

# Community Center Complex Town Hall

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Saturday, August 8, 2020

10:00am – 11:00am





# Meeting Overview

1. City Team Introductions
2. Project Overview
3. Projected Cost
4. Funding Sources
5. Timeline
6. Adjourn and Next Steps



# Ground Rules

- Please stay on mute unless you are speaking
- If possible, use your zoom symbols (raise hand, applause etc. to interact)
- Use chat option for questions
- If possible, turn on your camera to fully participate



# City Team



**Maria Orozco,**  
Mayor of Gonzales



**Rene Mendez,**  
City Manager



**Patrick Dobbins**  
Public Works Director,  
City Engineer



**Carmen Gil,**  
Director of Community  
Engagement & Partnerships



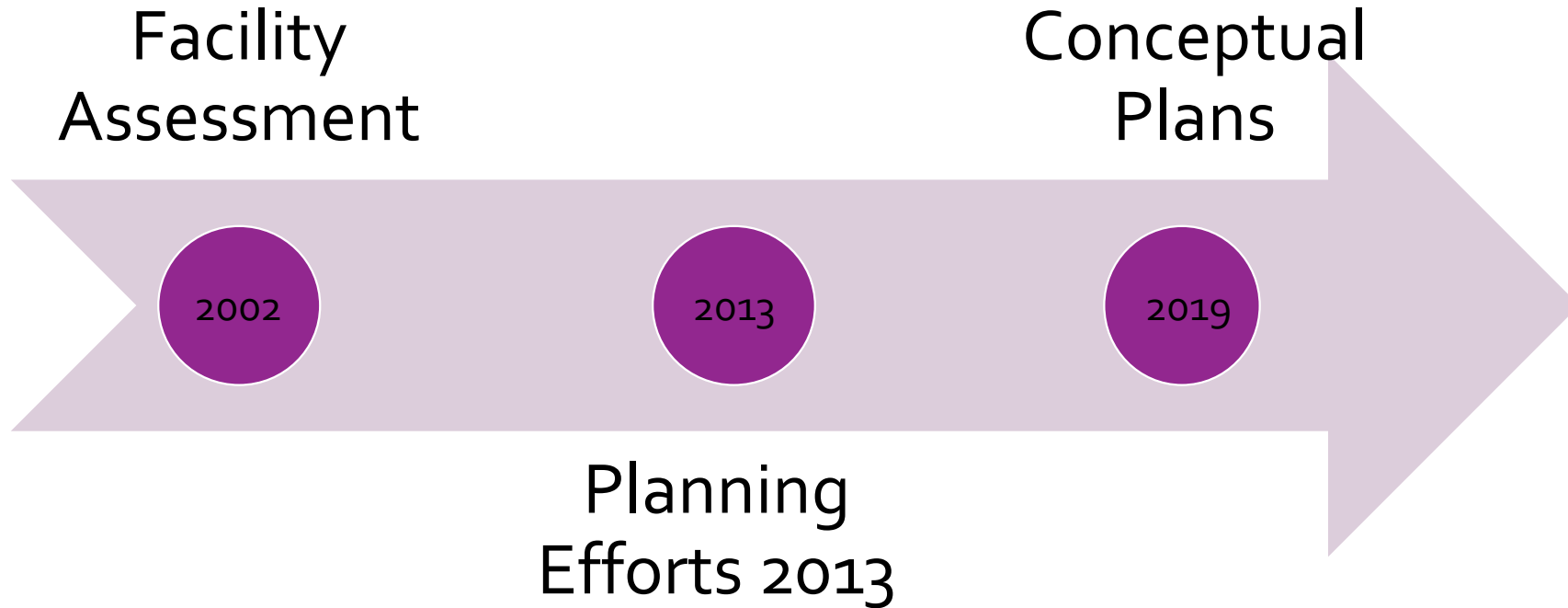
**Luis Vargas,**  
Principal/CFO,  
In Studio Architecture



# Gabilan Court / Fifth Street Site



# Efforts to Date





# Public Question

What would the community center be used for?

