



Mendocino County

Legislation Text

File #: 18-1808, Version: 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: June 19, 2018

Department Contact: Adrienne Thompson

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Department Contact: Ignacio Gonzalez

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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 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 2018-2019

(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 Ukiah, and the City of Willits); set a Public Hearing to be held in front of the Board at a Regular meeting on July 10, 2018, 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 2018-2019, 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 2018-2019; 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). It is expected that this contract will come before the Board on June 19, 2018. Please find attached the FY 18-19 Annual Report and Budget.

Alternative Action/Motion:

Amend the Annual Report and proposed Resolution and approve as amended; do not approve the Report and discontinue the BID.

Supplemental Information Available Online at: N/A

Fiscal Impact:

Source of Funding: BU 1810- County matching funds **Budgeted in Current F/Y:** Yes

Current F/Y Cost: \$500,000 FY 17-18 promotion contract **Annual Recurring Cost:** Estimated at \$500,000 (will vary based on actual TOT)

Supervisory District: All

Vote Requirement: Majority

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: Meribeth Dermond

Final Status: Adopted

Date: June 21, 2018

Executed Item No.: Resolution Number: 18-089

Note to Department: