



## Memorandum

**To:** County of Sonoma  
Christel Querijero, Deputy County Administrator

**From:** Kosmont Companies  
Joseph Dieguez, Senior Vice President  
Fernando Sanchez, Vice President

**Date:** September 5, 2025

**RE:** Fiscal Impact Analysis for Potential Unincorporated West Sonoma County  
Enhanced Infrastructure Financing District (EIFD)

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### I. BACKGROUND

As part of consideration by the County of Sonoma (“County”) to establish an Enhanced Infrastructure Financing District (“EIFD”) in unincorporated County jurisdiction in the Fifth Supervisorial District (“West County”), the County has directed Kosmont Companies (“Kosmont”) to prepare a Fiscal Impact Analysis (“Analysis”) to evaluate the potential impacts of EIFD implementation on the County General Fund.

Kosmont has reviewed draft Analysis assumptions, methodology, and findings with County staff, and this Memorandum summarizes key findings. If the County desires to proceed with EIFD formation, the next step would be consideration by the Board of Supervisors of a Resolution of Intention to form the West County EIFD.

### II. KEY FINDINGS

The Analysis considers a draft West County EIFD boundary that encompasses the primary population centers in unincorporated West County, such as Guerneville, Forestville, Graton, Sea Ranch, and other communities in a non-contiguous fashion, totaling approximately 15,700 in population over approximately 53,000 acres. The area includes approximately \$4.0 billion in existing assessed value, or approximately 3.5% of the total existing assessed value within the County.

The Analysis considered multiple alternative levels of future property tax increment allocation from the County General Fund share of the property tax general levy, ranging from 15% to 35% of the County’s share of property tax increment.

In summary, the Analysis finds that an allocation percentage of **20% to 25%** of the County’s share of property tax (not including property tax in lieu of motor vehicle license fees) can support a positive impact on the County General Fund on the order of \$26 million over a 50-year district lifetime. The net positive impact is largely predicated on the ability to catalyze revenue-generating land uses within

the EIFD boundary, such as hospitality investment, which generates transient occupancy tax (“TOT”) for the County.

The Analysis illustrates that allocations of property tax increment greater than 25% would represent a relatively high level of General Fund risk exposure, while allocations less than 20% yield an EIFD funding capacity that may not be material enough) to fund meaningful infrastructure improvements (e.g., less than \$5 million in funding capacity within 5-10 years after district formation) and warrant the administrative cost involved in forming and administering a new financing vehicle in the EIFD.

It is important to note that the Analysis is based on many assumptions, and in Kosmont’s review of the Analysis in detail with County staff, it was useful to note some of the key assumptions that can materially affect the key conclusions:

- a) Long term average escalation of General Fund revenue and expenditure line items is assumed to be 3.0% in the baseline Analysis. In reality, annual growth rates for both revenues and expenditures are expected to vary over time, and the relative growth rates of revenues versus expenditures will largely dictate the overall net fiscal impacts on an annual basis (in line with broader General Fund budget trends).
- b) The Analysis makes conservative assumptions on new development based on actual private sector proposals and interest as of July 2025 (e.g., GuerneWood Resort / The Lodge on Russian River, Freestone Tavern, hardware store, mobile home park, Little Bohemian Hotel), rather than speculating based on zoning and land use guidance over the longer term. Given the nature of private sector underwriting and development pro forma financial feasibility, it is difficult for this Analysis to precisely define the “baseline” level of development (i.e., what development will occur anyway without the EIFD in place) versus an EIFD-catalyzed development scenario in West County. In any case, if a West County EIFD is ultimately implemented, Kosmont would suggest updating the Analysis throughout the district formation process as new information becomes available, and even beyond district formation, as part of the required annual review of the EIFD Infrastructure Financing Plan.
- c) Aside from property tax and sales tax from new development, hotel TOT is a major potential revenue source for the County General Fund. Over 90% of the positive net fiscal impact for the County General Fund is attributable to TOT revenue from potential future hospitality development. To the extent hospitality projects such as GuerneWood Resort / The Lodge on Russian River, and/or other hotels can be supported or catalyzed or accelerated via infrastructure investment using the EIFD, this would improve the positive impact to the General Fund.
- d) If EIFD funding is targeted for eligible infrastructure improvements that catalyze new private sector investments that would otherwise not occur at all or as quickly *without* the infrastructure improvements, the EIFD would improve the General Fund “return on investment”. The Analysis thus suggests that the EIFD Infrastructure Financing Plan should prioritize such catalytic infrastructure investments from a fiscal impact perspective.



## II. POTENTIAL NEXT STEPS

If the County determines to proceed with EIFD formation, the next step would be consideration by the Board of Supervisors of a Resolution of Intention to form the West County EIFD. The EIFD formation process would include the preparation of an Infrastructure Financing Plan, which includes the Analysis as a key component. Kosmont would suggest that the Analysis be revisited and updated throughout the EIFD formation process, which typically occurs over a period of approximately six to nine months, inclusive of the required public meetings and hearings.