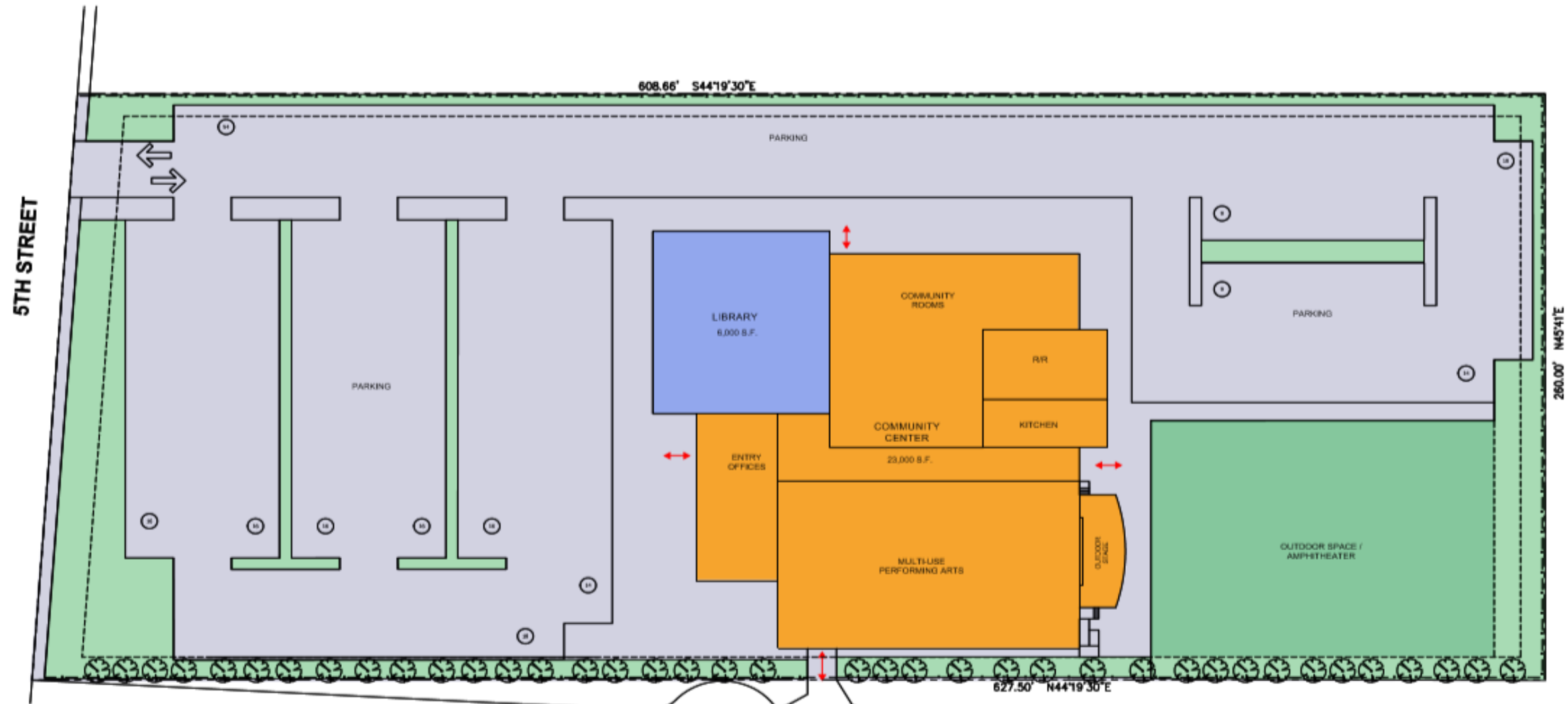


# Possible Uses & Programs

- Community Meetings and Events
- Relocate Library
- Recreation and Fitness Programs
- Outdoor activities
- Performing Arts Center
- Farmers Markets
- Senior and Youth Programs
- Teen Innovation
- Community Festivals
- Community Services
- Etc...





