdue Charges Merged With Assessment:* Every overdue charge imposed and such interest as accrues under the provisions of this section shall become a part of the assessment required to be paid.

F. Time and Manner for Collecting Assessments

The TWCTMD assessment will be implemented beginning November 1, 2026, or as soon as possible thereafter, and ending five (5) years and two (2) months from its start date. The County will be

responsible for collecting the assessment on a quarterly basis (including any delinquencies, interest and overdue charges) from each assessed lodging business. The County Treasurer-Tax Collector shall take all reasonable efforts to collect the assessments from each assessed lodging business. The County Treasurer-Tax Collector shall forward the assessments collected to the Owners' Association, less the one percent (1%) County collection fee.

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VI. GOVERNANCE

A. Owners' Association

The Board of Supervisors, through adoption of this 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 TWCTMD as defined in Streets and Highways Code §36612. The Board of Supervisors has determined that VTV will continue to serve as the Owners' Association for the TWCTMD. The Tourism Marketing District Committee will continue to manage the TWCTMD funds and implement TWCTMD programs. A majority of the members of the TMD Committee shall be representatives of lodging businesses paying the TWCTMD assessment.

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 VTV Board and certain committees must be held in compliance with the public notice and other requirements of the Brown 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. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act.

C. Segregation of TWCTMD Funds

Any TWCTMD assessment funds that are received by VTV shall be held in a separate VTV bank account.

D. Annual Report

The VTV 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

CURRENT THROUGH CH. 790 OF THE LEGISLATION FROM THE 2025-2026 REGULAR SESSION,
EFFECTIVE AS OF OCTOBER 13, 2025

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 (Division 10 (commencing with Section 7920.000) 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”

(a) “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.

(b) “Special benefit” also includes, for purposes of a property-based district, a particular and distinct benefit provided directly to each assessed parcel within the district. Merely because parcels throughout an assessment district share the same special benefits does not make the benefits general.

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 estimated 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 their 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.

(3) In a property-based district, properties throughout the district may share the same special benefits. In a district with boundaries that define which parcels are to receive improvements, maintenance, or activities over and above those services provided by the city, the improvements, maintenance, or activities themselves may constitute a special benefit. The city may impose assessments that are less than the proportional special benefit conferred, but shall not impose assessments that exceed the reasonable costs of the proportional special benefit conferred. Because one or more parcels pay less than the special benefit conferred does not necessarily mean that other parcels are assessed more than the reasonable cost of their special benefit.

(l) 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.

(m) 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 36625. 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.

36638. Assessment as government imposed fee on Civ C § 1770 transaction

- (a) A business assessment pursuant to this part is a fee imposed by a government on the transaction for purposes of paragraph (29) of subdivision (a) of Section 1770 of the Civil Code.
- (b) This section shall become operative on July 1, 2024.

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 assesseses 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.

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APPENDIX 2 – ASSESSED BUSINESSES

<u>Business Name</u>	<u>Business Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>
Aaron & Kimberly Adams	37880 Ladera Vista Dr	Temecula	CA	92592
Aaron Headley	32146 Bandelier Rd	Winchester	CA	92596
Addition 1031 LLC	38585 Willy Way	Temecula	CA	92592
Adrien Dugas and Tiffany Dugas	33900 Winchester Rd	Winchester	CA	92596
Alana Burchett	35875 Camino De Buena Vida	Temecula	CA	92592
Alex A Lluch & Elizabeth H Lluch	35300 Calle Campo	Temecula	CA	92592
Alex A lluch and Elizabeth H Lluch	34450 Loi Lane	Temecula	CA	92592
Alex Roizen	33120 Vino Way	Temecula	CA	92591
Alexander Escalante	37895 Avenida Bravura	Temecula	CA	92592
Ali Sakhapour	36545 Via Verde	Temecula	CA	92592
Alicia R Marshall	32615 Vista Del Monte	Temecula	CA	92591
Allan Magnuson	34525 Pauba Rd	Temecula	CA	92592
ALMA ARCHBOLD	32589 Juniper Berry Dr	Winchester	CA	92596
Amanda Enriquez	41693 Camino Lorado Dr	Temecula	CA	92596
Amanda Jacobellis	37951 Mesa Rd	Temecula	CA	92592
Amazing Adventures, Inc	40897 Newton Rd	Temecula	CA	92591
Amber Bensema	35931 Nord Ct	Winchester	CA	92596
Amy Sanders & Robert Maddison	33425 Madera De Playa	Temecula	CA	92592
Ana Yuri	39330 Coleen Way	Temecula	CA	92592
Anban Sengai	41432 Calle Contento	Temecula	CA	92592
Andres Garcia	32335 Safflower St	Winchester	CA	92596
Andrew & Lydia Lachman	35745 Calle Nopal	Temecula	CA	92592
Andrew and Lydia Lachman	35715 Calle Nopal	Temecula	CA	92592
Andrew Georgitsis	38388 Rock Creek Cir	Temecula	CA	92592
Angela & Delmer Tipps	34610 Rebecca St	Winchester	CA	92596
Angela Titus	38970 Yuma Ln	Temecula	CA	92592
Ann Kahraman	44773 Sage Rd	Aguanga	CA	92536
Anna Renderer La Fata	37980 Avenida Bravura	Temecula	CA	92592
Annette Sousa and Theresa Dominick	41026 Los Amantes Rd	Temecula	CA	92592
Archana Vohra	34222 Pauba Rd	Temecula	CA	92592
Asaf Ben Shimon	37075 Glen Oaks Rd	Temecula	CA	92592
Asem Abusir	32861 Oakland Way	Winchester	CA	92596
Ashley Little	32962 Vineyard Vista Cir	Temecula	CA	92592
Attn: Heather Alterpeter	43240 Los Corralitos Rd	Temecula	CA	92592
Avalara My Lodge Tax	33771 Madera De Playa Dr	Temecula	CA	92592
Avalara My Lodge Tax	42910 Silver Springs Rd	Hemet	CA	92544
Avant Stay Inc	40624 Calle Cancion	Temecula	CA	92592
Avant Stay Inc	34708 Pauba Rd	Temecula	CA	92592
Avant Stay Inc	34625 Linda Rosea	Temecula	CA	92592
Avant Stay Inc	34970 Calle Campo	Temecula	CA	92592
Avant Stay Inc	35601 Glen Oaks Rd	Temecula	CA	92592
Avant Stay Inc	35250 Loma Ventoso	Temecula	CA	92592

Avant Stay Inc	41850 Avenida Anita	Temecula	CA	92592
Avant Stay Inc	38990 Loren Way	Temecula	CA	92592
Avant Stay Inc.	39480 Norbro Ct	Temecula	CA	92592
AvantStay CA Inc	41500 Camino Del Vino	Temecula	CA	92592
AvantStay CA, Inc.	41100 Avenida Biona	Temecula	CA	92591
AvantStay CA, Inc.	38798 Green Meadow Rd	Temecula	CA	92592
AvantStay Inc	41196 Van Tu Ln	Temecula	CA	92591
AvantStay Inc	40107 Calle Breve	Temecula	CA	92592
AvantStay Inc	38970 Geisbauer Rd	Temecula	CA	92592
AvantStay Inc	39478 Calle Jerez	Temecula	CA	92592
AvantStay Inc	35051 Calle La Coca	Temecula	CA	92592
AvantStay Inc	35285 Lake Summit	Temecula	CA	92592
AvantStay Inc	42144 Citrus Heights	Temecula	CA	92592
AvantStay, Inc.	37104 De Portola Rd	Temecula	CA	92592
AvantStay, Inc.	34515 Buck Rd	Temecula	CA	92591
AvantStay, Inc.	39545 Via De Oro	Temecula	CA	92592
Avanty Stay Inc	39440 Calle Contento	Temecula	CA	92591
Avenida 24 LLC	38883 Avenida Chica	Temecula	CA	92592
Avenida Verde LLC	36733 Calle Verde	Temecula	CA	92592
Bacha Bhavan LLC	36750 Avenida Verde	Temecula	CA	92592
Barbara Anne Dorber	37403 Tualota Hills Rd	Temecula	CA	92592
Barefoot Vacation Rentals	38930 Avenida De La Bandolero	Temecula	CA	92592
Barefoot Vacation Rentals	42300 Casa De Verde	Temecula	CA	92592
Barefoot Vacation Rentals	39970 Calle Belagio	Temecula	CA	92592
Barefoot Vacation Rentals	32416 Giverny Ct	Winchester	CA	92596
Barefoot Vacation Rentals	38975 Vista Dawn	Temecula	CA	92592
Barefoot Vacation Rentals - Jessica Hinton	34395 De Portola Rd	Temecula	CA	92592
Bella Casa Di Vino	39825 Bella Vista Rd	Temecula	CA	92592
Belle Volte Estate	38375 Rock Creek Cir	Temecula	CA	92592
Ben Pham	39565 Spanish Oaks Dr	Temecula	CA	92592
Bill Bastyr	38220 Mesa Rd	Temecula	CA	92592
Bill Liu	35800 Calle Nopal	Temecula	CA	92592
Bill W Liu	39590 De Marquez Ct	Temecula	CA	92592
Bill W Liu	35025 Linda Rosea Rd	Temecula	CA	92592
Bill W. Liu	38600 De Portola Rd	Temecula	CA	92592
Bill W. Liu	40125 De Portola Rd	Temecula	CA	92592
Bill W. Liu	35401 Los Nogales Rd	Temecula	CA	92592
Bill W. Liu	38660 De Portola	Temecula	CA	92592
Bill W. Liu	35375 Via Cerro Vis	Temecula	CA	92592
BJJ Properties Rental LLC	37125 Eden Garden Ct	Temecula	CA	92592
Brande Roderick	42145 Calle Barbona	Temecula	CA	92592
Brandon and Lindsay Burkhart	42160 Calle Barbona	Temecula	CA	92592
Brandon Pham	39565 Spanish Oaks Dr	Temecula	CA	92592
Brandy Raphael	37555 De Portola Rd	Temecula	CA	92592
Breanne Evans	31659 Poppy St	Winchester	CA	92596

Brett Randolph	38880 Camino Sierra	Temecula	CA	92592
Brian & Cari Wear	39770 Anza Rd	Temecula	CA	92591
Brian and Carolyn Higa	40916 Chaparral Dr	Temecula	CA	92592
Brian and Carolyn Higa	37770 Via De Oro	Temecula	CA	92592
Brian Decker	39700 Berenda Rd	Temecula	CA	92591
Brooke & Anthony Dimino	35033 Lost Trail Ct	Winchester	CA	92596
c/o Avalara My Lodge Tax	40995 Via Fernando	Temecula	CA	92592
C/O Avalara My Lodge Tax	40635 Camino Del Vino	Temecula	CA	92592
c/o Avalara My Lodge Tax	36275 Glenoaks Rd	Temecula	CA	92592
c/o Avalara My Lodge Tax	40766 Calle Cancion	Temecula	CA	92592
C/O Avalara MyLodge Tax	38270 Calaveras Rd	Temecula	CA	92592
c/o Avalara MyLodge Tax	36575 Calle Puerta Bonita	Temecula	CA	92592
c/o Avalara MyLodge Tax	34765 Linda Rosea Rd	Temecula	CA	92592
c/o Avalara MyLodge Tax	39950 Calle Breve	Temecula	CA	92592
c/o Avalara MyLodge Tax	42325 Casa Verde	Temecula	CA	92592
c/o Avalara MyLodge Tax	41750 Avenida Ortega	Temecula	CA	92592
c/o Avalara MyLodge Tax	37395 Eden Garden Ct	Temecula	CA	92592
c/o Avalara MyLodge Tax	38580 Rancho Christina Rd	Temecula	CA	92592
c/o Avlara My Lodge Tax	40050 De Portola Rd	Temecula	CA	92592
c/o My Avalara My Lodge Tax	38750 Celita Circle	Temecula	CA	92592
Cali VRBO LLC	40405 Avenida Trebolo	Temecula	CA	92591
Cali Vrbo Management	37670 Remuda Dr	Temecula	CA	92592
Carrie & Charlie Peltzer	40275 Calle Contento	Temecula	CA	92592
Carter Estate Winery And Resort, Llc	34450 Rancho California Rd	Temecula	CA	92591
Casa Turo	35505 Calle Nopal	Temecula	CA	92592
Casa Vinedo	35770 Via Las Ramblas	Temecula	CA	92592
Casa Vinedo	39559 Calle Anita	Temecula	CA	92592
CAVR LLC/ Michael Mcneill	34765 Linda Rosea Rd	Temecula	CA	92592
Chateau Blanc Vineyard	41821 Calle Cabrillo	Temecula	CA	92592
Chen Ling	33755 Pauba Rd	Temecula	CA	92592
Cheri Webb	33015 Table Rock Dr	Winchester	CA	92596
Chris Consentino	33130 Madera De Playa	Temecula	CA	92592
Chris Cummings	35890 Meadow Ridge Rd	Temecula	CA	92592
Chris Isaacs	35405 Pauba Rd	Temecula	CA	92592
Chris Rice	36382 Pistachio Dr	Winchester	CA	92596
Chris Rice	36017 Capri Dr	Winchester	CA	92596
Chris Rice	35689 YellowStone St	Winchester	CA	92596
Christel Mes	33933 Madera de Playa	Temecula	CA	92592
Christian Gonzalez	31618 Poppy St	Winchester	CA	92596
Christina Maldonado	34495 Agave Dr # 18104	Winchester	CA	92596
Christophe Bach	46505 De Portola Rd	Temecula	CA	92592
Christopher Baily	36100 Pauba Rd	Temecula	CA	92592
Churon Winery L.L.C.	33233 Rancho California Road	Temecula	CA	92591
Consuelo & Marcelo Diaz	39692 Calle Escalona	Temecula	CA	92592
Cottages at the Vineyard	39840 Calle De Vinedos	Temecula	CA	92592

Cre8n4you Inc DBA Domaine Chardonnay	33810 Madera De Playa	Temecula	CA	92592
Crystal Weik	32562 Breton Dr	Winchester	CA	92596
CW Wang Investments, LLP	38121 Via De Oro	Temecula	CA	92592
Cynthia Behrens	35685 Lake Summit Dr	Temecula	CA	92592
Cynthia Younger (aka Cece)	39755 Beaujolais Ct	Temecula	CA	92592
Dale Machen	38960 Maiz Lane	Temecula	CA	92592
Dan Frey/Kacy Frey Properties, LLC	38830 Mesa Rd	Temecula	CA	92592
Daniel & Laura Markham	34610 Rebecca St	Winchester	CA	92596
Daniela Juri	46520 De Portola Rd	Temecula	CA	92592
Danielle DeCaro	39220 Gray Squirrel Rd	Temecula	CA	92592
Darla & Steve Harnly	38101 Via Lobato	Temecula	CA	92592
David & Mary Saenz	39360 Calle Contento	Temecula	CA	92591
David Ortiz	41620 Anza Rd	Temecula	CA	92592
Dawn Tiszai	39401 Andros St	Temecula	CA	92592
Dean Alstrup	41360 Circle M	Temecula	CA	92591
Deborah Hill	31805 Temecula Pwky	Temecula	CA	92592
Deborah Stoffel	36015 Glenoaks Rd	Temecula	CA	92592
Debra Nicholson	32555 Tavel St	Winchester	CA	92596
Derick Wilson and Latonia Wilson	35111 Tavel St	Winchester	CA	92596
Diana M Stephens	36345 Fino Vista Lane	Temecula	CA	92592
Dillon Hall	37400 Downey Road	Temecula	CA	92592
Dimitrios and Maria Thiveos	39241 Camino del Vino	Temecula	CA	92592
Dimitris Constantinou & Roxanne Aryafar	39339 Calle Breve	Temecula	CA	92592
Dominic Knuckles	36317 Antoinette Ln.	Winchester	CA	92596
Dominique and Diana Berho	40707 Intrepid Rd	Hemet	CA	92554
Dylan Ankeney	36765 E Benton Rd	Temecula	CA	92592
Edgar Hovakimyan	31630 Poppy St	Winchester	CA	92596
Edward Brown	33735 Madera De Playa	Temecula	CA	92592
Edward Yingling	34200 Linda Rosea Rd	Temecula	CA	92592
Elizabeth Abimbola	32715 Safflower St	Winchester	CA	92596
Elizabeth Sauls	36275 Alta Mesa Ct	Temecula	CA	92592
Elliott and Andrea Nissim	34135 Cameron Dr	Hemet	CA	92544
Emily Jones	34105 Stage Rd	Temecula	CA	92592
Enrique Alvarado	32510 Rancho California Rd	Temecula	CA	92591
Eric Gozlan	36832 Rancho Kiel Rd	Winchester	CA	92596
Erich & Joann Obst	33851 Madera De Playa	Temecula	CA	92592
Europa Village Llc	33350 La Serena Way	Temecula	CA	92591
Eva Ottosson	31087 Huntsman Ct	Winchester	CA	92596
Evan Galvin	39545 Via De Oro	Temecula	CA	92592
Eyad Sayabalian	33565 Pauba Rd	Temecula	CA	92595
Fernando R Rocillo Jr	35047 Lost Trail Ct	Winchester	CA	92596
Francisco Hoyos	38999 Vista Dawn Ct	Temecula	CA	92592
Gaetano Biundo	36822 Blanc Ct	Winchester	CA	92596
Gemma Hentrich	39533 Calle Anita	Temecula	CA	92592
Gemma Hentrich	41925 Avenida Ortega	Temecula	CA	92592



Gemma Hentrich	38300 Mesa Rd	Temecula	CA	92592
Gemma Hentrich	40635 Camino Del Vino	Temecula	CA	92592
George Tyler Massas	33700 Madera De Playa Dr	Temecula	CA	92592
Gina Londono	42160 Parado Del Sol	Temecula	CA	92592
Glenn Carvin and Kathryn Madlock	42120 Citrus Heights Rd	Temecula	CA	92592
Grays Realty Group	32430 Larvotto Ct	Temecula	CA	92592
Gretchen Cook	40815 Los Ranchos Cir	Temecula	CA	92592
Guohua Chen	35917 Belle Chaine Loop	Temecula	CA	92592
Gustavo Esquivias	37865 Via Lobato	Temecula	CA	92592
Haiming Hu	40160 Via Verano	Temecula	CA	92592
Hao Chai	36128 Owens Dr	Winchester	CA	92596
Heidi Daniels	39975 Green Oaks Dr	Temecula	CA	92592
Hender-Haven	38090 Via Lobato	Temecula	CA	92592
Henry Azarioon and Mimi Ghofranian	41485 Parado Del Sol	Temecula	CA	92592
Henry Marsh	39610 Spanish Oaks Dr	Temecula	CA	92592
Henry Wesolowski	37001 Glen Oaks Rd	Temecula	CA	92592
Hermin Youssefian	40140 Meng Asbury	Temecula	CA	92592
Hermin Youssefian	37720 Spring Valley Rd	Temecula	CA	92592
Hollywood Beach Villas LLC	38090 Via Lobato	Temecula	CA	92592
Hongmei Li	39871 Baujolais Ct	Temecula	CA	92592
Hongmei Li	39950 De Portola Rd	Temecula	CA	92592
Hope's Ranch	39175 Interpid Road	Temecula	CA	92592
Hope's Ranch	37098 Yuma Lane	Temecula	CA	92592
Hummingbird Inn	35160 Linda Rosea Rd	Temecula	CA	92592
Irina Kerzhanovich	39720 Bella Vista Rd	Temecula	CA	92592
Isela Venegas	32707 Salvia Cir	Winchester	CA	92596
Jaimie Angus	42100 Altanos Rd	Temecula	CA	92592
James Brown	36733 Pauba Rd	Temecula	CA	92592
Jason Sabino	36280 Via Burgandy	Temecula	CA	92592
Jeff Bosson	35315 Linda Rosea Rd	Temecula	CA	92592
Jeffery "Skip" Lanfried	37890 Normandy Rd	Winchester	CA	92596
Jeffrey Demian and Samantha Botros	33180 Vino Way	Temecula	CA	92591
Jeffrey Zitko	37200 Glenoaks Rd	Temecula	CA	92592
Jeremiah J Sullivan III	33800 Black Mountain Rd	Temecula	CA	92592
Jessica Jarrett	39970 Calle Belagio	Temecula	CA	92592
Jessica Woldenga	38225 Camino Sierra Rd	Temecula	CA	92592
Jessica Woldenga	42970 Linda Via	Temecula	CA	92592
Jessica Woldenga	39779 Avenida Brisa	Temecula	CA	92592
Jessica Woldenga	38565 Green Meadow Rd	Temecula	CA	92592
Jessica Woldenga	36920 Avenida Madera	Temecula	CA	92591
Jie Lang	41600 Valencia Way	Temecula	CA	92592
Jie Li	36547 Chantecler Rd	Winchester	CA	92596
Jimmy Chen	40284 Calle Caleta	Temecula	CA	92591
Jingjing Huang	35635 Glacier Cir	Winchester	CA	92596
Jingjing Huang	32746 Cottonwood Rd	Winchester	CA	92596



Joanna Jimenez	39801 Berenda Rd	Temecula	CA	92592
Jodi Garcia	37891 Glenoaks Glenoaks	Temecula	CA	92592
Johancharles and Susan Boers	36321 Alta Mesa Ct	Temecula	CA	92592
Johancharles and Susan Boers	36215 Alta Mesa Ct	Temecula	CA	92592
John Brodersen	39847 Calle Contento	Temecula	CA	92591
John Gevargiz	38910 Camino Sierra Rd	Temecula	CA	92592
John Lee	33057 Powell Ln	Winchester	CA	92596
Jonathan Mansey	39140 Gray Squirrel Rd	Temecula	CA	92592
Joshua Stephenson	36137 Linda Rose Rd	Temecula	CA	92592
Jui Ng	38300 San Ignacio	Hemet	CA	92544
Julia Genevy	38975 Vista Dawn	Temecula	CA	92592
Julie Conde	42950 Valentine Circle	Temecula	CA	92592
Juliet M Jones	31598 Summerfield Ln	Murrieta	CA	92563
Justin Laws	32622 Breton Dr	Winchester	CA	92596
Justin Montgomery	35450 Pauba Rd	Temecula	CA	92592
Karen Schneider	36120 Pauba Rd	Temecula	CA	92592
Karol Simms	39520 Colleen Way	Temecula	CA	92592
katherine Moss	38705 Via Del Oso	Temecula	CA	92592
Kathleen Curran	39800 Calle Cabernet	Temecula	CA	92591
Kathleen Wanner	40491 Green Oaks Dr	Temecula	CA	92590
Kathy Geathers	38925 Calle Breve	Temecula	CA	92592
Kekoa Lwin	37950 E Benton Rd	Temecula	CA	92592
Kelis Rogers	44155 De Portola Rd	Temecula	CA	92592
Ken Newman	43550 Dash For Cash	Temecula	CA	92592
Ken Wantink	33583 Vino Way	Temecula	CA	92591
Kerry Casler	37901 Sage Rd	Hemet	CA	92544
Khosrow Daivari	39700 Avenida Arizona	Temecula	CA	92591
Khosrow Daivari	35745 Meadow Ridge Rd	Temecula	CA	92592
Kimberly Cardoso	36150 Alta Mesa Ct	Temecula	CA	92592
Kimberly Hankins	31671 Pepper Tree St	Winchester	CA	92596
Kristen Hands	42295 Via Del Monte	Temecula	CA	92592
Kristina or Brandon Price	41350 Los Amantes Rd	Temecula	CA	92592
Kunjan Patel	36173 Saint Claire Ct	Winchester	CA	92596
Kyle Stenlake	34791 Calle Bella Loma	Temecula	CA	92592
Laura McFeaters	41221 Via Anita	Temecula	CA	92592
Lendingtips, Inc.	40125 Scalon Rd	Temecula	CA	92592
Li Li	37950 E Benton Rd	Temecula	CA	92592
Linda K Wolfe	39739 Avenida Arizona	Temecula	CA	92591
Lisa Hannig	41740 Camino Del Vino	Temecula	CA	92592
Lisa Hannig	36900 Via Broza	Temecula	CA	92592
Lisa Holder	42251 Altanos Rd	Temecula	CA	92592
Lisa Mason	41390 Anza Road	Temecula	CA	92592
Lizet Duarte	34646 Foxberry Rd	Winchester	CA	92596
Lola Scroggins	35189 Stage Rd	Temecula	CA	92592
Lora and Jeff Sanders	41425 Floyd Court	Temecula	CA	92592