If the County seeks establishment of fiscal year 2025-2026 as the EIFD base year, the goal would be to complete formation by August 2026. A potential formation timeline is included below for illustrative purposes:

Date	Tasks
<b>October 2025</b>	a) Board of Supervisors consider a Resolution of Intention (ROI) and formally establishes Public Financing Authority (PFA) entity
<b>Nov 2025 – Jan 2026</b>	b) Procurement of necessary consultants for EIFD formation c) Appointment of three (3) Supervisors and two (2) members of the public to the PFA
<b>February 2026</b>	d) PFA meets to direct the drafting of the Infrastructure Financing Plan (IFP)
<b>March 2026</b>	e) Distribution of the draft IFP to property owners, residents, affected taxing entities, Board of Supervisors
<b>April 2026</b>	f) Preview of draft IFP with Board of Supervisors
<b>May 2026</b>	g) PFA holds an initial public meeting to present the draft IFP to residents, property owners, general public (no action taken)
<b>June 2026</b>	h) Board of Supervisors considers a resolution approving IFP and County allocation of property tax increment to EIFD
<b>July 2026</b>	i) PFA holds first public hearing to hear additional comments and take action to modify or reject IFP
<b>August 2026</b>	j) PFA holds second public hearing to consider oral and written protests and take action to terminate proceedings or adopt IFP and form the EIFD by resolution

Following EIFD formation, it would be expected that staff in the offices of the County Administrator, Auditor-Controller-Treasurer-Tax Collector, County Counsel, and District 5 would have ongoing administrative and reporting responsibilities associated with the EIFD. In Kosmont’s previous experience, ongoing administrative costs range from \$25,000 to \$50,000 annually in the early years of an EIFD (i.e., years 1-5), increasing to a range of \$75,000 to \$125,000 annually in later years (i.e., year 6 and beyond), as revenues grow and there is greater activity related to project funding, potential debt issuance, and related auditing requirements.

# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Overview of Fiscal Impacts

	Year 10 Snapshot	Year 0-50 Nominal Total	Year 0-50 Present Value @ 3.0%
<b>County of Sonoma</b>			
Estimated Fiscal Revenues (Net of EIFD Allocation)	\$1,008,100	\$85,937,400	\$35,310,800
Estimated Fiscal Expenditures	\$269,500	\$22,520,500	\$9,055,100
<b>Estimated Net Fiscal Impact to County</b>	<b>\$738,600</b>	<b>\$63,416,900</b>	<b>\$26,255,700</b>

## Key Land Use Assumptions (Over 30+ Years)

Project Component	
Residential	64 DU
Industrial	4,000 SF
Commercial / Retail	17,042 SF
Hotel	113 rooms

Notes:

Assumes installation of necessary public infrastructure

Values in 2025 dollars



The analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis.

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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Summary of Estimated Fiscal Impacts to County

	Year 5	Year 10	Year 20	Year 30	Year 40	Year 50	Year 55	Stabilized Escalation Rate	Year 0-50 Nominal Total	Year 0-50 Present Value @ 3.0%
	2031	2036	2046	2056	2066	2076	2081			
<b>County of Sonoma Revenues</b>										
Property Tax - Sonoma County General Fund	\$73,500	\$145,100	\$195,000	\$262,100	\$352,240	\$473,382	\$548,779	3.0%	\$12,077,500	\$4,833,800
Property Tax - County Allocation to EIFD	(\$14,700)	(\$29,000)	(\$39,000)	(\$52,400)	(\$70,421)	(\$94,640)	\$0	3.0%	(\$2,415,100)	(\$966,700)
Property Tax in Lieu of MVLV	\$51,200	\$75,700	\$101,700	\$136,700	\$183,713	\$246,895	\$286,219	3.0%	\$6,387,600	\$2,596,400
Property Transfer Tax	\$6,300	\$11,200	\$15,100	\$20,300	\$27,282	\$36,664	\$42,504	3.0%	\$939,300	\$377,800
Sales Tax - Direct	\$40,000	\$46,400	\$62,300	\$83,800	\$112,620	\$151,352	\$175,459	3.0%	\$3,974,900	\$1,642,000
Sales Tax - Indirect	\$21,200	\$30,400	\$40,800	\$54,800	\$73,647	\$98,975	\$114,739	3.0%	\$2,565,600	\$1,044,800
Transient Occupancy Tax (TOT)	\$628,300	\$728,300	\$978,800	\$1,315,500	\$1,767,922	\$2,375,939	\$2,754,365	3.0%	\$62,407,600	\$25,782,700
<b>Estimated County Revenues</b>	<b>\$805,800</b>	<b>\$1,008,100</b>	<b>\$1,354,700</b>	<b>\$1,820,800</b>	<b>\$2,447,003</b>	<b>\$3,288,567</b>	<b>\$3,922,065</b>		<b>\$85,937,400</b>	<b>\$35,310,800</b>
<b>County of Sonoma Expenditures</b>										
Agricultural Commissioner	\$400	\$600	\$900	\$1,200	\$1,613	\$2,167	\$2,513	3.0%	\$54,800	\$21,900
Auditor-Controller-Treasurer-Tax Collector	\$900	\$1,500	\$2,100	\$2,800	\$3,763	\$5,057	\$5,863	3.0%	\$129,400	\$52,000
Clerk Recorder Assessor	\$2,100	\$3,800	\$5,100	\$6,900	\$9,273	\$12,462	\$14,447	3.0%	\$319,000	\$128,200
CAO / Board of Supervisors	\$1,900	\$3,300	\$4,400	\$5,900	\$7,929	\$10,656	\$12,353	3.0%	\$274,100	\$110,500
Court Support / Grand Jury	\$1,900	\$3,300	\$4,400	\$5,900	\$7,929	\$10,656	\$12,353	3.0%	\$274,100	\$110,500
Department of Health Services	\$1,400	\$3,300	\$4,400	\$5,900	\$7,929	\$10,656	\$12,353	3.0%	\$270,400	\$107,500
District Attorney's Office	\$2,800	\$5,000	\$6,800	\$9,100	\$12,230	\$16,436	\$19,053	3.0%	\$421,200	\$169,400
Emergency Management	\$700	\$1,300	\$1,700	\$2,300	\$3,091	\$4,154	\$4,816	3.0%	\$106,300	\$42,700
Human Resources	\$1,800	\$3,300	\$4,400	\$5,900	\$7,929	\$10,656	\$12,353	3.0%	\$273,400	\$110,100
Human Services	\$3,700	\$8,600	\$11,500	\$15,500	\$20,831	\$27,995	\$32,454	3.0%	\$710,000	\$282,200
Independent Office of Law Enforcement Review	\$1,100	\$2,000	\$2,700	\$3,700	\$4,972	\$6,683	\$7,747	3.0%	\$170,800	\$68,600
Information Systems	\$200	\$400	\$500	\$700	\$941	\$1,264	\$1,466	3.0%	\$31,900	\$12,700
Office of Equity	\$1,000	\$1,800	\$2,400	\$3,200	\$4,301	\$5,780	\$6,700	3.0%	\$148,100	\$59,500
Permit Sonoma	\$2,800	\$5,000	\$6,700	\$9,000	\$12,095	\$16,255	\$18,844	3.0%	\$416,400	\$167,500
Probation	\$7,600	\$13,500	\$18,200	\$24,400	\$32,792	\$44,069	\$51,088	3.0%	\$1,130,200	\$454,800
Public Defender	\$3,000	\$5,400	\$7,300	\$9,800	\$13,170	\$17,700	\$20,519	3.0%	\$453,300	\$182,300
Regional Parks	\$800	\$1,800	\$2,400	\$3,200	\$4,301	\$5,780	\$6,700	3.0%	\$147,000	\$58,500
Sheriff's Office - Law Enforcement [1]	\$49,200	\$87,500	\$117,600	\$158,000	\$212,339	\$285,366	\$330,817	3.0%	\$7,314,600	\$2,942,800
Sheriff's Office - Detention [2]	\$9,100	\$16,100	\$21,600	\$29,100	\$39,108	\$52,558	\$60,929	3.0%	\$1,347,000	\$541,900
Transportation & Public Works	\$16,100	\$28,600	\$38,400	\$51,700	\$69,480	\$93,376	\$108,248	3.0%	\$2,392,900	\$962,600
UC Cooperative Extension	\$200	\$300	\$400	\$600	\$806	\$1,084	\$1,256	3.0%	\$27,400	\$11,000
Board General Fund Contingency	\$1,200	\$2,100	\$2,900	\$3,800	\$5,107	\$6,863	\$7,956	3.0%	\$176,400	\$71,000
Funding for Specific Programs	\$14,300	\$25,500	\$34,200	\$46,000	\$61,820	\$83,081	\$96,314	3.0%	\$2,128,900	\$856,400
Set Asides for Future Needs	\$2,500	\$4,500	\$6,000	\$8,100	\$10,886	\$14,630	\$16,960	3.0%	\$375,400	\$151,100
Fire Services	\$1,100	\$1,900	\$2,500	\$3,400	\$4,569	\$6,141	\$7,119	3.0%	\$157,800	\$63,600
Capital Project Plan Contribution	\$1,100	\$1,900	\$2,600	\$3,400	\$4,569	\$6,141	\$7,119	3.0%	\$158,000	\$63,700
County Modernization Fund	\$8,600	\$15,300	\$20,500	\$27,600	\$37,092	\$49,849	\$57,788	3.0%	\$1,277,300	\$513,800
Community Development Commission	\$800	\$1,400	\$1,900	\$2,600	\$3,494	\$4,696	\$5,444	3.0%	\$120,200	\$48,300
Employee Programs	\$700	\$1,300	\$1,800	\$2,400	\$3,225	\$4,335	\$5,025	3.0%	\$110,400	\$44,300
Non-Departmental County Expenses	\$1,300	\$2,300	\$3,100	\$4,100	\$5,510	\$7,405	\$8,584	3.0%	\$190,900	\$77,000
General Fund Reserves	\$200	\$300	\$400	\$500	\$672	\$903	\$1,047	3.0%	\$23,000	\$9,200
Reinvestment & Revitalization Fund	\$6,200	\$11,000	\$14,800	\$19,900	\$26,744	\$35,942	\$41,666	3.0%	\$922,100	\$371,100
Roads: Operations MOE	\$1,100	\$1,900	\$2,500	\$3,400	\$4,569	\$6,141	\$7,119	3.0%	\$157,400	\$63,400
Roads: Pavement Preservation	\$2,100	\$3,700	\$5,000	\$6,700	\$9,004	\$12,101	\$14,028	3.0%	\$310,400	\$125,000
<b>Estimated County Expenditures</b>	<b>\$149,900</b>	<b>\$269,500</b>	<b>\$362,100</b>	<b>\$486,700</b>	<b>\$654,084</b>	<b>\$879,034</b>	<b>\$1,019,042</b>		<b>\$22,520,500</b>	<b>\$9,055,100</b>
<b>Estimated County Net Fiscal Impact</b>	<b>\$655,900</b>	<b>\$738,600</b>	<b>\$992,600</b>	<b>\$1,334,100</b>	<b>\$1,792,919</b>	<b>\$2,409,533</b>	<b>\$2,903,023</b>		<b>\$63,416,900</b>	<b>\$26,255,700</b>
Revenue / Expenditure Ratio	5.38	3.74	3.74	3.74	3.74	3.74	3.85		3.82	3.90

**Notes:**  
 Assumes installation of necessary public infrastructure  
 [1] Sheriff - Law Enforcement includes proportional share of Executive Management and Administration and Telecommunications expenditures  
 [2] Sheriff - Detention includes proportional share of Executive Management and Administration and Telecommunications expenditures  
 Values in 2025 dollars  
 Select years shown for illustration



The analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis.

# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Project Description

Project Component	Year 5	Year 10	Year 20	Year 30
	2031	2036	2046	2056
Residential - For Sale	32 DU	64 DU	64 DU	64 DU
<b>Total Residential Dwelling Units</b>	<b>32 DU</b>	<b>64 DU</b>	<b>64 DU</b>	<b>64 DU</b>
Hotel	113 rooms	113 rooms	113 rooms	113 rooms
Industrial	4,000 SF	4,000 SF	4,000 SF	4,000 SF
Commercial / Retail	17,042 SF	17,042 SF	17,042 SF	17,042 SF
<b>Total Non-Residential SF</b>	<b>21,042 SF</b>	<b>21,042 SF</b>	<b>21,042 SF</b>	<b>21,042 SF</b>
<i>Annual Escalation Factor</i>	3.0%	1.16	1.34	1.81
Estimated A/V - Residential - For Sale	\$550K Per Unit	\$20,403,224	\$47,305,857	\$63,575,115
Estimated A/V - Hotel	\$350K Per Unit	\$45,849,290	\$53,151,893	\$71,431,699
Estimated A/V - Industrial	\$200 PSF	\$927,419	\$1,075,133	\$1,444,889
Estimated A/V - Commercial / Retail	\$350 PSF	\$6,914,722	\$8,016,058	\$10,772,912
<b>Total Estimated Assessed Value</b>	<b>\$74,094,655</b>	<b>\$109,548,940</b>	<b>\$147,224,615</b>	<b>\$197,857,572</b>

### Notes:

Adjusted for value appreciation assuming 2% annual escalation rate (statutory maximum).

Conservatively assuming no mark-to-market valuations above 2% growth to account for property transfers

Select years shown for illustration

Values in 2025 dollars



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Project Employment and Occupants

Project Component		Year 5	Year 10	Year 20	Year 30
		2031	2036	2046	2056
Residential - For Sale		32 DU	64 DU	64 DU	64 DU
Hotel		113 rooms	113 rooms	113 rooms	113 rooms
Industrial		4,000 SF	4,000 SF	4,000 SF	4,000 SF
Commercial / Retail		17,042 SF	17,042 SF	17,042 SF	17,042 SF
<b>Estimated # Employees (FTE)</b>					
Hotel	1.5 rooms / emp	75	75	75	75
Industrial	1,500 SF / emp	3	3	3	3
Commercial / Retail	400 SF / emp	43	43	43	43
<b>Total Estimated # Employees (FTE)</b>		<b>121</b>	<b>121</b>	<b>121</b>	<b>121</b>
Occupied Dwelling Units	95%	30 DU	61 DU	61 DU	61 DU
Residents	2.27 per DU	69	138	138	138
Employees Weighted at 50%	50%	60	60	60	60
<b>Total Service Population (Residents + Empl.)</b>		<b>129</b>	<b>198</b>	<b>198</b>	<b>198</b>
Occupied Hotel Rooms	70%	79 rooms	79 rooms	79 rooms	79 rooms
Hotel Guests	1.5 per room	119	119	119	119

### Notes:

Average household size reflects City average household size

Select years shown for illustration

Values in 2025 dollars



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Property Tax

		Year 5 2031	Year 10 2036	Year 20 2046	Year 30 2056
Estimated Assessed Value - Residential		\$20,403,224	\$47,305,857	\$63,575,115	\$85,439,639
Estimated Assessed Value - Non-Residential		\$7,842,141	\$9,091,191	\$12,217,801	\$16,419,702
<b>Total Estimated Assessed Value</b>		<b>\$28,245,365</b>	<b>\$56,397,048</b>	<b>\$75,792,916</b>	<b>\$101,859,341</b>
Total Secured Property Tax General Levy	1.00%	\$282,454	\$563,970	\$757,929	\$1,018,593
Estimated Unsecured Property Tax as % of Secured Non-Residential Value	10.00%	\$7,842	\$9,091	\$12,218	\$16,420
<b>Total Estimated Secured + Unsecured Property Tax</b>		<b>\$290,296</b>	<b>\$573,062</b>	<b>\$770,147</b>	<b>\$1,035,013</b>
<b><i>Average Distributions to Taxing Entities</i></b>					
Sonoma County General Fund	25.32%	\$73,500	\$145,100	\$195,000	\$262,100
County Allocation to EIFD	(5.06%)	(\$14,700)	(\$29,000)	(\$39,000)	(\$52,400)
<b>Net Sonoma County Distributions</b>	<b>20.26%</b>	<b>\$58,800</b>	<b>\$116,100</b>	<b>\$156,000</b>	<b>\$209,700</b>

Notes:

General levy distributions weighted average of targeted opportunity site tax rate areas (TRAs)

Does not include property tax overrides above 1% general levy

Select years shown for illustration

Values in 2025 dollars

Source: Sonoma County Auditor-Controller (2025)



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Property Tax In-Lieu of Motor Vehicle License Fees (MVLf)

