



March 3, 2022

Walnut Creek Downtown Members,

As a member of [Walnut Creek Downtown](#) (WCD), your membership fees support WCD's work to increase the visibility and vitality of the downtown and its business community. WCD is made up of two business improvement districts, the Business Improvement District (BID) and South Business Improvement District (SBID) which were established in 2005 and 2010 respectively. The Business Improvement Districts (BID/SBID) encompass a boundary area from Mt. Diablo Blvd to the South and Cole Ave. to the North, and includes streets from the East and West from Broadway to California Blvd.

Business Improvement Districts are a stable funding source for business owners working together to improve their downtown area or commercial corridor. WCD members are assessed based on the square footage of their business. WCD acts as an advocate on behalf of the downtown business community, most recently as a partner of the Rebound program; undertakes aesthetic and environmental enhancement projects; sponsors marketing efforts; and special events such as Walnut Creek First Wednesdays, Uncorked, Oktoberfest and Walnut Creek on Ice, to name a few.

As WCD's advisory board, the Board of Directors has approved a 10% assessment fee increase for fiscal year 2022-23. The Board reviewed the current cost of living increases since the last fee increase in 2019 (8.8%) and rounded up to 10% due to expanded services provided during the pandemic. In addition, the increased budget will allow WCD to provide improved services and activities.

The annual assessment increase ranges from \$17 to \$1200 per business; the majority of the businesses would experience an increase of \$17-\$30/annually. Subsequently, the Board recommends that an annual 2-3% increase is automatically assessed for each year following. The current assessment rates and the proposed modified assessment rates are illustrated in the attached document.

Next steps will include a series of public hearings at upcoming City Council meetings (March 15, April 19, May 3). Information about attending the City Council meetings can be found on the City's [website](#). Further information will be provided to WCD members as the modification process progresses via email.

We are available for any questions and appreciate your support of Walnut Creek Downtown.

Sincerely,

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