



Mendocino County

Legislation Text

File #: 21-0511, Version: 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: May 4, 2021

Department Contact: Adrienne Thompson

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Department Contact: Nash Gonzalez

Phone: 234-6650

Item Type: Regular Agenda

Time Allocated for Item: 15 Mins

Agenda Title:

Discussion and Possible Action Including Approval of the Mendocino County Lodging Business Improvement District (BID) Annual Report; Adoption of Resolution of the Mendocino County Board of Supervisors Declaring Its Intention to Levy and Collect an Annual Assessment from Businesses in the BID Within the Boundaries of the Unincorporated Portion of the County of Mendocino and the Incorporated Areas of the City of Fort Bragg, the City of Point Arena, the City of Ukiah, and the City of Willits from Specified Lodging Businesses and Fixing the Date, Time, and Place of a Public Hearing to be Held by the Board to Levy the Proposed Assessment for Fiscal Year 2021/2022
(Sponsor: Planning and Building Services)

Recommended Action/Motion:

Approve the BID Annual Report; adopt Resolution of the Mendocino County Board of Supervisors declaring its intention to levy and collect an annual assessment from lodging businesses in the BID (within the boundaries of the unincorporated portion of the County of Mendocino and the incorporated area of the City of Fort Bragg, the City of Point Arena, the City of Ukiah, and the City of Willits); set a public hearing to be held in front of the Board at a regular meeting on May 25, 2021 at or about 9:00 A.M. or as soon thereafter as the matter can be heard, to levy the proposed assessment for Fiscal Year 2021/2022, 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 4336 on May 19, 2015 amending Chapter 5.140 of the MCC. A BID Advisory Board was appointed by the Board, which oversees the creation of this Annual Report. On July 11, 2017, the Board adopted Ordinance 4384, amending Chapter 5.140 of the MCC.

Summary of Request:

The BID Advisory Board recently approved this Annual Report for Fiscal Year 2021/2022; no changes are recommended to the established areas or to the assessment levy on gross rent (1%). MCC 5.140.220 states that pursuant to Business and Improvement Area Law of 1989, the Board may approve this Annual Report as submitted, or modify the report and approve as modified. Section 36534 of the California Streets and Highways Code (Parking and Business Improvement District Law) stipulates that upon approval of the Annual Report, the Board must then adopt a resolution of intention to levy the assessment for the next fiscal year, and fix a time and place for a public hearing by the Board to hear public comments. MCC 5.140.245 states "the

Board of Supervisors shall designate a Contractor that shall be responsible for the administration of the Business Improvement District (BID)..." MCC 5.140.250 further requires that "the County and the Contractor) enter into a contract... 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." The current Contractor is Mendocino County Tourism Commission (MCTC). Please find attached the FY 2021/2022 Annual Report and Budget.

Alternative Action/Motion:

Do not approve the Report and provide direction to staff.

Supervisory District: All

vote requirement: Majority

Supplemental Information Available Online At: www.visitmendocino.com

Fiscal Details:

source of funding: BU 1810- County match

current f/y cost: \$405,000, Estimate

annual recurring cost: \$450,000, Est.

budget clarification: Will vary depending on TOT collection.

budgeted in current f/y: N/A

if no, please describe:

revenue agreement: N/A

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Steve Dunncliff, Deputy CEO

CEO Review: Yes

CEO Comments:

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Executed By: Atlas Pearson, Deputy Clerk I

Date: May 6, 2021

Final Status: Adopted

Executed Item Type: Resolution **Number:** 21-066