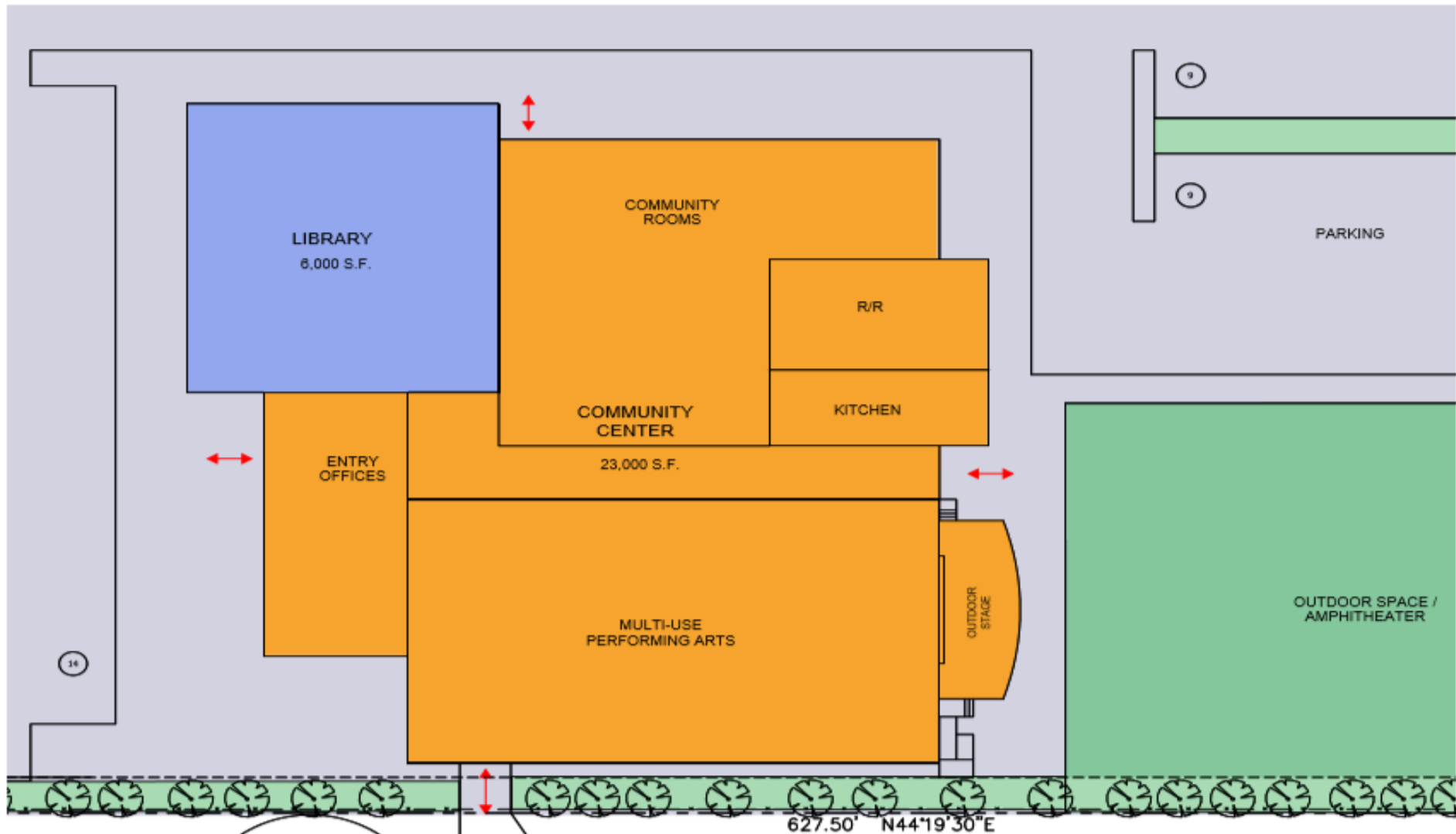


**LEGEND**

- COMMUNITY CENTER
- LIBRARY (PHASE 2)  
(LANDSCAPE AREA PHASE 1)
- LANDSCAPE AREA
- PAVED AREA
- (E) FENCE
- PROPERTY LINE
- ACCESS POINT, ENTRY

**PARKING**  
PROVIDED: 210 SPACES





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APPROX. 23,000 S.F.  
CONCEPTUAL SITE PLAN

1





# Public Question

- How would this project impact traffic congestion of Fifth Street?
- Will traffic plans be reworked to address traffic?



# Projected Cost

- Estimated Cost = \$20 million (2019)
- Potential Funding
  - Local Sales Tax Measure
    - \* 1/2 a percent
    - \* General Tax (50 % + 1)
  - Capital Campaign
  - Donations
  - Grants





# Tax Rate Comparison

| City / County                         | Tax Rate % |
|---------------------------------------|------------|
| Greenfield                            | 9.50       |
| Salinas                               | 9.25       |
| Seaside                               | 9.25       |
| Marina                                | 9.25       |
| Del Rey Oaks                          | 9.25       |
| Soledad                               | 8.75       |
| Sand City                             | 8.75       |
| Monterey                              | 8.75       |
| Carmel-by-the-Sea                     | 8.75       |
| King City                             | 8.75       |
| Gonzales                              | 8.25       |
| Monterey County (unincorporated area) | 7.75       |



# Tax Example

The Fundamental Benefit of the TUT rate is that if imposed by a Community, **100% of the revenue** generated goes to the Community if the goods and/or merchandise is delivered to the Community that you live in. For example:

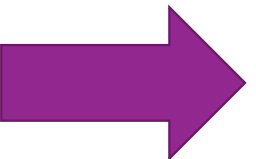
- If you go to Home Depot and buy lumber for a major project and/or major appliances that are delivered to Gonzales
- If you buy appliances, TVs, etc., that are delivered to Gonzales
- Internet purchases delivered to your home address



# Tax Example (cont.)



**BUY A CAR**  
**\$20,000**

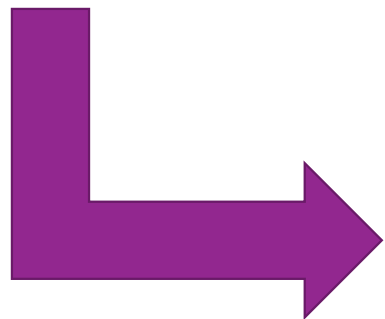


**Gonzales Tax @ 8.25%**  
**\$1,650**



**Board of Equalization**

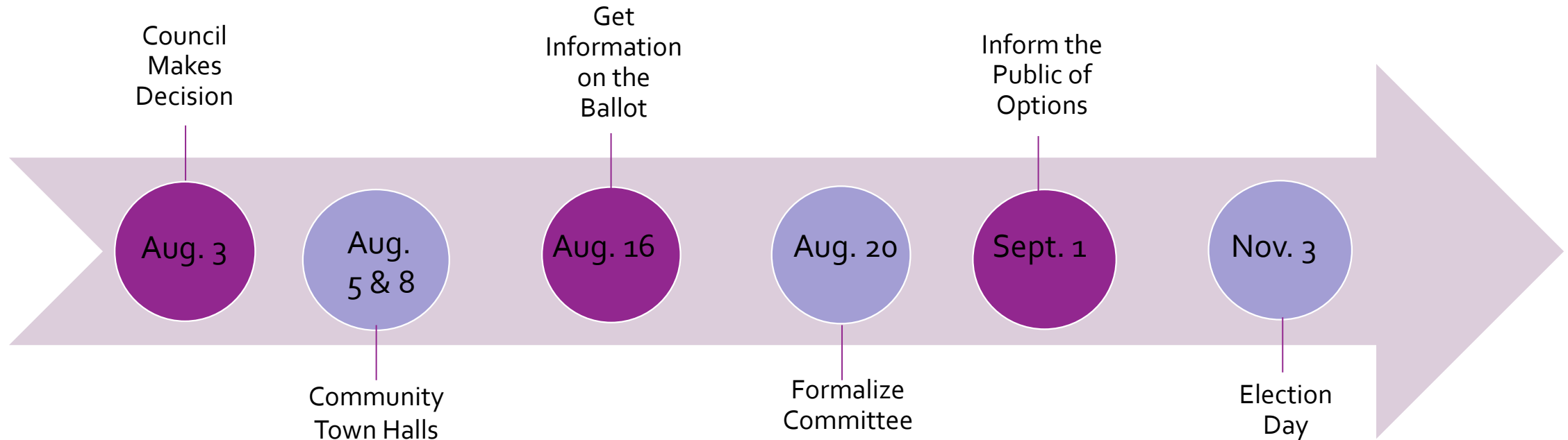
**Gonzales gets half percent = 0.5%**



|                            |
|----------------------------|
| <b>Gonzales gets \$200</b> |
| <b>CA State</b>            |



