



## California Tourism Business Improvement Districts

<i>District</i>	<i>Annual Total</i>	<i>Assessment Rates</i>	<i>Programs Funded</i>	<i>Year Approved</i>	<i>Enabling Statute</i>	<i>Approval Mechanism</i>
<b>Carlsbad CVB</b>	\$874,000	\$1.00 per occupied room per night	Tourism Promotion	2005	'89	Majority Protest
<b>Claremont</b>	\$175,000	2% of gross room rental revenue	Tourism promotion	2009	'94	Affirmative Petition Majority Protest
<b>Chula Vista</b>	\$650,000	2.5% of gross room rental revenue	Tourism Promotion & Capital Improvements	2009	'94	Affirmative Petition Majority Protest
<b>Costa Mesa</b>	\$1.1 Million	2% of gross room rental revenue	Promotion of Meeting & Group Business, State Associations, & Leisure Travel	1995	'89	Majority Protest
<b>Dana Point</b>	\$1 Million	\$3.00 per occupied room night	Tourism Promotion	2009	'89	Affirmative Petition Majority Protest

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<b>Davis (Yolo County Conference &amp; Visitors Bureau)</b>	\$95,000	1% of gross room rental revenue	Tourism Promotion & Joint funding of the Yolo County Visitors Bureau	2000	'89	Majority Protest
<b>Fairfield</b>	\$400,000	2% of gross room rental revenue	Tourism Promotion & California Welcome Center	2005	'89	Majority Protest
<b>Folsom</b>	\$160,000	2% of gross room rental revenue	Tourism Marketing Program	2002	Local Ordinance Based on '94	Petition, Majority Protest
<b>Huntington Beach</b>	\$800,000	1% of gross room rental revenue	Tourism Marketing and Promotion	2002	'89	Majority Protest
<b>Laguna Beach</b>	\$950,000	2% of gross room rental revenue	Tourism Promotion	2001	'89	Majority Protest
<b>Lodi</b>	\$156,000	3% of gross room rental revenue	Tourism Promotion	2004	'89	Majority Protest
<b>Long Beach</b>	\$3 Million	3% of gross short term room rental	Tourism Marketing and Promotion	2005	'89	Majority Protest

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<b>Madera County</b>	\$400,000	2.0% of gross room rental revenue	Tourism Marketing and Promotion	2009	'94	Petition, Majority Protest
<b>Marin County (9 Cities and County)</b>	\$660,000	1% of gross room rental revenue	Tourism Promotion & Destination Marketing	2004	'89	Majority Protest
<b>Mariposa County</b>	\$920,000	1.0% of gross short term (stays less than 30 days) room rental revenue per night	Tourism Promotion & Marketing	2008	'94	Affirmative Petition, Majority Protest
<b>Mendocino County (County and 4 Cities)</b>	\$550,000	1% of gross room rental revenue	Tourism Promotion and Marketing	2006	'89	Majority Protest
<b>Monterey County</b>	\$2,200,000	\$1.00 per occupied room per night for full service; \$0.50 per occupied room per night for limited service as defined by Smith Travel Research.	Tourism Promotion and Marketing	2006	'89	Majority Protest
<b>Morro Bay</b>	\$500,000	3% of gross room rental revenue	Tourism Promotion	2009	'89	Majority Protest
<b>Napa Valley</b>	\$4,000,000	2% of gross room rental revenue	Tourism Promotion	2010	'94	Affirmative Petition, Majority Protest

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<b>Newport Beach</b>	\$1.7 Million	2% of gross room rental revenue	Tourism Promotion	2009	'94	Majority Protest
<b>Oceanside</b>	\$472,500	1.5% gross room rental revenue	Tourism Marketing	2010	'94	Affirmative Petition, Majority Protest
<b>Pacific Grove</b>	\$130,000	\$1.50 per occupied room per night for full service; \$1.00 per occupied room per night for limited service as defined by Smith Travel Research.	Tourism Promotion and Physical Improvements	2007	'89	Majority Protest
<b>Palm Springs (9 Cities)</b>	\$7.6 Million	2% of gross room rental revenue	Tourism Promotion	2008	'89	Majority Protest
<b>Pasadena</b>	\$2.4 Million	2.89% of gross room rental revenue	Conference Center Expansion	2003	'89	Majority Protest
<b>Paso Robles</b>	\$500,000	2.0% of gross room rental revenue	Promotion of Tourism	2008	'89	Majority Protest
<b>Pismo Beach</b>	\$600,000	1.0% of gross room rental revenue	Tourism Marketing	2009	'89	Majority Protest
<b>Placer Valley (3 Cities)</b>	\$380,000	\$1.50 - \$1.00 per occupied room per night	Sports Tourism Promotion	2003	'89	Majority Protest

