

May 14, 2026

Dear Members of the Mendocino County Board of Supervisors,

On behalf of the Mendocino County Tourism Commission (MCTC) Board, I am writing to express our explicit and enthusiastic support for the proposed changes to the Business Improvement District (BID) Ordinance as outlined in the 2026-2027 BID Annual Report. These recommendations are the result of extensive consultation with lodging businesses countywide and are designed to simplify, streamline, and modernize BID operations for the benefit of all stakeholders. In addition, these changes have been presented to and discussed amongst MCTC Board Members at our April meeting. The board showed unanimous support for not only these changes, but for the report in its entirety.

The proposed ordinance changes are critical to ensuring the long-term sustainability and competitiveness of Mendocino County as a tourism destination.

Summary of Proposed Ordinance Changes

1. Move Board Elections and Composition to MCTC By-Laws

- Removing the election and required make-up of the MCTC Board of Directors from the ordinance and placing them in the MCTC by-laws will allow for greater flexibility and ensure that board representation aligns with the interests of businesses paying into the assessment.

2. Eliminate County Administrative Charge

- Removing the County's administration charge of up to 3% will ensure that all assessment funds collected are submitted to MCTC for annual operations, maximizing the impact of every dollar invested in tourism promotion.

3. Contract with a Third-Party Vendor

- Engaging a third-party vendor to collect, enforce, and administer BID funds will improve efficiency, transparency, and compliance, freeing up county staff time and resources.

Our Commitment

The MCTC Board and the entire Visit Mendocino County team remain dedicated to providing essential economic development efforts for the county. We urge the Board of Supervisors to adopt these ordinance changes as quickly as is feasible and to partner with us in maximizing our efforts that bring in more taxes, create more jobs, and increase overall economic vitality.

Thank you for your consideration and continued support of Mendocino County's tourism industry.

Sincerely,



Kasie Gray, Chair of the Board, Mendocino County Tourism Commission