Total AV within <b>COUNTY</b> (2022-2023)	\$108,532,124,731				
Property Tax In-Lieu of MVLf (2022-2023)	\$74,969,413				
Prop Tax In-Lieu of MVLf per \$1M of AV	\$691				
	<i>Year 1</i>	<i>Year 5</i>	<i>Year 10</i>	<i>Year 20</i>	<i>Year 30</i>
	<b>2027</b>	<b>2031</b>	<b>2036</b>	<b>2046</b>	<b>2056</b>
Estimated Project Assessed Value	\$3,625,600	\$74,094,655	\$109,548,940	\$147,224,615	\$197,857,572
<b>Incremental Property Tax In-Lieu of MVLf to County</b>	<b>\$2,500</b>	<b>\$51,200</b>	<b>\$75,700</b>	<b>\$101,700</b>	<b>\$136,700</b>

Notes:

Assumes no allocation of incremental property tax in lieu of MVLf to a TIF district

Select years shown for illustration

Values in 2025 dollars

Source: Sonoma County Auditor-Controller (2025)



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Property Transfer Tax

	Year 5 2031	Year 10 2036	Year 20 2046	Year 30 2056
Estimated Assessed Value - For Sale Residential	\$20,403,224	\$47,305,857	\$63,575,115	\$85,439,639
Estimated Property Turnover Rate	15.0%	15.0%	15.0%	15.0%
Estimated Value of Property Transferred - For Sale Residential	\$3,060,484	\$7,095,878	\$9,536,267	\$12,815,946
Estimated Assessed Value - Other	\$53,691,431	\$62,243,084	\$83,649,500	\$112,417,933
Estimated Property Turnover Rate	5.0%	5.0%	5.0%	5.0%
Estimated Value of Property Transferred - Other	\$2,684,572	\$3,112,154	\$4,182,475	\$5,620,897
<b>Estimated Value of Property Transferred - Total</b>	<b>\$5,745,055</b>	<b>\$10,208,033</b>	<b>\$13,718,742</b>	<b>\$18,436,843</b>
Total Transfer Tax	\$1.10 per \$1,000 \$6,300	\$11,200	\$15,100	\$20,300
<b>Transfer Tax to County</b>	<b>\$1.10 per \$1,000 \$6,300</b>	<b>\$11,200</b>	<b>\$15,100</b>	<b>\$20,300</b>

Notes:

Select years shown for illustration

Values in 2025 dollars

Source: Sonoma County Auditor-Controller (2025)



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Sales Tax - Direct

Project Component		Year 5	Year 10	Year 20	Year 30
		2031	2036	2046	2056
Commercial / Retail		17,042 SF	17,042 SF	17,042 SF	17,042 SF
Percent Taxable Sales-Generating	60%	10,225 SF	10,225 SF	10,225 SF	10,225 SF
Estimated Taxable Sales	\$300 PSF	\$3,556,143	\$4,122,544	\$5,540,355	\$7,445,773
Sales Tax to County (Bradley Burns)	1.00%	\$35,561	\$41,225	\$55,404	\$74,458
Use Tax as % of Sales Tax	12.50%	\$4,445	\$5,153	\$6,925	\$9,307
<b>Sales Tax to County</b>		<b>\$40,000</b>	<b>\$46,400</b>	<b>\$62,300</b>	<b>\$83,800</b>

Notes:

Does not include Measure H (fire services) or Measure I (child care) voter-approved sales taxes

Taxable sales PSF factor escalated 3% annually

Select years shown for illustration.

Values in 2025 dollars.



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Sales Tax - Indirect

		Year 5 <b>2031</b>	Year 10 <b>2036</b>	Year 20 <b>2046</b>	Year 30 <b>2056</b>
Estimated # Employees		121	121	121	121
Estimated Annual Taxable Retail Spending / Empl. Near Work		<b>\$5,565</b>	<b>\$6,451</b>	<b>\$8,669</b>	<b>\$11,651</b>
Estimated Employee Taxable Retail Spending		\$671,108	\$777,999	\$1,045,565	\$1,405,152
Estimated # Occupied Dwelling Units		30 DU	61 DU	61 DU	61 DU
Estimated Annual Taxable Retail Spending / HH		<b>\$42,033</b>	<b>\$48,728</b>	<b>\$65,487</b>	<b>\$88,008</b>
Estimated Resident Taxable Retail Spending		\$1,277,812	\$2,962,669	\$3,981,579	\$5,350,910
Estimated Capture within Unincorporated County	<b>35.0%</b>	\$447,234	\$1,036,934	\$1,393,553	\$1,872,818
Estimated # Occupied Hotel Rooms		79 rooms	79 rooms	79 rooms	79 rooms
Estimated Annual Taxable Retail Spending / Room		<b>\$27,504</b>	<b>\$31,884</b>	<b>\$42,850</b>	<b>\$57,587</b>
Estimated Resident Taxable Retail Spending		\$2,175,549	\$2,522,057	\$3,389,434	\$4,555,116
Estimated Capture within Unincorporated County	<b>35.0%</b>	\$761,442	\$882,720	\$1,186,302	\$1,594,291
<b>Total Estimated Indirect Taxable Sales</b>		<b>\$1,879,785</b>	<b>\$2,697,653</b>	<b>\$3,625,420</b>	<b>\$4,872,261</b>
Less Estimated Capture Within District Retail	0.0%	\$0	\$0	\$0	\$0
Net Indirect Taxable Sales		\$1,879,785	\$2,697,653	\$3,625,420	\$4,872,261
Sales Tax to County	<b>1.00%</b>	\$18,800	\$27,000	\$36,300	\$48,700
Use Tax as % of Sales Tax	<b>12.50%</b>	\$2,350	\$3,375	\$4,538	\$6,088
<b>Sales Tax to County</b>		<b>\$21,200</b>	<b>\$30,400</b>	<b>\$40,800</b>	<b>\$54,800</b>

### Notes:

Does not include Measure H (fire services) or Measure I (child care) voter-approved sales taxes

Employee spending estimates based on "Office Worker Retail Spending Patterns: A Downtown and Suburban Area Study," ICSC (2004).

