

RESOLUTION NO. 2015 - \_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA BARBARA DECLARING ITS INTENTION TO RENEW THE SANTA BARBARA SOUTH COAST TOURISM BUSINESS IMPROVEMENT DISTRICT (SBSCTBID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

WHEREAS, the City of Santa Barbara created the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) on September 28, 2010 by Resolution No. 10-080; and

WHEREAS, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the City to renew business improvement districts for the purposes of promoting tourism; and

WHEREAS, Visit Santa Barbara, lodging business owners, members of the business community and representatives from the City of Santa Barbara have met to consider the renewal of the SBSCTBID; and

WHEREAS, Visit Santa Barbara has drafted a Management District Plan which sets forth the proposed boundary of the SBSCTBID, a service plan and budget, and a proposed means of governance; and

WHEREAS, lodging business owners who will pay more than fifty percent (50%) of the assessment under the SBSCTBID have petitioned the City Council to renew the SBSCTBID.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SANTA BARBARA THAT:

1. The recitals set forth herein are true and correct.
2. The City Council finds that the lodging businesses that will pay more than fifty percent (50%) of the assessment proposed in the Management District Plan have signed and submitted petitions in support of the renewal of the SBSCTBID. The City Council accepts the petitions and adopts this Resolution of Intention to renew the SBSCTBID and to levy an assessment on certain lodging businesses within the SBSCTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Management District Plan satisfies all requirements of Streets and Highways Code section 36622.

4. The City Council declares its intention to renew the SBSCTBID and to levy and collect increased assessments on lodging businesses within the SBSCTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The SBSCTBID shall include all lodging businesses located within the boundaries of the cities of Santa Barbara, Carpinteria, and Goleta, and portions of unincorporated southern Santa Barbara County, as shown in the map, attached as Exhibit A. The term “lodging business” means any structure, or any portion of any structure, which is occupied or intended for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed location, or other similar structure or portion thereof.
6. The name of the district shall be Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID).
7. The annual assessment rate for the first year of operation is as follows: hotels, inns, motels, studio hotels, bachelor hotels, lodging houses, rooming houses, dormitories, public or private clubs or similar structures shall be assessed a fixed amount per paid occupied room per night as shown in the table below. Tourist homes or houses, apartment houses, mobile homes, and house trailers, (hereinafter “vacation rentals”) shall be assessed a fixed amount on a per paid unit per night basis, rather than per room. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. The average daily rate (ADR) figures shall be updated annually. The assessment rates may be increased in 2017 and 2019 as shown below:

Average Daily Rate	Assessment Per Night		
	Year 1 (2015)	Year 3 (2017)	Year 5 (2019)
Less than \$100	\$0.75	\$0.85	\$0.95
\$100-\$149	\$1.50	\$1.65	\$1.85
\$150-\$199	\$2.25	\$2.50	\$2.75
\$200-\$249	\$3.00	\$3.30	\$3.65
\$250-\$299	\$3.50	\$3.85	\$4.25
Over \$300	\$4.00	\$4.40	\$4.85
Vacation rentals	\$2.00	\$2.20	\$2.40

8. The assessments levied for the SBSCTBID shall be applied toward advertising and communication, sales and marketing, and local destination marketing programs to market assessed lodging businesses in the Santa Barbara South Coast as tourist, meeting, and event destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which SBSCTBID

assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.

9. The SBSCTBID will have a six (6) year term, beginning January 1, 2015 through December 31, 2020 unless renewed pursuant to Streets and Highways Code § 36660.
10. Bonds shall not be issued.
11. The time and place for the public meeting to hear testimony on renewing the SBSCTBID and levying assessments are set for September 30, 2014, at 2:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 735 Anacapa Street, Santa Barbara, CA 93101.
12. The time and place for the public hearing to renew the SBSCTBID and the levy of assessments are set for October 28, 2014, at 2:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 735 Anacapa Street, Santa Barbara, CA 93101.
13. The City Clerk is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code § 36623.
14. At the public meeting and hearing the testimony of all interested persons for or against the renewal of the SBSCTBID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the proposed SBSCTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire SBSCTBID, no further proceedings to renew the SBSCTBID shall occur for a period of one year.
15. The complete Management District Plan is on file with the City Clerk and may be reviewed upon request.
16. This resolution shall take effect immediately upon its adoption by the City Council.

I HEREBY CERTIFY that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the City Council on the \_\_\_\_\_ day of \_\_\_\_\_ 2015 by the following vote:

AYES:	Council MEMBERS:
NOES:	Council MEMBERS:
ABSENT:	Council MEMBERS:
ABSTAIN:	Council MEMBERS:

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Mayor

ATTEST:

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City Clerk

# EXHIBIT A District Boundaries

