



Mendocino County

Legislation Text

File #: 18-1971, Version: 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: August 7, 2018

Department Contact: Adrienne Thompson

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Department Contact: Ignacio Gonzalez

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Item Type: Noticed Public Hearing

Time Allocated for Item: 5 Mins

Agenda Title:

Noticed Public Hearing - Discussion and Possible Action Including Adoption of Resolution Confirming Acceptance of the Fiscal Year 2017-18 Mendocino County Business Improvement District (BID) Annual Report Thereby Levying an Annual Assessment for the BID Fiscal Year 2018-19
(Sponsor: Planning and Building Services)

Recommended Action/Motion:

Adopt Resolution confirming acceptance of the fiscal year 2017-18 Mendocino County Business Improvement District (BID) Annual Report thereby levying an annual assessment for the BID fiscal year 2018-19; and authorize Chair to sign same.

Previous Board/Board Committee Actions:

The BID was established on May 16, 2006, through Ordinance 4170, which added Chapter 5.140 to the Mendocino County Code (MCC). The Board adopted Ordinance No. 4336 on May 19, 2015 amending Chapter 5.140 of the MCC. On May 16, 2017, the Board of Supervisors adopted Resolution 17-066 approving the Annual Report as submitted by the BID Advisory Board, and declaring the County's intention to again levy an annual assessment in the District. On June 19, 2018, the Board of Supervisors adopted Resolution 18-089 approving the Annual Report as submitted by the BID Advisory Board, and declaring the County's intention to again levy an annual assessment in the District. On July 10, 2018, the Board of Supervisors adopted Resolution 18-094, setting a noticed public hearing date declaring the County's intention to again levy an annual assessment in the District.

Summary of Request:

To complete the BID renewal process for Fiscal Year 2018-2019, the Board is asked to adopt a resolution confirming acceptance of the BID Annual Report. Confirming acceptance of the BID Annual Report will levy a 1% gross rent assessment from lodging business within the District (within the boundaries of the unincorporated portion of the County of Mendocino, and the incorporated area of the City of Fort Bragg, City of Ukiah and the City of Willits) to be utilized in accordance with the Annual Report. As stipulated in Section 36534 & 36535 of the California Streets and Highway Code, this confirmation is to occur after a public hearing in which protests can be heard. MCC 5.140.250 requires that "the County and the Mendocino County Tourism Commission (MCTC) shall enter into a contract prior to the expenditure of such (BID) funds...this contract shall provide for a fifty percent (50%) County match of the assessment collected and expended pursuant to this

Chapter for the purpose of countywide promotion.” This contract will come before the Board on August 7, 2018; estimated cost of the required County match is \$500,000. A copy of the accepted Annual Report (and budget) is on file at the County Executive Office.

Alternative Action/Motion:

Provide direction to staff.

Supplemental Information Available Online at: <http://www.visitmendocino.com>

Fiscal Impact:

Source of Funding: BU 1810 County matching funds

Budgeted in Current F/Y: Yes

Current F/Y Cost: \$500,000 FY 18/19 contract

Annual Recurring Cost: \$500,000 Estimate

Supervisory District: All

Vote Requirement: Majority

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Janelle Rau, Deputy CEO

CEO Review: Yes

CEO Comments:



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Executed By: Meribeth Dermond

Final Status: Adopted

Date: **AUGUST 8, 2018**

Executed Item Number: Resolution Item Number: 18-123