Lori & William Donohue	42300 Cee Cee Rd	Temecula	CA	92592
Louis Madrigal	41945 Jericho Rd	Temecula	CA	92592
Lourdes O Brown	39570 Parado Del Sol	Temecula	CA	92592
Lumta & Arlens Zeqollari	39621 Patagonia Ct	Temecula	CA	92590
Malcom and Shannon Aton	39547 Calle Cabernet	Temecula	CA	92591
Mandy Hansen / Chris Rigas	34830 Calle Arnaz	Temecula	CA	92592
Marcelo Doffo	36312 Travis Ct	Temecula	CA	92592
Maria Soledad Bedino	36373 Summitville St	Temecula	CA	92592
Mariam El Haj	39605 Chaparral Dr	Temecula	CA	92592
Mark Baker	38550 Cross Over Rd	Temecula	CA	92592
Mark Murray, Owner	36628 Monte De Oro	Temecula	CA	92592
Mark Woodsmall, Owner	32250 Vista Del Monte	Temecula	CA	92591
Marleen and Dan Noel	33500 Linda Rosea	Temecula	CA	92592
Marlene Illes	33100 Vista Del Monte	Temecula	CA	92591
Martin and Caroline Collins	41225 Sycamore Springs Rd	Hemet	CA	92544
Martin Kulik	34005 Pauba Rd	Temecula	CA	92592
Martin Kulik	34005 Pauba Rd	Temecula	CA	92592
Marty R & Patricia A Dickey	35085 Linda Rosea Rd	Temecula	CA	92592
Mary Zullo	41975 De Portola Rd	Temecula	Ca	92592
MaryKate Lowe	41873 Arbor Glen Dr	Temecula	CA	92592
MaryKate Lowe	40520 De Portola Rd	Temecula	CA	92592
MaryKate Lowe & Shirley Sanchez	33470 Mirage Mesa Cir	Temecula	CA	92592
Matthew Dedes	40861 Parado Del Sol Dr	Temecula	CA	92592
Matthew Green	34635 Pauba Rd	Temecula	CA	92592
Medardo J Diez	39085 Air Park Dr	Temecula	CA	92592
Megan Mao	39840 Aladdin Cir	Temecula	CA	92591
Megna Temecula Country Inn Inc	41300 Berkswell Ln	Temecula	CA	92592
Mei Knight	33998 Calle Vista	Temecula	CA	92592
Melina Troy	41664 Camino Del Vino	Temecula	CA	92592
Michael & Susan Graef	39945 Chaparral Dr	Temecula	CA	92592
Michael And Jackie Powell	38355 Calaveras Rd	Temecula	CA	92592
Michael Bigi	40400 Bella Vista Rd	Temecula	CA	92592
Michael Caddell	36260 Monte De Oro	Temecula	CA	92592
Michael Cheshire	35830 Linda Rosea Rd	Temecula	CA	92592
Michael Corrales	40215 Calle Breve	Temecula	CA	92592
Michael Corrales	35438 De Portola Rd	Temecula	CA	92592
Michael Corrales	35764 Champagne Way	Winchester	CA	92596
Michael Corrales	41325 Calle Encantado	Temecula	CA	92592
Michael Sean Browning	38855 Via De Oro	Temecula	CA	92592
Michael Stevens	31982 Genoa St	Winchester	CA	92596
Michael W Jr. & Lindsey L. Sands	42450 Calle Alta	Temecula	CA	92592
Michael Warner	36427 Linda Rosea	Temecula	CA	92592
Michael Warner (Owner)	39670 Parado Del Sol	Temecula	CA	92592
Michelle Nicolaidis	36591 Calle Poco	Temecula	CA	92592
Micro Survivor Inc	36350 Calle Poco	Temecula	CA	92592



Micro Survivor, Inc	39695 Calle Escalona	Temecula	CA	92592
Mike Weisz and Kelli Chandler	39100 Calle Bellagio	Temecula	CA	92592
Minoos & Essi Shilati	38325 De Portola Rd	Temecula	CA	92592
Monica Harb	39111 Chaparral Dr	Temecula	CA	92592
Monica Perez	35632 Glacier Cir	Temecula	CA	92596
Monica Webb/ Sheldon Webb	32234 Daisy Drive	Winchester	CA	92596
Monique Llamas	34601 Madera de Playa	Temecula	CA	92592
Morgan Estate	37005 Galway Downs Dr	Temecula	CA	92592
Natalia Gomez	41555 Camino Del Vino	Temecula	CA	92592
Natalie Rafaelian Esq.	36265 Alta Mesa Ct	Temecula	CA	92592
Navarro Estate	45075 De Portola Rd	Temecula	CA	92592
Neal Goldsmith	39850 Calle Breve	Temecula	CA	92592
Neda Gozlan	36803 Montreaux Rd	Winchester	CA	92596
Nelson Cooper	32697 Salvia Cir	Winchester	CA	92596
Nicholas and Karese de Haan	38580 Mesa Rd	Temecula	CA	92592
Nina Allington	39825 Avenida Arizona	Temecula	CA	92591
Oliver Gibson	34395 De Portola Rd	Temecula	CA	92592
Oswaldo Ruiz	32154 Renoir Rd	Winchester	CA	92596
Owen Bruce Keown	41665 Valencia Way	Temecula	CA	92592
Pablo Brahim	35767 Via Las Ramblas	Temecula	CA	92592
Pablo Flores	40954 Parado Del Sol Dr	Temecula	CA	92592
Pacific Sun Properties, Llc	33500 Lisa Rd	Temecula	CA	92592
Pamela & Brandon Purdy	39676 Granja St	Temecula	CA	92591
Parth Parikh	36615 E Benton Rd	Temecula	CA	92592
Pat & Robin Schenck	39979 Via Calina	Temecula	CA	92592
Patricia Gaffney	41121 Camino Del Vino	Temecula	CA	92592
Paul Pendleton	33966 Madera De Playa Dr	Temecula	CA	92592
Paynter Properties	38878 Mesa Rd	Temecula	CA	92592
Perfect Getaways Inc (7 Properties)	37812 Dorothy Court	Temecula	CA	92592
Peter Cappello	39174 Marcus Dr	Temecula	CA	92592
Petr Kubicek	39170 Kapalua Way	Temecula	CA	92592
Phalguna Devalaraju	33376 Madera de playa St	Temecula	CA	92592
Phil & Michele Chenault	39760 Calle Breve	Temecula	CA	92592
Piedra Dura Winery Inc	39780 Cushman Circle	Temecula	CA	92592
Ponte Vineyard Inn	35001 Rancho California Rd	Temecula	CA	92591
Primina Vineyards And Winery Llc	38376 Calle Jojoba	Temecula	CA	92592
Puaokahaukea Duffield	37420 Downey Rd	Temecula	CA	92592
Qian K Ju And Biyun C Fang, Co-Owners	39605 Avenida Lynell	Temecula	CA	92591
Qingde Liu	38975 Via De Oro	Temecula	CA	92592
Rajesh & Poonam Madan	39350 Marcus Dr	Temecula	CA	92592
Rajesh and Poonam Madan	37909 Pratt Rd	Temecula	CA	92592
Ralph & Marlina Nudo	35215 Via Cerro Vista	Temecula	CA	92592
Rancho Del Vinedos	39890 Calle Del Vinedos	Temecula	CA	92589
Rancho Del Vino	41700 Camino Del Vino	Temecula	CA	92592
Randal Gustine	38408 Mesa Rd	Temecula	CA	92592

Randal Gustine	38408 Mesa Rd	Temecula	CA	92592
Randy Kingston	40525 Chaparral Dr	Temecula	CA	92592
Ray and Lumita Zeqollari	34255 Calle Vista	Temecula	CA	92592
Raymond Dagher	41208 Parado Del Sol	Temecula	CA	92592
Richard & Corliss Aron	38680 Mesa Rd	Temecula	CA	92592
Richard Keane	32492 Saint Martin St	Winchester	CA	92596
Roanna Sabeh Azar	39651 Via Cacho	Temecula	CA	92592
Rob and Monisha Crisell	34950 Calle Campo	Temecula	CA	92592
Robert and Lacey Britton	38060 De Portola Rd.	Temecula	CA	92592
Robert Dietzler	37490 E Benton Rd	Temecula	CA	92592
Robert Reed	36290 Palmador Ln	Temecula	CA	92592
Robert Stefanko	40085 Chaparral Dr	Temecula	CA	92592
Roberto Alegria	34220 Black Mountain Rd	Temecula	CA	92592
Roca Management LLC	36320 Via El Pais Bonita	Temecula	CA	92592
Rochelle Wren	42355 Tree Poppy Dr	Temecula	CA	92592
RON DECAPRIO	42600 Chaparral Dr	Temecula	CA	92592
Roya Motlagh	38311 Chaparral Dr	Temecula	CA	92592
Salvatore and Dena Lombardo	34325 Loi Ln	Temecula	CA	92592
Sam Corace	34835 Sally St	Winchester	CA	92596
Samantha Stephens	33140 Vista Del Monte	Temecula	CA	92591
Samuel Sturt	41810 Calle Cerro	Temecula	CA	92592
Sandra D. Barletta	39755 Colt Rd	Temecula	CA	92592
Saul Fernandez	32084 Yosemite St	Winchester	CA	92596
Scott & Theresa Duncan	35350 Loma Ventosa Ln	Temecula	CA	92592
Scrap Retreat House	34406 Woodshire Dr	Winchester	CA	92596
SeaBreeze Vacation Rentals	39201 Andros St	Temecula	CA	92592
SeaBreeze Vacation Rentals	40420 Calle Cancion	Temecula	CA	92592
SeaBreeze Vacation Rentals	37251 Glenoaks	Temecula	CA	92592
Selina Gu	39250 Hilt Rd	Temecula	CA	92591
Serenity Cove LLC	39700 Via De Oro	Temecula	CA	92592
Shanda Isaacs	42650 Calle Contento	Temecula	CA	92592
Shane & Nadine Knuckles	39210 Calle Breve	Temecula	CA	92592
Shane and Noelle Blattenberger	35621 Balsamina Ct	Temecula	CA	92592
Shannon Stuart	36747 Calle Bartizon	Temecula	CA	92592
Shari Franklin	36028 Fresno Cir	Winchester	CA	92596
Sharlyn Spates	37080 Santa Anita Dr	Temecula	CA	92592
Shawn & Shakeh Simmons	40125 Camino Del Vино	Temecula	CA	92592
Shawn Crowley	41868 Altanos Rd	Temecula	CA	92592
Shelly and Martin Harrington	36414 Pistachio Dr	Winchester	CA	92596
Shumin Wu	42200 Calle Barbona	Temecula	CA	92592
South Coast Winery ,Inc	34843 Rancho California Rd	Temecula	CA	92591
Stacy Carter	32696 Cottonwood Rd	Winchester	CA	92596
Stepahnie Wilson	40430 Parado Del Sol	Temecula	CA	92592
Stepano Y Chun and Nancy D Chun	39570 Colleen Way	Temecula	CA	92592
Stephanie Oswald	40460 Via Gamay Way	Temecula	CA	92591



Stephen Clayton	39444 Calle Portillo	Temecula	CA	92592
Stephen Shedd	41622 Calle Vaquero	Temecula	CA	92592
Stephen Shedd	36496 Indian Knoll Road	Temecula	CA	92592
Stephen Shedd	42325 Casa Verde	Temecula	CA	92592
Steve and Nichole Burke	36651 Avenida Verde	Temecula	CA	92592
Steve Bush	41233 Chaparral Dr	Temecula	CA	92592
Steve Chapin	36084 Summitville St	Temecula	CA	92592
Steve Jarvis	39075 Calle Breve	Temecula	CA	92592
Steve McEachern	35450 Calle Nopal	Temecula	CA	92592
Steven Johnson	35251 Calle Campo	Temecula	CA	92592
Steven Quintero	39013 Paso Robles	Temecula	CA	92592
Summer Gordinier	39845 Berenda Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	39800 Berenda Rd	Temecula	CA	92591
Sunny Days Vacation Rentals	36310 Enterprise Ct	Temecula	CA	92592
Sunny Days Vacation Rentals	32789 Avenida Lestonnac	Temecula	CA	92592
Sunny Days Vacation Rentals	36945 Mesa Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	35140 Linda Rosea Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	40205 Meng Asbury Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	41205 Anza Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	39450 Colleen Wy	Temecula	CA	92592
Sunny Days Vacation Rentals	32608 Juniper Berry Dr	Winchester	CA	92596
Sunny Days Vacation Rentals	32506 Caden Ct	Winchester	CA	92596
Sunny Days Vacation Rentals	38680 Mesa Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	40005 Camino Del Vino	Temecula	CA	92592
Sunny Days Vacation Rentals	40420 Calle Cancion	Temecula	CA	92592
Sunny Days Vacation Rentals	37251 Glenoaks	Temecula	CA	92592
Sunny Days Vacation Rentals	39201 Andros St	Temecula	CA	92592
Sunny Days Vacation Rentals	36370 Fino Vista Ln	Temecula	CA	92592
Sunny Days Vacation Rentals	35315 Linda Rosea Rd	Temecula	CA	92592
Sunny Days Vacation Rentals	38025 Camino Sierra Rd	TEMECULA	CA	92592
Susan Estay	39625 Calle Cabernet	Temecula	CA	92591
Tammy Box	39689 Granja Ct	Temecula	CA	92591
Tania Reuben	38250 Pratt Rd	Temecula	CA	92592
Ted and Lynette Kristensen	40195 Chaparral Dr	Temecula	CA	92592
Temecula Wine Country Villas LLC	38690 Chaparral Dr	Temecula	CA	92592
Temyo LLC	35530 Pauba Rd	Temecula	CA	92592
Teresa H Suarez	36776 Rancho Kiel Rd	Winchester	CA	92596
Terin Glaser	39980 Via Fernando	Temecula	CA	92592
The Arena	38098 Via Estado	Temecula	CA	92592
The Cottage Haven	35260 Pauba Rd	Temecula	CA	92592
The Vintages at Galway Downs	38801 Los Corralitos Road	Temecula	CA	92592
Thomas and Alexandra DeCarlo	35025 Linda Rosea Rd	Temecula	CA	92592
Thomas and Tammy Velarde	36078 Vassar Dr	Winchester	CA	92596
Thomas Cramer	40970 Anza Rd	Temecula	CA	92590
Thomas P Roe & Associates	33300 Madera De Playa Dr.	Temecula	CA	92592



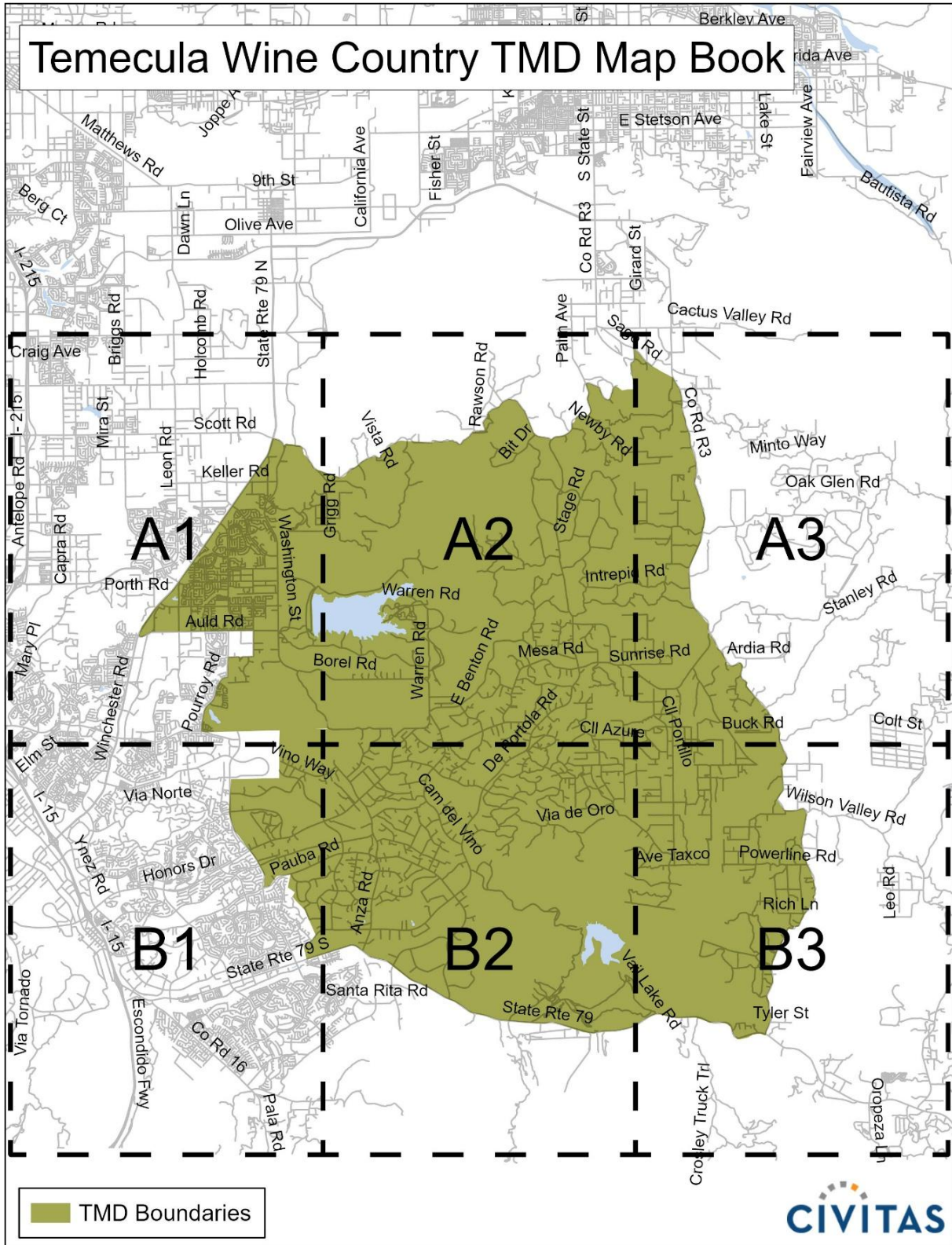
Thomas Pham	39535 Spanish Oaks Dr	Temecula	CA	92592
Thomas Roe	33302 Madera de Playa	Temecula	CA	92592
Thomas Sweet	41685 Anza Rd	Temecula	CA	92592
Tiana Hallett	37975 De Portola Rd	Temecula	CA	92592
Tiera Williams	34048 Burcham Ln	Temecula	CA	92596
Todd Potter	33560 Linda Rosea Rd	Temecula	CA	92592
Tre Sorelle Properties Llc	41100 Avenida Biona	Temecula	CA	92591
Trini-Haiu Mai	37450 Downey Rd	Temecula	CA	92592
Troy And Kristen Gaston, Owners	36880 E Benton Rd	Temecula	CA	92592
TVL Property Mgmt/Stephanie Bosich	38325 De Portola	Temecula	CA	92592
Twc Villas, Llc (3 Properties)	39625 Anza Rd	Temecula	CA	92591
Twistsed Tendril Vineyard LLC	39788 Calle Contento	Temecula	CA	92589
Ursela Cherie Hill	31967 Crecy Dr	Winchester	CA	92596
Vacasa LLC/ Taylor Poole	37670 Remuda Dr	Temecula	CA	92592
Vacasa Seasonals, Inc. (4 Properties)	36275 Glenoaks Rd	Temecula	CA	92592
VACASA, LLC (2 Properties)	36822 Blanc Ct	Temecula	CA	92596
Valerie Gong	40120 Calle Breve	Temecula	CA	92592
Valerie Urena	38150 De Portola Road	Temecula	CA	92592
Vanessa Chertkow	42250 Cee Cee Rd	Temecula	CA	92592
Vanessa Montgomery	37900 Rio Rd	Temecula	CA	92592
Velvet Brown	43050 De Portola Rd	Temecula	CA	92592
Villa De La Vine	41725 Avenida Ortega	Temecula	CA	92592
Villa De Leone Llc	41241 Via Anita	Temecula	CA	92592
Villa Magnifica	39575 Avenida Ascencion	Temecula	CA	92592
Vineyard House	36850 Avenida Verde	Temecula	CA	92592
Vinh Lieu, Arnold Yap, Quy Lieu	36409 Linda Rosea Rd	Temecula	CA	92592
Vintner's Village Glen Oaks LLC	39241 Corte Venture	Temecula	CA	92592
Vision In the Vineyards	37980 Avenida Bravuda	Temecula	CA	92592
VRTM Partnership DBA SeaBreeze Vacation	39779 Avenida Brisa	Temecula	CA	92592
Wai Ching (Anne) Shilon	36005 Glenoaks Rd	Temecula	CA	92592
Walter Richards	41810 Calle Cerro	Temecula	CA	92592
Wayne and Coleen Burgess	39980 Pampero Way	Temecula	CA	92592
Welty Villas, Llc	39700 Aladdin Circle	Temecula	CA	92591
William Heath	35164 Tavel St	Winchester	CA	92596
Wine Country Enterprises, Llc	41830 Billy Joe Ln	Temecula	CA	92592
Wyatt Dursteler	41264 Los Amantes	Temecula	CA	92592
Xiaoping yang	36245 Simmitville St	Temecula	CA	92592
Xiaoshu Deboer	39870 Anza Rd	Temecula	CA	92591
Ya Ming Jin	38388 Rock Creek Cir	Temecula	CA	92592
Ying Sheng	39545 Via De Oro	Temecula	CA	92592
Yingwei Hou	37780 Villa Balboa	Temecula	CA	92592
Yuan Yuan Wang	34083 Vino Way	Temecula	CA	92591
Yusi Chen	39605 Chaparral Dr	Temecula	CA	92592
Yvonne Murawski	39111 Chaparral Dr	Temecula	CA	92592
Yvonne Urquiza & Erika Avila	41653 Lawson Cir	Temecula	CA	92595



