

DOWNTOWN ECONOMIC VITALITY AUTHORITIES

Outline of Proposed Legislation

Downtown Economic Vitality Authority (DEVA) Summary

- Proposed by the California Downtown Association
- Creates a framework in State law for Cities to follow
- Charter Cities may have much of the authority now
- DEVAs are:
 - ▣ Independent public agencies
 - ▣ Formed voluntarily
 - ▣ Funds will finance and support downtown improvements
 - ▣ Based upon similar downtown-focused revitalization legislation used widely throughout the nation
- Not unlike the Property and Business Improvement District Law of 1994



DEVA Overview



- ❑ Create new type of district
- ❑ Voluntary formation (establishment is at the City Council's discretion)
- ❑ Must be within the City's or County's downtown or central core
- ❑ Limited number:
 - ❑ Population < 300,000 = 1 DEVA
 - ❑ Population > 300,000 = Up to 3
- ❑ Governance:
 - ❑ Board of Directors (appointed by the City Council)
 - ❑ Majority of the Directors will be residents or property owners within the DEVA

DEVA Overview



- ❑ May issue bonds
- ❑ Will not have the power of eminent domain
- ❑ Subject to the Brown Act and Public Records Act
- ❑ Formation process includes:
 - ✓ Public Hearing and Ordinance Adoption
 - ✓ Downtown Economic Vitality Plan

DEVA Funding

□ Funding Sources:

- Limited property tax increment financing
- May utilize sales tax increment financing
- A City may dedicate all or any portion of the property tax or sales tax increment due to the City
- May utilize funding from PBIDs

□ Funding limitations:

- **No impact on state budget**
- Cannot use property or sales tax increment funds distributed to the State or other public agencies



DEVA Services

Capitol Improvements:

- Streetlights
- Benches
- Trash receptacles
- Art installations
- Signage



- Business Recruitment & Technical Assistance
- Market Research & Data Collection
- Sponsorship & Partnership Building
- Urban & Transportation Planning
- Program Development & Execution
- Beautification & Greening
- Marketing & Public Relations
- Capital Improvement Maintenance

Any Questions?



John Lambeth, Chair

jlambeth@civitasadvisors.com

1-800-999-7781