

Miranda Bacon

From: BEHLMER TOM <[REDACTED]>
Sent: Tuesday, September 19, 2023 1:30 PM
To: Public Comments
Subject: Voice Mail (23 seconds)
Attachments: audio.mp3

Hello, my name is Tom Bellmer. I live at 12448 Old Mine Rd. in Grass Valley. I support the tax to increase Fire Protection services. I think it's penny wise and pound foolish not to have it if that if we are indeed a deficient in Fire Protection. Thank you.

You received a voice mail from [BEHLMER TOM](#).

Thank you for using Transcription! If you don't see a transcript above, it's because the audio quality was not clear enough to transcribe.

[Set Up Voice Mail](#)

To: Grass Valley City Council
From : Mesa Management
Re: City Council Meeting September 26, 2023 – Public Hearing # 4 – Fire & Vegetative Management Tax
Subj: Opposition to Tax Increase, Recommend Alternatives
Via Email: Sent to public@cityofgrassvalley.com

City Council Members,

Mesa Management owns and operates McKnight Crossing, and we are currently investing millions to modernize the center, bring in new and exciting tenants, creating gathering spaces as a place we can all be proud of.

First off, we wanted to recognize, appreciate and let City Council know your Staff has been great to work with.

Opposition to Additional Tax:

We agree that Fire and Life Safety are very important for Grass Valley. We have been designing the center using “Fire and Crime Prevention Through Environmental Design” techniques to mitigate fire issues and seeking to reduce opportunities for crime, loitering and encampments. We have been working with GVPD & GCFD.

We oppose a Tax increase that would be an increased burden on our customers and tenants. Currently, the impacts of the rapid rise of inflation are being felt by all. Grass Valley would have the highest Tax Rate in the region, (See table), and an increase in the Sales tax could have detrimental effect on the success our Center has had in changing residents shopping behaviors from driving to other communities for their needs by shopping locally.

We are concerned a New Tax will make Grass Valley uncompetitive. It is called Retail Shrinkage.

Anticipated Incremental Retail Sales Tax from McKnight Crossing:

As you are aware, HdL provides the City a Quarterly Tax report indicated \$6.9 million in anticipated Tax Revenue Q1. What is on the report, are top 25 Tax Generating entities. What is not on the report is Target, and a diminished contribution of the Center during a heavy construction phase. Target did not open until March 28.

What will the McKnight Crossing Sales contribution be going forward?

The average Target generates \$56m in annual sales. Even if we estimate GV Target will generate half that, the Tax Revenue contribution would be \$2.5 m alone. Call it an even \$3m from the Center would likely be a significant an incremental Tax Revenue Generation that can be allocated for Fire Resiliency & Vegetation Management.

Thank you for your service, all that you do for our community and for reviewing our concerns.



Josh Recalde-Martinez
Legislative Affairs - Mesa Management

TABLE OF REGIONAL TAX RATES

Grass Valley Now	8.5%	Penn Valley	7.5%
Grass Valley Proposed	7.25%	Truckee	8.25%
Auburn	7.25%	Nevada City	8.38%
Roseville	7.75%		

Source: Sales-Taxes.com/CA