



Legislation Text

File #: 19-314, Version: 1

MEMORANDUM

TO: Board of Supervisors

FROM: Carol J. Huchingson, County Administrative Officer

DATE: April 9, 2019

SUBJECT: Approve Agreement between County of Lake and Visit Lake County California authorizing the County of Lake to collect and remit Tourism Improvement District assessments

EXECUTIVE SUMMARY:

On June 19, 2018, your Board passed Resolution 2018-75 declaring its intention to establish the Lake County Tourism Improvement District (LCTID). The LCTID Board, comprised of lodging business owners, a representative from the County of Lake, the City of Clearlake and the City of Lakeport as well as other tourism representatives was seated on November 7, 2018. The official manager of the LCTID is Visit Lake County California (VLCC), a 501(c)3 organization which acts as the Owners' Association for the LCTID.

As per the formation of the LCTID, a 1.5% non-tax assessment will be collected per the Management District Plan (MDP). The County of Lake will collect this assessment, as will the two Cities, for distribution to the LCTID pursuant to the State of California Streets and Highways Code 36651. These first assessments will be collected this month and remitted to VLCC as per the MDP. The City of Clearlake and the City of Lakeport will also be collecting these assessments within their own jurisdictions and remitting to the VLCC.

Staff respectfully requests your approval of the attached Agreement which authorizes the County of Lake to collect and remit this assessment for VLCC.

FISCAL IMPACT: ☒ None ☐ Budgeted ☐ Non-Budgeted

Estimated Cost:

Amount Budgeted:

Additional Requested:

Annual Cost (if planned for future years):

FISCAL IMPACT (Narrative): None

STAFFING IMPACT (if applicable): Some increased staff time associated with processing joint TOT/TID payments. Departments impacted are Treasurer - Tax Collector and Auditor -Controller. County will receive 2% of collected fees to offset administrative costs.

RECOMMENDED ACTION:

Approve Agreement between County of Lake and Visit Lake County California authorizing the County of Lake to collect and remit Tourism Improvement District assessments