Household spending based on average household income within City.

Adjusted for inflation assuming 3% annual inflation rate.

Select years shown for illustration.

Values in 2025 dollars.



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## Transient Occupancy Tax ("TOT") to City

	Year 5 <b>2031</b>	Year 10 <b>2036</b>	Year 20 <b>2046</b>	Year 30 <b>2056</b>
Estimated # Hotel Rooms	113 rooms	113 rooms	113 rooms	113 rooms
Average Daily Room Rate (ADR)	\$174	\$202	\$271	\$364
Average Occupancy Rate	73%	73%	73%	73%
Annual Hotel Room Receipts	\$5,235,661	\$6,069,567	\$8,156,990	\$10,962,312
<b>TOT to County</b>	<b>12.00%</b>	<b>\$628,300</b>	<b>\$728,300</b>	<b>\$978,800</b>
		<b>\$1,315,500</b>		

Notes:

Does not include 2% Tourism Business Improvement Area assessment

Adjusted for inflation assuming 3% annual inflation rate.

Select years shown for illustration.

Values in 2025 dollars.



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## County Service Population

County Population (Incorporated and unincorporated)	478,152
County Employment Base (Incorporated and unincorporated)	200,181
Employee Weighting for Service Population	0.5
Weighted # Employees	100,091
<b>Total County Service Population (Incorp. + Uninc.)</b>	<b>578,243</b>

County Population - Unincorporated Only	130,777
County Employment Base - Unincorporated Only	54,751
Employee Weighting for Service Population	0.5
Weighted # Employees	27,375
<b>Total County Service Population - Unincorporated Only</b>	<b>158,152</b>

County unincorporated employment base estimated based on ratio of unincorporated residential population to total County population  
 Source: CA Department of Finance, US Census Bureau Center for Economic Studies (2024)



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## County Multiplier Revenue and Expenditure Factors - Net County Cost

