



June 22, 2026

Dear Mendocino County Board of Supervisors:

This letter relates to Agenda Item R7 on the Board of Supervisors meeting agenda for Tuesday, June 23.

R7 – Noticed Public Hearing: Discussion and Possible Action Including Adoption of a Resolution Adopting the 2026–2027 Annual Report of the Mendocino County Business Improvement District (BID) and Levying an Annual Assessment for Fiscal Year 2026–2027
(Sponsor: Planning and Building Services)

Please find attached a proposal for your review and consideration regarding the renewal of the Mendocino County Lodging BID services contract.

As part of the contract renewal process, we respectfully request consideration of an amendment to the agreement governing how the Mendocino County Tourism Commission (Visit Mendocino County) administers and fulfills BID-funded services. The proposed amendment would be incorporated into the master services contract for the Mendocino County Lodging BID.

The proposal recommends the formation of the **Inland Mendocino Tourism Council (IMTC)** and the establishment of an **Inland Destination Investment Fund**, supported by an annual allocation equal to twenty-five percent (25%) of gross BID revenues received by Visit Mendocino County.

IMTC would provide strategic direction for the Fund through an advisory committee representing a broad range of inland tourism and economic development stakeholders, including:

- Lodging operators
- Mendocino Winegrowers Inc.
- Economic Development and Financing Corporation
- Local businesses, including wineries, restaurants, retail, and banking
- Chambers of Commerce
- Arts and cultural organizations
- Recreation partners
- Event producers
- Local governments
- California Welcome Center Ukiah

Strong lodging industry participation would remain central to IMTC's work, recognizing the lodging community's role in funding and benefiting from tourism promotion efforts.

Funds would be distributed quarterly into the Inland Destination Investment Fund and administered by the Greater Ukiah Business & Tourism Alliance (GUBTA) on behalf of IMTC. Investments would support inland Mendocino County communities, including but not limited to Hopland, Ukiah, Calpella, Redwood Valley, Potter Valley, Willits, Laytonville, Leggett, and Covelo.

As fiscal administrator, GUBTA would work with the IMTC advisory committee to develop annual budgets and oversee financial management. Administrative costs would be reimbursed through direct expenses or a management fee not to exceed five percent (5%) of the annual budget.

The primary objective of this initiative is to ensure that the maximum amount of funding is invested directly into programs, projects, destination development efforts, and marketing initiatives that benefit inland communities while maintaining efficient administration and transparent financial oversight.

The proposal outlines the governance structure, responsibilities, reporting requirements, and collaborative relationship between IMTC, GUBTA, and Visit Mendocino County.

This concept emerged from ongoing collective concerns that inland communities have not received sufficient representation in tourism planning, promotion, and investment decisions. The proposal is intended to strengthen collaboration between coastal and inland regions while recognizing that inland Mendocino County has unique tourism assets, visitor markets, and investment priorities that require dedicated attention and local leadership.

Thank you for your consideration regarding this proposal and the communities that it serves.

Sincerely,

Katrina M. Kessen, Executive Director
katrina@discoverukiah.com | 707.262.2092