



Forming Wine Marketing Districts

Under the Property and Business Improvement District Law of 1994, the Wine Marketing District formation process can be divided into seven steps.

- 1. Creation of Formation Resources**
 - Identify Steering Committee members
 - Obtain information needed for database
- 2. Owner Outreach and Education**
 - Educate business owners about Wine Marketing Districts via handouts and meetings
 - Obtain input and support from business owners
 - Hold focus groups and circulate surveys as needed
- 3. District Plan Development**
 - Identify district boundaries and included businesses
 - Identify benefit zones, if needed
 - Determine services to be provided by the district
 - Determine assessment rate and budget
 - Determine governance structure
 - Draft and review district plan
- 4. Petition Drive**
 - Prepare, distribute and collect petitions for formation
 - Submit petitions from owners who will pay 50% or more of the assessment to the City Council or Board of Supervisors
- 5. Initial Hearing**
 - Prepare Resolution of Intention
 - Prepare Notice of Public Meeting/Hearing
 - Resolution of Intention hearing
 - Mail notice to all owners
- 6. Public Meeting**
 - Public meeting held by City Council/Board of Supervisors
- 7. Public Hearing**
 - City Council/Board of Supervisors considers any protests presented
 - If there is no majority protest, the City Council/Board of Supervisors can adopt Resolution of Formation