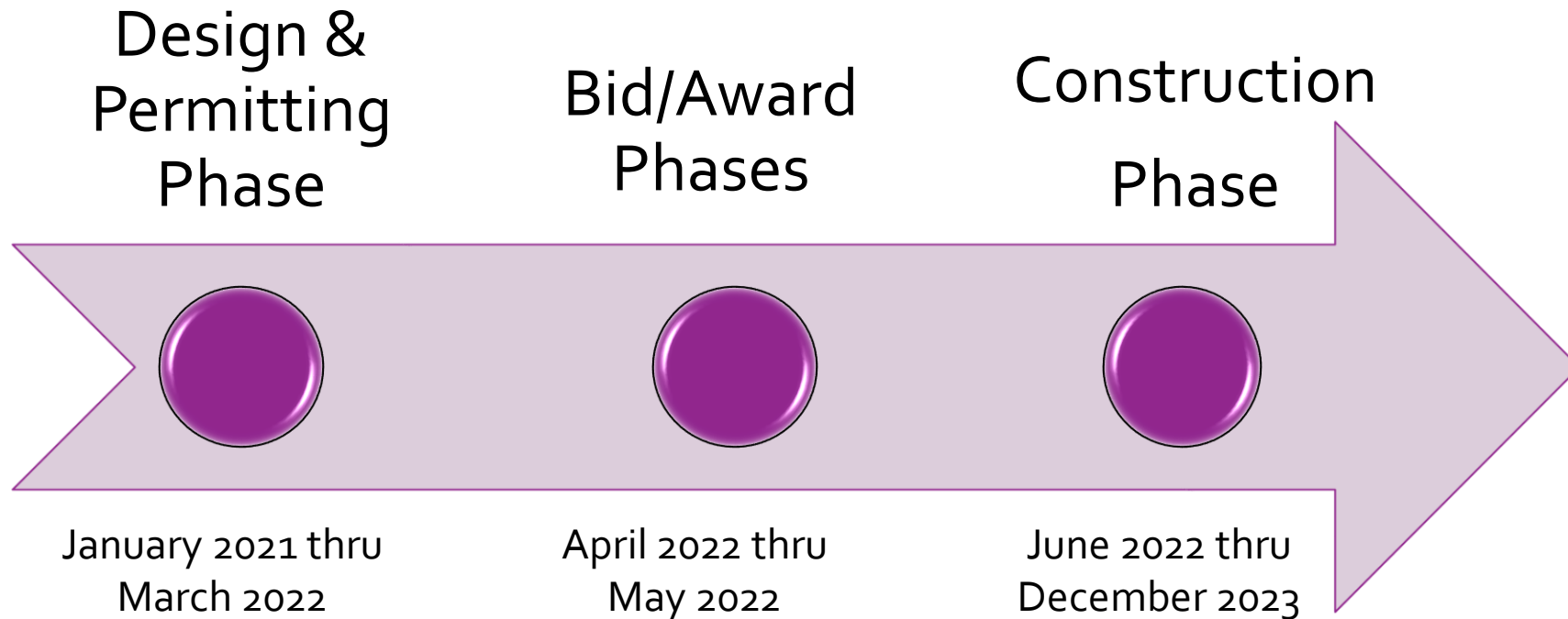
# Tax Measure Timeline







# Construction Timeline





# Public Question

How can we make sure that the Gabilan Court Property is designated for public recreation purposes?



# Public Question

How can we encourage the Gonzales community's support for a sales tax towards the community center?

# Next Steps For Tax Measure



- Talk to Your Neighbors and Friends about the Measure
- Make Sure that Everyone is Registered to Vote
- Visit the City Website for More Information at <https://gonzalesca.gov/engaged-community/proposed-community-center-project>
- Let Us Know if There Are Other Groups We Should Be Talking to About the Effort

# Next Steps for the Community Center

Inform the Community  
about the Project

Putting Up a Sign at the  
Location: "Future Site of  
Gonzales Community  
Center Complex"

Continue Engaging with  
Community for  
Feedback





# Questions



Contact us at [public.input@ci.Gonzales.ca.us](mailto:public.input@ci.Gonzales.ca.us)



*Thank  
you*