Budget Category	Adopted County Budget	Allocation Basis	Relevant County Population	Percent Fixed	Per Capita Factor	Annual Escalation	Year 5	Year 10	Year 20	Year 30
							2031	2036	2046	2056
<b>Primary Expenditures - General Fund Contributions</b>										
<b>Departments</b>										
Agricultural Commissioner	\$2,801,515	Countywide Service Population	578,243	50%	\$2.42	3.0%	\$2.81	\$3.26	\$4.38	\$5.88
Auditor-Controller-Treasurer-Tax Collector	\$6,718,638	Countywide Service Population	578,243	50%	\$5.81	3.0%	\$6.73	\$7.81	\$10.49	\$14.10
Clerk Recorder Assessor	\$16,532,028	Countywide Service Population	578,243	50%	\$14.30	3.0%	\$16.57	\$19.21	\$25.82	\$34.70
CAO / Board of Supervisors	\$14,285,940	Countywide Service Population	578,243	50%	\$12.35	3.0%	\$14.32	\$16.60	\$22.31	\$29.98
County Counsel	\$1,032	Countywide Service Population	578,243	50%	\$0.00	3.0%	\$0.00	\$0.00	\$0.00	\$0.00
Court Support / Grand Jury	\$9,516,438	Countywide Service Population	578,243	25%	\$12.34	3.0%	\$14.31	\$16.59	\$22.29	\$29.96
Department of Health Services	\$11,230,336	Countywide Residents	478,152	25%	\$17.62	3.0%	\$20.42	\$23.67	\$31.82	\$42.76
District Attorney's Office	\$21,800,295	Countywide Service Population	578,243	50%	\$18.85	3.0%	\$21.85	\$25.33	\$34.05	\$45.76
Emergency Management	\$3,671,510	Countywide Service Population	578,243	25%	\$4.76	3.0%	\$5.52	\$6.40	\$8.60	\$11.56
General Services	\$0	N/A								
Human Resources	\$14,172,836	Countywide Service Population	578,243	50%	\$12.26	3.0%	\$14.21	\$16.47	\$22.13	\$29.75
Human Services	\$29,498,786	Countywide Residents	478,152	25%	\$46.27	3.0%	\$53.64	\$62.18	\$83.57	\$112.31
Independent Office of Law Enforcement Review	\$2,409,477	Unincorporated Service Population	158,152	50%	\$7.62	3.0%	\$8.83	\$10.24	\$13.76	\$18.49
Information Systems	\$1,616,613	Countywide Service Population	578,243	50%	\$1.40	3.0%	\$1.62	\$1.88	\$2.52	\$3.39
Office of Equity	\$2,106,205	Unincorporated Service Population	158,152	50%	\$6.66	3.0%	\$7.72	\$8.95	\$12.03	\$16.16
Permit Sonoma	\$5,913,577	Unincorporated Service Population	158,152	50%	\$18.70	3.0%	\$21.67	\$25.13	\$33.77	\$45.38
Probation	\$39,156,359	Countywide Service Population	578,243	25%	\$50.79	3.0%	\$58.88	\$68.25	\$91.73	\$123.27
Public Defender	\$15,649,038	Countywide Service Population	578,243	25%	\$20.30	3.0%	\$23.53	\$27.28	\$36.66	\$49.27
Regional Parks	\$5,112,485	Countywide Residents	478,152	10%	\$9.62	3.0%	\$11.16	\$12.93	\$17.38	\$23.36
Sheriff's Office - Law Enforcement [1]	\$69,208,778	Unincorporated Service Population	158,152	25%	\$328.21	3.0%	\$380.48	\$441.08	\$592.78	\$796.64
Sheriff's Office - Detention [2]	\$46,595,114	Countywide Service Population	578,243	25%	\$60.44	3.0%	\$70.06	\$81.22	\$109.15	\$146.69
Transportation & Public Works	\$22,633,941	Unincorporated Service Population	158,152	25%	\$107.34	3.0%	\$124.43	\$144.25	\$193.86	\$260.53
UC Cooperative Extension	\$1,401,159	Countywide Service Population	578,243	50%	\$1.21	3.0%	\$1.40	\$1.63	\$2.19	\$2.94
<b>Subtotal for Departments</b>	<b>\$342,032,100</b>									
<b>Programs / Initiatives</b>										
Board General Fund Contingency	\$6,148,786	Countywide Service Population	578,243	25%	\$7.98	3.0%	\$9.25	\$10.72	\$14.40	\$19.36
Funding for Specific Programs	\$30,204,658	Unincorporated Service Population	158,152	50%	\$95.49	3.0%	\$110.70	\$128.33	\$172.47	\$231.78
Set Asides for Future Needs	\$13,002,985	Countywide Service Population	578,243	25%	\$16.87	3.0%	\$19.55	\$22.67	\$30.46	\$40.94
Funding for Anticipated Cost Increases	\$0	N/A								
Fire Services	\$1,500,000	Unincorporated Service Population	158,152	25%	\$7.11	3.0%	\$8.25	\$9.56	\$12.85	\$17.27
Capital Project Plan Contribution	\$5,500,000	Countywide Service Population	578,243	25%	\$7.13	3.0%	\$8.27	\$9.59	\$12.88	\$17.32
County Modernization Fund	\$18,121,144	Unincorporated Service Population	158,152	50%	\$57.29	3.0%	\$66.42	\$76.99	\$103.47	\$139.06
City of Santa Rosa Annexation	\$1,462,000	N/A								
Community Development Commission	\$1,694,580	Unincorporated Service Population	158,152	50%	\$5.36	3.0%	\$6.21	\$7.20	\$9.68	\$13.00
Employee Programs	\$3,788,925	Countywide Service Population	578,243	25%	\$4.91	3.0%	\$5.70	\$6.60	\$8.88	\$11.93
Non-Departmental County Expenses	\$2,716,900	Unincorporated Service Population	158,152	50%	\$8.59	3.0%	\$9.96	\$11.54	\$15.51	\$20.85
General Fund Reserves	\$788,794	Countywide Service Population	578,243	25%	\$1.02	3.0%	\$1.19	\$1.37	\$1.85	\$2.48
FEMA Audit Reserve	\$1,066,000	N/A								
Community Infrastructure Project Fund	\$0	N/A								
Reinvestment & Revitalization Fund	\$13,100,000	Unincorporated Service Population	158,152	50%	\$41.42	3.0%	\$48.01	\$55.66	\$74.80	\$100.53
Roads: Operations MOE	\$5,436,365	Countywide Service Population	578,243	25%	\$7.05	3.0%	\$8.17	\$9.48	\$12.74	\$17.11
Roads: Pavement Preservation	\$10,753,833	Countywide Service Population	578,243	25%	\$13.95	3.0%	\$16.17	\$18.75	\$25.19	\$33.86
Roads: One-Time Contribution	\$0	N/A								
<b>Subtotal for Programs / Initiatives</b>	<b>\$115,284,970</b>									
<b>Total County General Fund Contributions</b>	<b>\$457,317,070</b>									

**Notes:**

[1] Sheriff - Law Enforcement includes proportional share of Executive Management and Administration and Telecommunications expenditures

[2] Sheriff - Detention includes proportional share of Executive Management and Administration and Telecommunications expenditures

Adjusted for inflation assuming 3% annual inflation rate.

Select years shown for illustration.

Values in 2025 dollars.

Source: County of Sonoma 2024-2025 Adopted Budget



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# Unincorporated West Sonoma County EIFD - Fiscal Impact Analysis