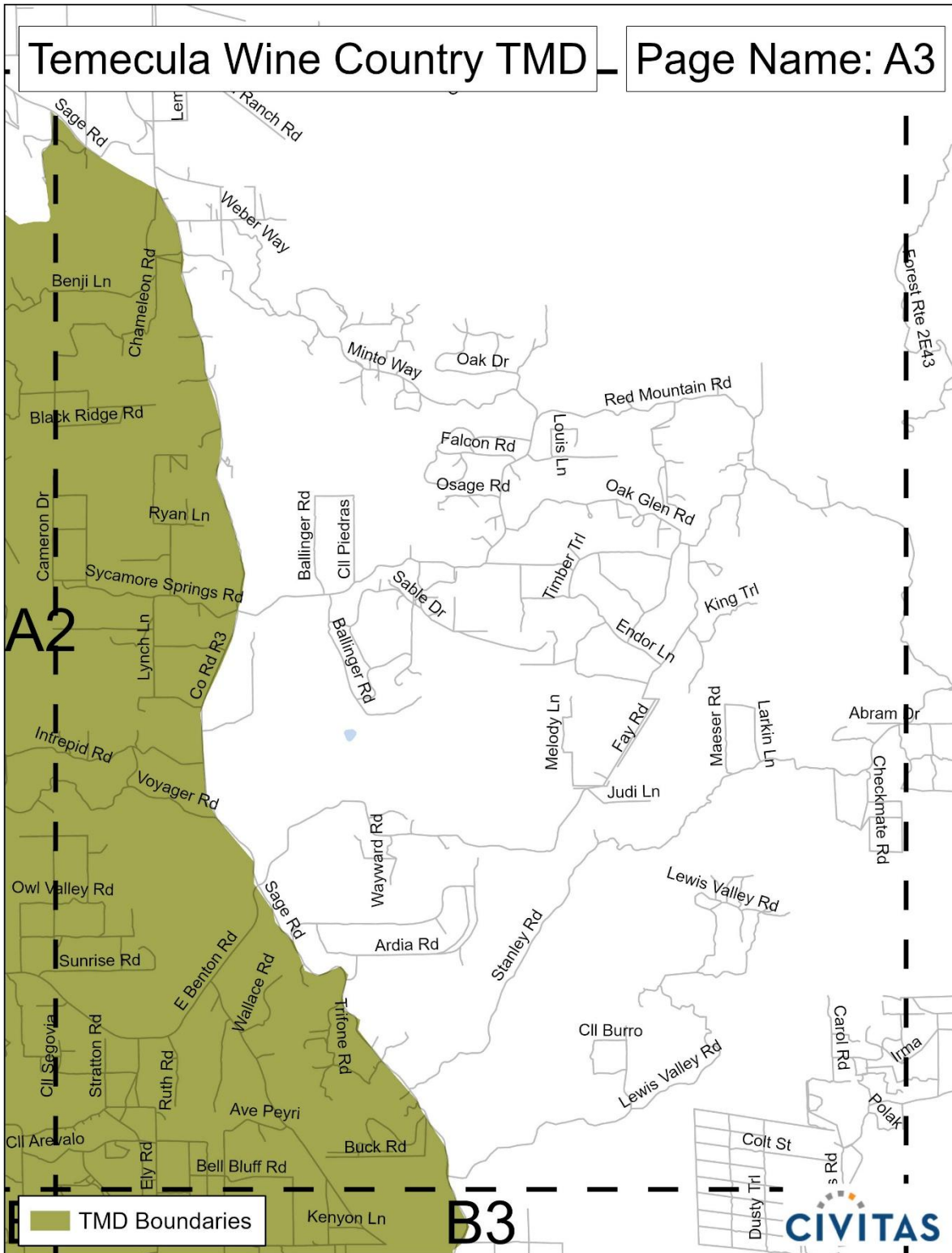
Zachary & Laura Elliott	38491 E Benton Rd	Temecula	CA	92592
Zachary Joseph Lowery	35019 Corte De Oro	Winchester	CA	92593
Zhiyong Wang	41615 Rowland Ct	Temecula	CA	92592
Zin Estate	41965 Mesa Verdugo	Temecula	CA	92592
Business Owner	34295 Linda Rosea Road	Temecula	CA	92590
Business Owner	41540 Avenida Rancho Vista	Temecula	CA	92592
Business Owner	41480 Valencia Way	Temecula	CA	92592
Business Owner	34351 Calle Vista	Temecula	CA	92592
Business Owner	37125 Delgado Way	Temecula	CA	92592
Business Owner	40885 Via Champagne	Temecula	CA	92592
Business Owner	38408 Mesa Rd	Temecula	CA	92592
Business Owner	41211 Via Europa	Temecula	CA	92591
Business Owner	36130 Meadow Ridge	Temecula	CA	92592
Business Owner	34290 Calle Vista	Temecula	CA	92592
Business Owner	40585 Gregg Way	Temecula	CA	92592
Business Owner	39155 Calle Anita	Temecula	CA	92592
Business Owner	39779 Avenida Brisa	Temecula	CA	92592
Business Owner	36575 Calle Puerta Bonita	Temecula	CA	92592
Business Owner	38408 Mesa Rd	Temecula	CA	92592
Business Owner	41208 Parado Del Sol	Temecula	CA	92592
Business Owner	37251 Glenoaks	Temecula	CA	92592
Business Owner	35315 Linda Rosea Rd	Temecula	CA	92592
Business Owner	40420 Calle Cancion	Temecula	CA	92592
Business Owner	37251 Glenoaks	Temecula	CA	92592
Business Owner	42325 Casa Verde	Temecula	CA	92592
Business Owner	39755 Colt Rd	Temecula	CA	92592
Business Owner	38975 Vista Dawn	Temecula	CA	92592
Business Owner	40766 Calle Cancion	Temecula	CA	92592
Business Owner	42327 Casa Verde (Guest house)	Temecula	CA	92592
Business Owner	42325 Casa Verde (Main House)	Temecula	CA	92592
Business Owner	39075 Calle Breve	Temecula	CA	92592
Business Owner	37670 Remuda Dr	Temecula	CA	92592
Business Owner	34395 De Portola Rd	Temecula	CA	92592

