



Mendocino County

Legislation Text

File #: 17-0479, **Version:** 1

To: Board of Supervisors

From: Planning and Building Services

Meeting Date: June 20, 2017

Department Contact: Adrienne Thompson

Phone: 234-6677

Department Contact: Nash Gonzalez

Phone: 234-6650

Item Type: Noticed Public Hearing

Time Allocated for Item: 15 Mins

Agenda Title:

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

Recommended Action/Motion:

Adopt Resolution confirming acceptance of the fiscal year 2016-2017 Annual Report of the Mendocino County Lodging Business Improvement District (BID) thereby levying an annual assessment for the BID in Fiscal Year 2016-2017; 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.

Summary of Request:

To complete the BID renewal process for Fiscal Year 2017-2018, 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 businesses 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, the 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 Highways 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 June 20, 2017; estimated cost of the required County match is \$447,500. A copy of the accepted Annual Report (and budget) is on file at the Executive Office.

Alternative Action/Motion:

Continue the program and assessments, unchanged, from the current fiscal year, or modify the report and hold another public hearing to confirm adoption of the modified report.

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: \$447,500 FY 17-18 promotion contract **Annual Recurring Cost:** Estimated at \$447,500

Supervisory District: All

Vote Requirement: Majority

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Kenneth Spain, Administrative Analyst II

CEO Review: Yes

Comments:

FOR COB USE ONLY

Executed By: Choose an item.

Final Status: **Choose an item.**

Date: [CLICK HERE TO ENTER A DATE.](#)

Executed Item Number: **Choose an item.**

Note to Department: