

RISE COMMUNITY REINVESTMENT AREA

MARCH 13, 2026



URBAN & MAIN



DEVELOPMENT ASSUMPTIONS & TAX BASE

Development	Square Feet/Units	\$/Square Feet/Unit	Total Real (Building & Land Value)	Personal Property Value ¹	Assessed Value
Industrial	116,000 SF	\$113	\$13,063,186	\$20,300,000	\$33,363,186

- Estimated Base Year Tax Value: **\$17,866,749**
- Incremental Assessed Value in 15 years: **\$15,296,186**
- Total Assessed Value in 15 years: **\$33,162,935**
- Length of Tax Increment Participation: 15 Years
- Participation Rate of all Taxing Entities: 50%

1. Initial Personal Property Investment. Investment will depreciate according to Utah Personal Property Depreciation Schedule to \$2,233,000.



REQUESTED PARTICIPATION FROM TAXING ENTITIES

ENTITY	PERCENTAGE	LENGTH
Weber County	50%	15 Years
Weber School District	50%	15 Years
Pleasant View City	50%	15 Years
Weber Basin Water Conservancy District	50%	15 Years
Central Weber Sewer Improvement District District	50%	15 Years
Ben Lomond Cemetery Maintenance District	50%	15 Years
Bona Vista Water Improvement District	50%	15 Years
Weber County Mosquito Abatement District	50%	15 Years
North View Fire District	50%	15 Years
Weber Area Dispatch 911 and Emergency Services District	NA	NA



BASE YEAR TAXES

- **ASSUMPTIONS:**

- Estimated Base Year Tax Value: **\$17,866,749**

ENTITY	ANNUAL TAX	15-YEAR TOTAL
Weber County	\$35,376	\$530,642
Weber School District	\$97,963	\$1,469,451
Pleasant View City	\$14,043	\$210,649
Weber Basin Water Conservancy District	\$3,502	\$52,528
Central Weber Sewer Improvement District District	\$9,827	\$147,401
Ben Lomond Cemetery Maintenance District	\$661	\$9,916
Bona Vista Water Improvement District	\$2,626	\$39,396
Weber County Mosquito Abatement District	\$1,179	\$17,688
North View Fire District	\$22,691	\$340,362
Weber Area Dispatch 911 and Emergency Services District	\$2,984	\$44,756
TOTAL	\$190,853	\$2,862,789



PASS-THROUGH INCREMENT TO TAXING ENTITIES

- **ASSUMPTIONS:**

- Incremental Assessed Value: **\$13,063,186 - \$32,754,186**
- 50% of TIF for 15 Years

ENTITY	AVERAGE ANNUAL TAX	15-YEAR TOTAL
Weber County	\$22,258	\$333,863
Weber School District	\$61,635	\$924,532
Pleasant View City	\$8,836	\$132,534
Weber Basin Water Conservancy District	\$2,203	\$33,049
Central Weber Sewer Improvement District District	\$6,183	\$92,740
Ben Lomond Cemetery Maintenance District	\$416	\$6,239
Bona Vista Water Improvement District	\$1,652	\$24,787
Weber County Mosquito Abatement District	\$742	\$11,129
North View Fire District	\$14,276	\$214,145
TOTAL	\$118,201	\$1,773,017



