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Title: 10:30 A.M. - Consideration of a) Adopt Resolution Declaring Intent to Establish the Lake County Tourism Improvement District; and b) Adopt Resolution Requesting Consent of the City Councils of Lakeport and Clearlake to Establish the Lake County Tourism Improvement District

Sponsors: Administrative Office

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Attachments: 1. LCTID MDP 6-19-18, 2. LCTID Resolution Declaring Intent June 19 2018, 3. LCTID Resolution Requesting Consent June 19 2018, 4. LCTID Petitions

Date	Ver.	Action By	Action	Result
6/19/2018	1	BOARD OF SUPERVISORS	Adopted	

MEMORANDUM

TO: Board of Supervisors

FROM: Carol J. Huchingson, County Administrative Officer

DATE: June 19, 2018

SUBJECT: 10:30 A.M. - Consideration of a) Adopt Resolution Declaring Intent to Establish the Lake County Tourism Improvement District; and b) Adopt Resolution Requesting Consent of the City Councils of Lakeport and Clearlake to Establish the Lake County Tourism Improvement District.

EXECUTIVE SUMMARY:

The Lake County Tourism Improvement District (LCTID) is a benefit assessment district proposed to help fund marketing and sales promotion efforts for Lake County, Lakeport, and Clearlake lodging businesses. This approach has been used successfully in other destination areas throughout the state to improve tourism and drive additional room nights. The proposed LCTID includes all lodging businesses located within the boundaries of the cities of Lakeport and Clearlake and the unincorporated area of Lake County.

Hoteliers decided to pursue formation of the LCTID in order to create a revenue source devoted to marketing Lake County as a tourist, meeting, and events destination. If established, the LCTID would generate approximately \$340,000 on an annual basis for promotion of travel and tourism

specific to Lake County.

TOURISM IMPROVEMENT DISTRICTS

Tourism Improvement Districts (TIDs) utilize the efficiencies of private sector operation in the market-based promotion of tourism. These special assessment districts allow lodging and tourism-related business owners to organize their efforts to increase tourism. Lodging business owners within the district fund the TID through non-tax room assessments, and those funds are used to provide services that the businesses desire and that benefit the lodging businesses within the TID.

TID benefits:

- Funds cannot be diverted for other government programs
- They are customized to fit the needs of each destination
- They allow for a wide range of services; including Marketing of the Destination, Tourism Promotion Activities, and Sales Lead Generation
- They are designed, created, and governed by those who will pay the assessment
- They provide a stable funding source for tourism promotion

In California, TIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area.

The Management District Plan (Attachment 1) includes the proposed boundary of the LCTID, a service plan and budget and a proposed means of governance. The LCTID will include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the cities of Lakeport and Clearlake and the unincorporated area of Lake County.

The proposed LCTID will have a five (5) year life. The assessment will be implemented beginning September 1, 2018. Once per year beginning on the anniversary of LCTID formation there is a thirty (30) day period in which business owners paying fifty percent (50%) or more of the assessment may protest and begin proceedings to terminate the LCTID.

The County and cities will be responsible for collecting the assessment on a monthly or quarterly basis from each lodging business located in the LCTID boundaries. The County and cities shall forward the assessments to Visit Lake County California, which will have the responsibility of managing LCTID programs as provided in the Management District Plan. The County and cities shall retain a fee equal to two percent (2%) of the amount of assessment collected to cover their costs of collection and administration.

DISTRICT FORMATION PROCESS

June 19, 2018 RESOLUTION OF INTENTION HEARING

Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than fifty percent (50%) of the assessments proposed to be levied, the Board of Supervisors may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district.

Petition Status: Petitions in favor of district formation were submitted by 16 hotels, which represent 58.6 % of the total LCTID assessment. This majority petition allows the Board to initiate proceedings for LCTID formation at the June 19, 2018 meeting.

RESOLUTION REQUESTING CONSENT

The Property and Business Improvement District Law of 1994 requires the County to obtain the consent of any other jurisdictions that are proposed to be included in the LCTID boundary. Adopting this resolution will formally request the consent of the cities of Lakeport and Clearlake to be included in the LCTID. Each city must grant their consent to be included in the proposed LCTID prior to the final public hearing.

June 22, 2018 NOTICE

The Property and Business Improvement District Act of 1994 requires the County mail written notice to the owners of all businesses proposed to be within the LCTID. Mailing the notice begins a mandatory forty-five (45) day period in which owners may protest LCTID formation.

July 24, 2018 PUBLIC MEETING

Allow public testimony on the establishment of the LCTID and levy of assessments. No Board action required.

August 7, 2018 FINAL PUBLIC HEARING

If written protests are received from the owners of businesses in the proposed LCTID which will pay more than fifty percent (50%) of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment against such businesses shall be taken for a period of one (1) year from the date of the finding of a majority protest by the Board.

At the conclusion of the public hearing to establish the LCTID, the Board may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them.

If the Board, following the public hearing, decides to establish the proposed LCTID, the Board shall adopt a resolution of formation.

ALTERNATIVES

The Board could choose not to adopt the Resolution of Intention and the Resolution Requesting Consent. Staff does not recommend this option.

FISCAL IMPACT: ___ None ___ Budgeted X Non-Budgeted

Estimated Cost: 2% of the TID assessment in the unincorporated areas

Amount Budgeted:

Additional Requested:

Annual Cost (if planned for future years):

FISCAL IMPACT (Narrative): The County will receive a fee of two percent (2%) of the amount of TID assessment collected within the unincorporated areas to cover its costs of administration.

STAFFING IMPACT (if applicable): None

RESULT OF RECOMMENDED ACTION: Adoption of the Resolution of Intention will result in a public meeting on July 24, 2018 and a public hearing on August 7, 2018 on the formation of the Lake County Tourism Improvement District and the levy of assessments on lodging businesses. Adoption of the Resolution Requesting Consent will result in the Clerk of the Board transmitting the adopted Resolution to the City Clerks of Lakeport and Clearlake to be considered by their City Councils.

RECOMMENDED ACTION:

- (a) Adopt Resolution Declaring Intent to Establish the Lake County Tourism Improvement District.
- (b) Adopt Resolution Requesting Consent of the City Councils of Lakeport and Clearlake to Establish the Lake County Tourism Improvement District.