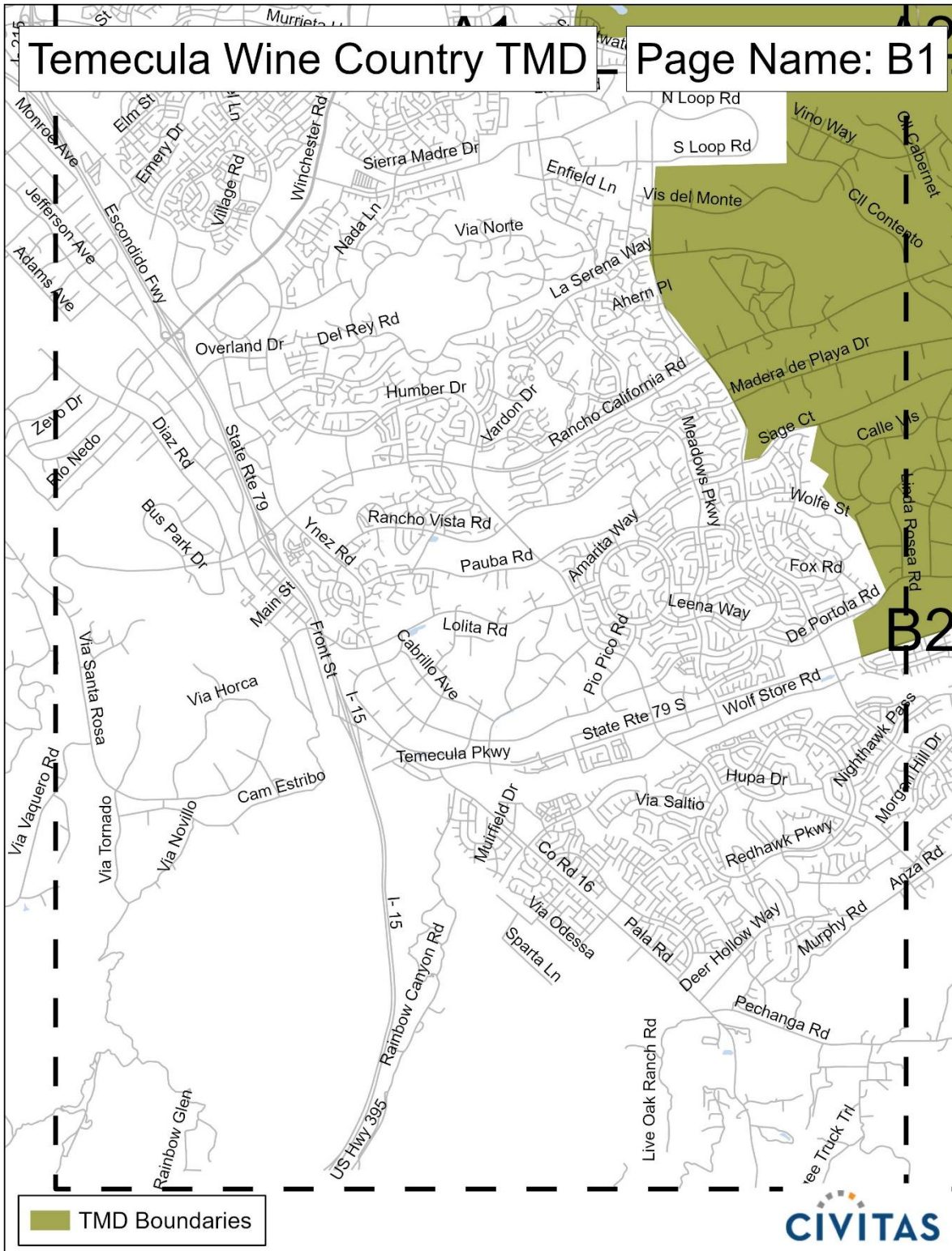
Jurisdiction list as of January 2026

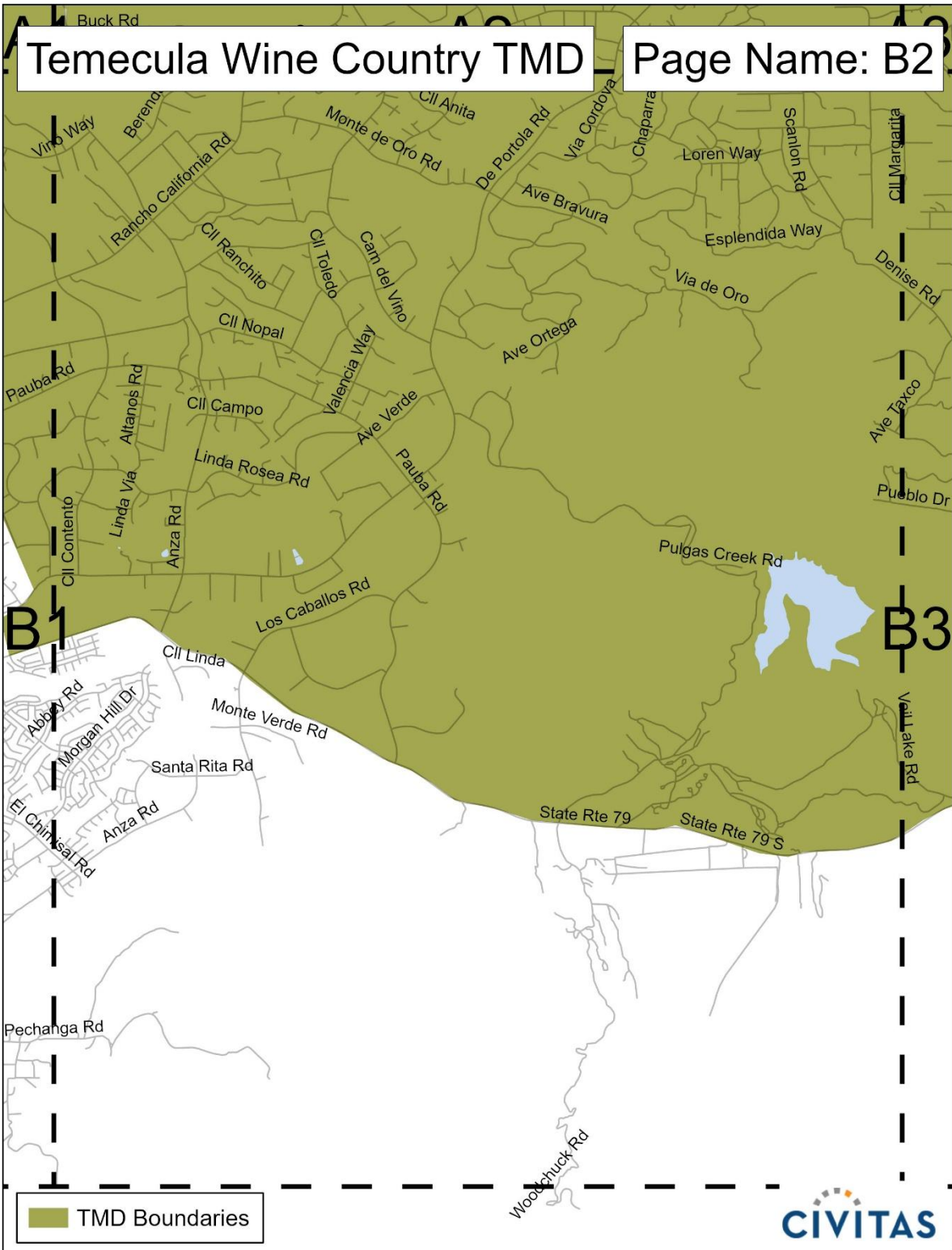
APPENDIX 3 – MAP BOOK

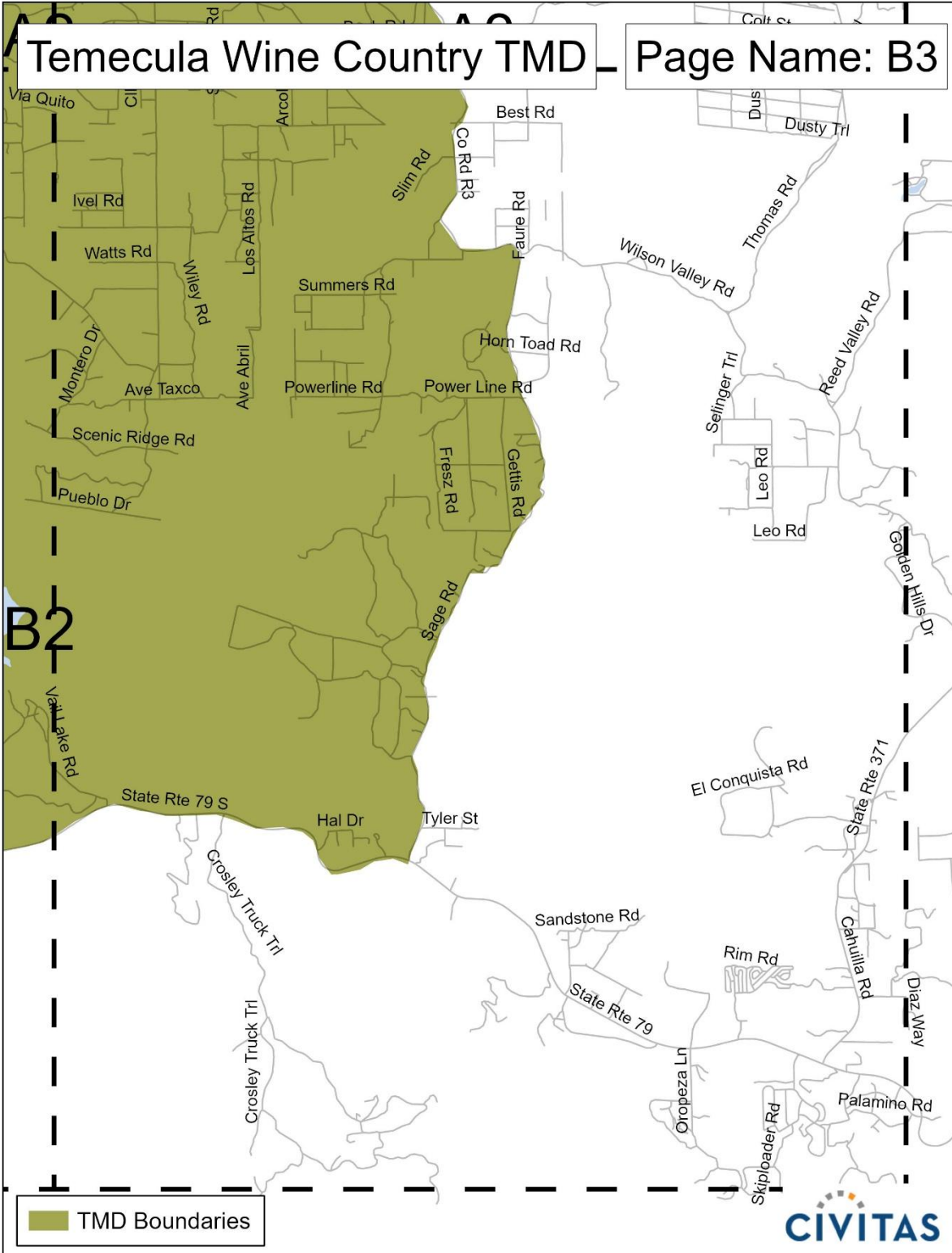












Flores, Kate

From: Acquia Mail
Sent: Friday, June 19, 2026 5:03 PM
To: greed@civitasadvisors.com
Cc: Clerk of the Board
Subject: Request to Speak Web Submission



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 20260623**. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am with the phone number you provided in the form so you can be identified during the meeting.

Submitted on June 19, 2026

Submitted values are:

First Name

Gina

Last Name

Reed

Phone

(951) 285-1461

Email

greed@civitasadvisors.com

Agenda Date

06/23/2026

Agenda Item # or Public Comment

3.36

State your position below

Support

Do you need a Spanish translator?

No

Comments

I do NOT wish to speak on this item. I am a consultant assisting Visit Temecula Valley (who is in attendance in person) on the renewal of the Tourism Marketing District. I am available to answer any questions you may have. Thanks, Gina Reed w/ Civitas