ESTIMATED SOURCES OF TAX INCREMENT FOR CRA BUDGET

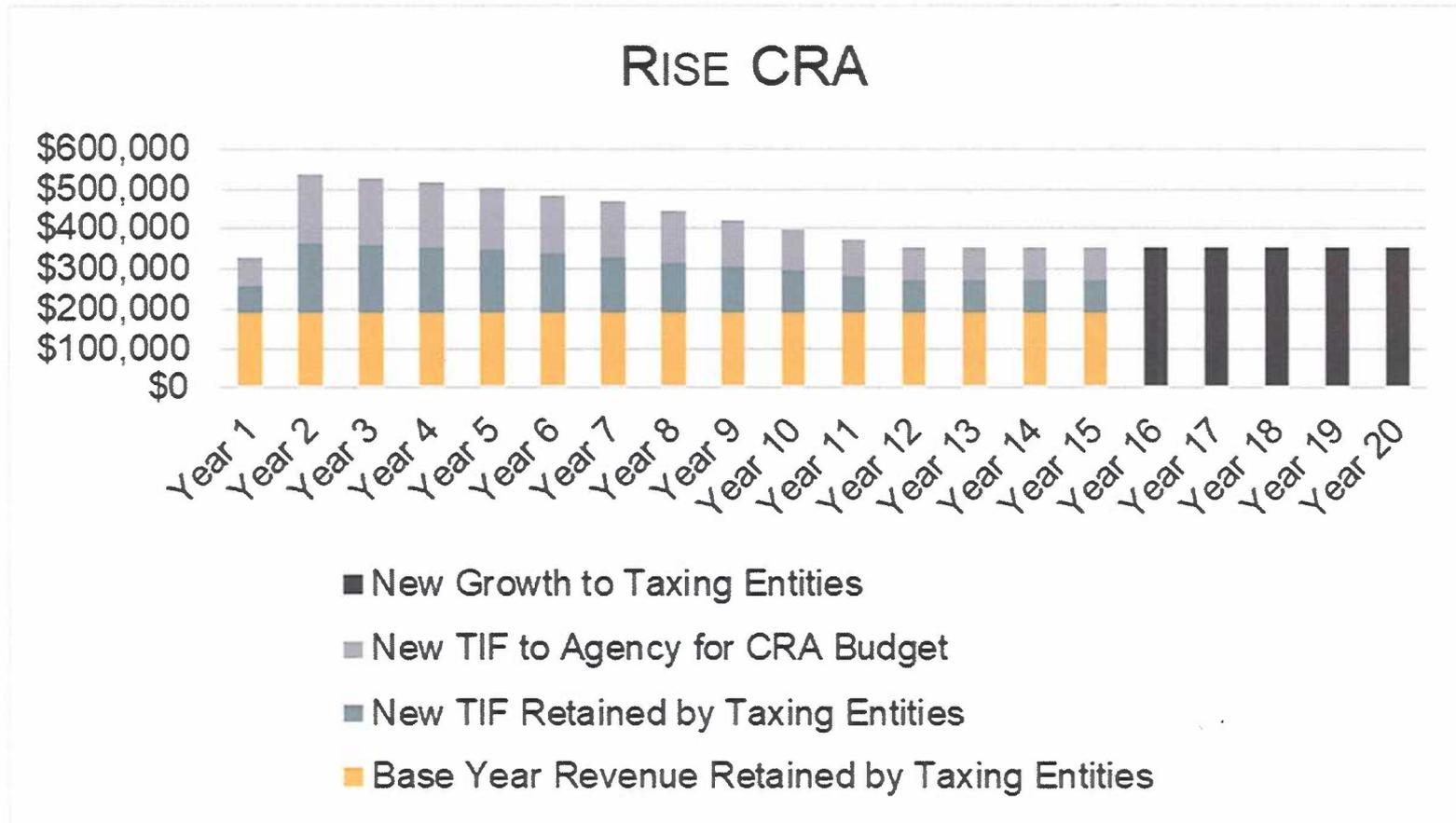
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TAX INCREMENT GRAPH



- **86-183%** growth in annual tax revenue



EXTRAORDINARY (“BUT FOR”) COSTS NECESSITATING TIF

DESCRIPTION	DETAILS	COST
Ammonia Refrigeration	Improve Energy Efficiency and Air Quality	\$6,000,000
Bulk Materials Storage	Reduced Packaging Waste	\$1,170,000
Wastewater Expansion & Improvements	Relieve Strain on Local Infrastructure	\$800,000
Thermal Membrane Roofing	Improve Energy Efficiency	\$700,000
New Rulon White Blvd. Entrance	Reduce Traffic on 2700 North	\$500,000
Parking Expansion	Additional Parking	\$400,000
Drought-Tolerant Landscaping	Improve Water Efficiency	\$221,000
LED Lighting	Improve Energy Efficiency	\$200,000
TOTAL		\$9,991,000



CONTINUED - EXTRAORDINARY ("BUT FOR") COSTS NECESSITATING TIF



December 10, 2025

Pleasant View City Council
Attn: City Councilors
Pleasant View, Utah

Re: Rise Baking Company Expansion Project – Importance of CRA Partnership

Councilors:

Rise Baking Company appreciates the opportunity to continue working with Pleasant View as we evaluate a significant expansion of our Pleasant View manufacturing operation. Our company has valued its relationship with the City for many years, and we want to reiterate our commitment to being a long-term partner and quality employer in the community.

As we continue to evaluate the extent of which we expand, we respectfully want to highlight several factors that are central to the project's business case and to our ability to remain competitive in a rapidly evolving industry:

The Community Reinvestment Area (CRA) is an important component of the project's financial business case

The expansion under consideration represents a substantial capital commitment by the company. While it is true that Rise is actively planning for future growth, progression of this project requires that the financial business case continues to be competitive with other locations within our national footprint. A CRA would help offset extraordinary costs associated with the expansion and improve long-term project feasibility.

The CRA is not merely an incentive, it is an important part of the financial structure that allows Rise to bring additional jobs, tax base, and long-term investment to Pleasant View.

Rise is making major investments in energy and water conservation

This expansion includes significant capital investments in upgraded systems that dramatically improve energy efficiency, water conservation, and overall resource utilization. These improvements are aligned with Utah's priorities around sustainability and responsible water management, and they represent costs that exceed a traditional manufacturing expansion.

Public-private partnerships like a CRA help enable companies to make these types of long-term, environmentally responsible investments that benefit the community, the region, and future generations.