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<b>Redding City</b>	\$380,000	1% of gross room rental revenue	Tourism Promotion	2008	'94	Affirmative Petition, Majority Protest
<b>Redding Hilltop</b>	\$295,000	1.5% of gross room rental revenue	Streetscape Improvements (providing matching dollars)	2005	'94	Affirmative Petition, Majority Protest
<b>Sacramento (3 Cities and County)</b>	\$3.2 Million	\$1.50 - \$0.20 per occupied room per day (based on zones and annual revenue)	Convention & Trade Show Recruitment, Tourism Marketing & Destination Development	2000	'89	Majority Protest
<b>San Diego</b>	\$25 million	2% of gross room revenue	Tourism Promotion & Marketing	2007	Local Ordinance Based on '94	Majority Protest, Ordinance, Petition, Ballot
<b>San Francisco</b>	\$27 million (2/3 to Marketing/Sales and 1/3 to Moscone Center)	<b>Zone 1</b> : 1.5% of gross room revenue in years 1-5; 1.0% of gross room revenue in years 6 -15. <b>Zone 2</b> : 1% of gross room revenue in years 1 -5; .75% of gross room revenue in years 6-15.	Tourism Marketing & Services/ Moscone Center Improvements	2008	Local Ordinance Based on '94	Affirmative Petition, Ballot, Majority Protest
<b>San Jose CVB</b>	\$1,500,000	\$0.75 - \$2.00 per occupied room per day (based on zone)	Tourism Promotion	2006	'89	Majority Protest
<b>San Luis Obispo (City)</b>	\$950,000	2% of gross room rental revenue	Tourism Promotion	2008	'89	Majority Protest

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<b>San Luis Obispo County</b>	\$90,000	2% of gross room rental revenue	Tourism Promotion	2009	'89	Majority Protest
<b>San Mateo (11 Cities and County)</b>	\$2.1 Million	\$1.00 - \$0.15 per occupied room per night (based on no. of rooms and meeting space)	Tourism Promotion	2001	'89	Majority Protest
<b>Santa Clara</b>	\$600,000	\$1.00 per occupied room per night	Tourism Promotion	2004	'89	Majority Protest
<b>Santa Cruz County</b>	\$1,140,000	\$1.00 or \$1.50 per occupied room per night	Tourism Promotion	2010	'94	Affirmative Petition, Majority Protest
<b>Santa Ynez Valley</b>	\$600,000	\$2.00 per occupied room per night	Tourism promotion	2010	'94	Affirmative Petition, Majority Protest
<b>Sonoma (7 Cities and County)</b>	More than \$2 Million	2% of gross room rental revenue (hotels with over \$350,00 in revenue)	Tourism Promotion	2004	'89	Majority Protest
<b>South Lake Tahoe</b>	\$1,800,000	\$3.00 per occupied room per night for hotels/motels; \$4.50 per occupied room per night for timeshares, condos, triplexes, duplexes and homes under property management.	Tourism Promotion	2006	'94	Affirmative Petition, Majority Protest

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<b>Stockton</b>	\$500,000	2% of gross room rental revenue	Tourism Promotion	2007	'89	Majority Protest
<b>Temecula CVB</b>	\$430,000	2% of gross room rental revenue	Tourism Promotion	2005	'89	Majority Protest
<b>Tiburon</b>	\$44,000	1% of gross room rental revenue	Tourism Promotion	2007	'89	Majority Protest
<b>Torrance</b>	\$500,000	1% of gross room rental revenue	Tourism Promotion	2010	'94	Affirmative Petition, Majority Protest
<b>Tri-Valley CVB</b>	\$1,520,000	\$1.00 per occupied room per night on lodging businesses of 35 rooms or more	Tourism Promotion	2005	'94	Affirmative Petition, Majority Protest
<b>Vallejo</b>	\$300,000	\$1.00 - \$0.50 per occupied room per night (based on no. of rooms)	Tourism Marketing	2003	'89	Majority Protest
<b>West Hollywood</b>	\$1.1 Million	1.5% of gross room rental revenue	Tourism Promotion	1992	'89	Majority Protest

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<b>Woodland (Yolo County Conference &amp; Visitors Bureau)</b>	\$60,000	1% of gross room rental revenue	Tourism Promotion & Joint funding of the Yolo County Visitors Bureau	2004	'89	Majority Protest

Considering or Forming Tourism Business Improvement Districts:

Anaheim  
Burbank  
Del Mar  
Lake Arrowhead  
Los Angeles  
Manteca  
Orange County  
Rancho Cordova  
Santa Barbara  
Santa Rosa  
Shasta County  
Stockton (89-94 conversion)  
Temecula (Wine Country)  
Vacaville  
West Sacramento

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