## County Multiplier Revenues and Expenditures

	Year 5	Year 10	Year 20	Year 30
	2031	2036	2046	2056
Estimated # Residents	69	138	138	138
Estimated # Employees	121	121	121	121
Total Project Service Population	129	198	198	198
<b>Budget Category</b>	<b>2031</b>	<b>2036</b>	<b>2046</b>	<b>2056</b>
<b>Primary Expenditures - Net County Cost</b>				
<b>Departments</b>				
Agricultural Commissioner	\$400	\$600	\$900	\$1,200
Auditor-Controller-Treasurer-Tax Collector	\$900	\$1,500	\$2,100	\$2,800
Clerk Recorder Assessor	\$2,100	\$3,800	\$5,100	\$6,900
CAO / Board of Supervisors	\$1,900	\$3,300	\$4,400	\$5,900
County Counsel	\$0	\$0	\$0	\$0
Court Support / Grand Jury	\$1,900	\$3,300	\$4,400	\$5,900
Department of Health Services	\$1,400	\$3,300	\$4,400	\$5,900
District Attorney's Office	\$2,800	\$5,000	\$6,800	\$9,100
Emergency Management	\$700	\$1,300	\$1,700	\$2,300
General Services	\$0	\$0	\$0	\$0
Human Resources	\$1,800	\$3,300	\$4,400	\$5,900
Human Services	\$3,700	\$8,600	\$11,500	\$15,500
Independent Office of Law Enforcement Review	\$1,100	\$2,000	\$2,700	\$3,700
Information Systems	\$200	\$400	\$500	\$700
Office of Equity	\$1,000	\$1,800	\$2,400	\$3,200
Permit Sonoma	\$2,800	\$5,000	\$6,700	\$9,000
Probation	\$7,600	\$13,500	\$18,200	\$24,400
Public Defender	\$3,000	\$5,400	\$7,300	\$9,800
Regional Parks	\$800	\$1,800	\$2,400	\$3,200
Sheriff's Office - Law Enforcement [1]	\$49,200	\$87,500	\$117,600	\$158,000
Sheriff's Office - Detention [2]	\$9,100	\$16,100	\$21,600	\$29,100
Transportation & Public Works	\$16,100	\$28,600	\$38,400	\$51,700
UC Cooperative Extension	\$200	\$300	\$400	\$600
<b>Subtotal for Departments</b>	<b>\$108,700</b>	<b>\$196,400</b>	<b>\$263,900</b>	<b>\$354,800</b>
<b>Programs / Initiatives</b>				
Board General Fund Contingency	\$1,200	\$2,100	\$2,900	\$3,800
Funding for Specific Programs	\$14,300	\$25,500	\$34,200	\$46,000
Set Asides for Future Needs	\$2,500	\$4,500	\$6,000	\$8,100
Funding for Anticipated Cost Increases	\$0	\$0	\$0	\$0
Fire Services	\$1,100	\$1,900	\$2,500	\$3,400
Capital Project Plan Contribution	\$1,100	\$1,900	\$2,600	\$3,400
County Modernization Fund	\$8,600	\$15,300	\$20,500	\$27,600
City of Santa Rosa Annexation	\$0	\$0	\$0	\$0
Community Development Commission	\$800	\$1,400	\$1,900	\$2,600
Employee Programs	\$700	\$1,300	\$1,800	\$2,400
Non-Departmental County Expenses	\$1,300	\$2,300	\$3,100	\$4,100
General Fund Reserves	\$200	\$300	\$400	\$500
FEMA Audit Reserve	\$0	\$0	\$0	\$0
Community Infrastructure Project Fund	\$0	\$0	\$0	\$0
Reinvestment & Revitalization Fund	\$6,200	\$11,000	\$14,800	\$19,900
Roads: Operations MOE	\$1,100	\$1,900	\$2,500	\$3,400
Roads: Pavement Preservation	\$2,100	\$3,700	\$5,000	\$6,700
Roads: One-Time Contribution	\$0	\$0	\$0	\$0
<b>Subtotal for Programs / Initiatives</b>	<b>\$41,200</b>	<b>\$73,100</b>	<b>\$98,200</b>	<b>\$131,900</b>
<b>Total Primary Expenditures</b>	<b>\$149,900</b>	<b>\$269,500</b>	<b>\$362,100</b>	<b>\$486,700</b>

**Notes:**

[1] Sheriff - Law Enforcement includes proportional share of Executive Management and Administration and Telecommunications expenditures

[2] Sheriff - Detention includes proportional share of Executive Management and Administration and Telecommunications expenditures

Adjusted for inflation assuming 3% annual inflation rate.

Select years shown for illustration.

Values in 2025 dollars.

Source: County of Sonoma 2024-2025 Adopted Budget



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**IMPLAN Inputs**

<b>Construction Inputs</b>	
<b>Industry NAICS Category</b>	<b>Approximate Inputs (Industry Spending)</b>
52 - Construction of new single-family residential structures	\$30,608,696
50 - Construction of new commercial structures, including farm structures	\$45,514,700
<b>Ongoing Operation Inputs</b>	
<b>Industry NAICS Category</b>	<b>Approximate Inputs (Employment Change)</b>
404 - Warehousing and storage	3 Jobs
395 - Retail - Miscellaneous store retailers	43 Jobs
489 - Hotels and motels, including casino hotels	75 Jobs



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Summary of IMPLAN Economic Benefits

**Economic Benefits from Construction (One-Time / Short-Term)**

	<b>Employment</b>	<b>Labor Income</b>	<b>Economic Output</b>
Direct (On-Site)	350	\$32,490,122	\$76,923,396
Indirect	71	\$5,455,873	\$17,115,473
Induced	110	\$7,040,411	\$20,849,770
<b>Total Countywide</b>	<b>531</b>	<b>\$44,986,406</b>	<b>\$114,888,639</b>

**Economic Benefits from Ongoing Operation (Annual)**

	<b>Employment</b>	<b>Labor Income</b>	<b>Economic Output</b>
Direct (On-Site)	121	\$6,614,117	\$17,352,243
Indirect	19	\$1,429,184	\$3,606,269
Induced	22	\$1,421,437	\$4,209,010
<b>Total Countywide</b>	<b>162</b>	<b>\$9,464,738</b>	<b>\$25,167,523</b>

Notes

Estimated ongoing benefits upon build-out and stabilization.



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