



Agenda Item No. _____

File Code No. 150.05

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 27, 2010
TO: Mayor and Councilmembers
FROM: Administration Division, Finance Department
SUBJECT: Public Hearing On The Proposed Santa Barbara Tourism Business Improvement District

RECOMMENDATION:

That Council hold a public hearing to hear comments from the public on the proposed Santa Barbara Tourism Business Improvement District.

DISCUSSION

Overview

The proposed Santa Barbara Tourism Business Improvement District, or "SBTBID", is a special benefit assessment district designed to increase tourism by creating a supplemental funding source for marketing the south coast region of Santa Barbara County. The SBTBID region would include the cities of Santa Barbara, Goleta, and Carpinteria and the nearby unincorporated areas of the County of Santa Barbara, with the City of Santa Barbara designated as the lead jurisdiction. The funds would be administered by a non-profit newly formed for that purpose by the Santa Barbara Conference and Visitors' Bureau and Film Commission. The annual budget for the SBTBID is estimated at \$1.8 million.

Legal Process

In July 2010, the City received signed petitions from 58.62% of affected lodging establishments in support of creating the SBTBID. This exceeds the greater than 50% support required to begin the formal process under the Property and Business Improvement District Law of 1994.

On July 13, 2010, Council took the first step required to form the Santa Barbara Tourism Business Improvement District by adopting the Resolution of Intention, declaring intent to form the district. The Council also adopted the Resolution Requesting Consent, asking the included jurisdictions to give their consent to be included in the district area.

The public hearing on July 27, 2010, marks the second step required to form the district. At the Council meeting, Council will open the public meeting to hear comments from the public and affected business owners on the proposed district. Council will not be asked to take any action at the public hearing.

The third step in the legal process is scheduled for September 28, 2010, when the final public hearing will be held and the written protest percentage tabulated. If no majority written protest is received from business owners that would pay more than 50% of assessment, Council would determine whether to adopt both the Resolution of Formation, formally creating the district, and the final Management District Plan.

PREPARED BY: Jill Taura, Treasury Manager

SUBMITTED BY: Robert Samario, Interim Finance Director

APPROVED BY: City Administrator's Office