



Mendocino County

Legislation Text

File #: 21-0599, Version: 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: May 25, 2021

Department Contact: Adrienne Thompson

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Department Contact: Nash Gonzalez

Phone: 234-6650

Item Type: Noticed Public Hearing

Time Allocated for Item: 15 Min

Agenda Title:

Noticed Public Hearing - Discussion and Possible Action Including Adoption of Resolution Confirming Acceptance of the Fiscal Year 21/22 Mendocino County Business Improvement District (BID) Annual Report Thereby Levying an Annual Assessment for the BID Fiscal Year 21/22
(Sponsor: Planning & Building Services)

Recommended Action/Motion:

Adopt Resolution confirming acceptance of the Fiscal Year 21/22 Mendocino County Business Improvement District (BID) Annual Report thereby levying an annual assessment for the BID Fiscal Year 21/22; 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. Annually, since 2017, the Board of Supervisors has adopted a Resolution approving the Annual Report for the BID Advisory Board, setting a noticed public hearing date and 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 21/22, 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 Point Arena, 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 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. As such, the Board approved the contract with Mendocino County Tourism Commission on May 25, 2021; estimated cost of the required County Match \$475,000. A copy of the accepted Annual Report (and budget) is

available online at:

<https://www.mendocinocounty.org/government/planning-building-services/meeting-agendas/business-improvement-district-advisory-board-bid>.

Alternative Action/Motion:

Do not adopt the Resolution and provide direction to staff.

Supervisory District: All

vote requirement: Majority

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

Fiscal Details:

source of funding: BU 1810- County Match

current f/y cost: \$475,000

annual recurring cost: \$475,000

budget clarification: N/A

budgeted in current f/y: Yes

if no, please describe:

revenue agreement: N/A

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Steve Dunicliff, Deputy CEO

CEO Review: Yes

CEO Comments:

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Executed By: Atlas Pearson, Deputy Clerk I

Date: May 28, 2021

Final Status: Adopted

Executed Item Type: Resolution Number: 21-076