Rise Baking is a quality employer, committed to Pleasant View

Rise Baking is proud to provide stable, year-round employment with competitive wages, strong benefits, and opportunities for advancement. Our Pleasant View team is integral to our operations, and we believe the workforce talent in the region is one of the area's key strengths.

As you know, the expansion will add new high-quality jobs and deepen our existing footprint in the community.

A strong partnership positions Pleasant View for future growth

As our company continues to grow, our long-term expansion decisions will be shaped by the strength of our partnerships with the communities in which we operate. Pleasant View has been a valued partner, and we believe that moving forward together with a CRA can set the stage for continued investment and potential future expansion phases.

We recognize the thoughtful deliberation taking place among the RDA Board, and we appreciate the careful review of the justification analysis. Rise Baking is committed to providing the information needed to support that analysis as it is developed in the coming weeks.

We thank the Board for advancing the survey resolution and for its continued collaboration. We look forward to working closely with the City, Weber County, the School District, and other taxing districts as the CRA plan progresses.

Sincerely,

Travis Mauer

Travis Mauer

VP Rise Baking Company



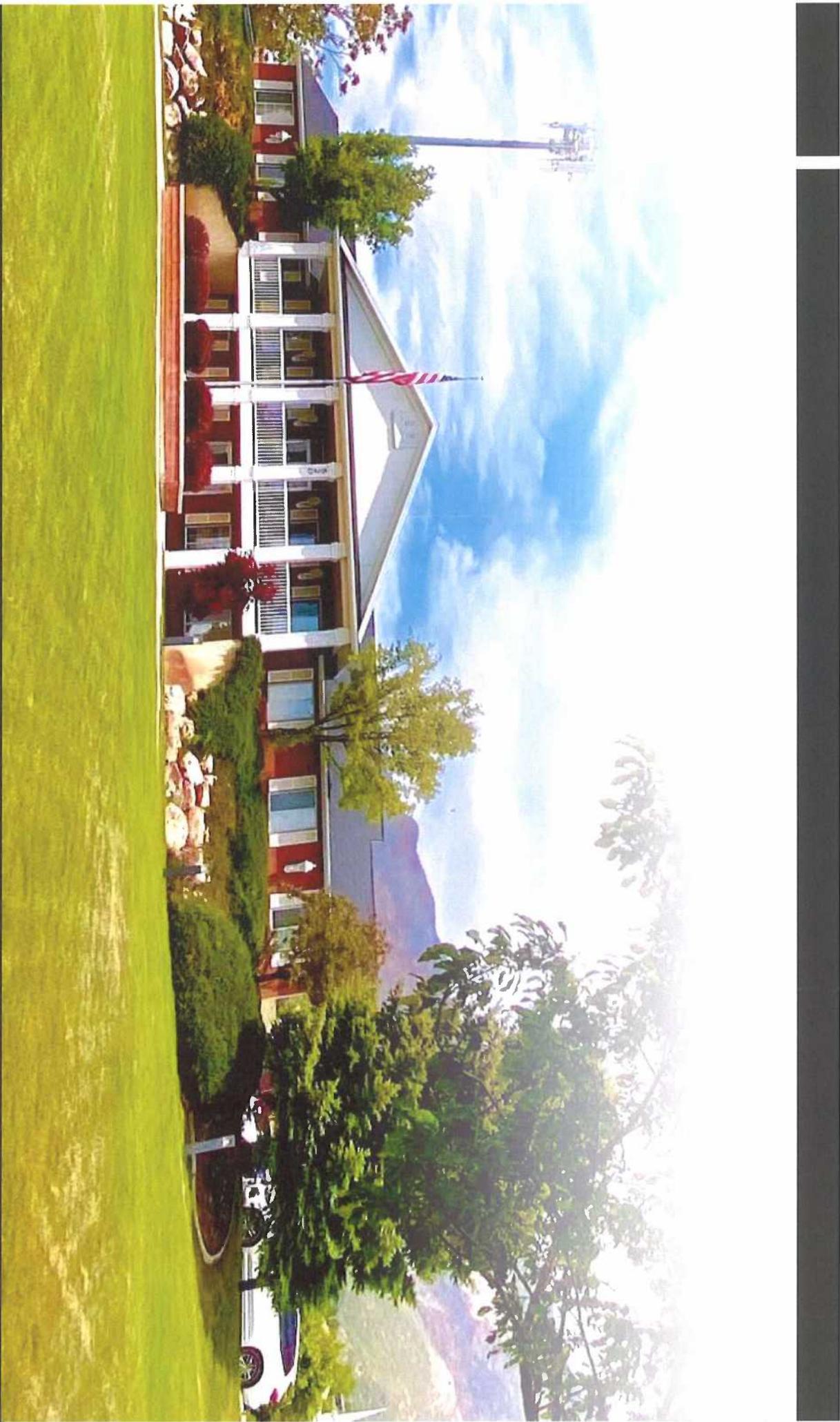
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QUESTIONS



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