




BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: HCD
Department No.: 053
For Agenda Of: 4/20/10
Placement: Set Hearing
Estimated Time: 20 minutes on 5/4/10
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department David Matson, Director, Housing and Community Development
Director(s)
Contact Info: David Matson (568-2068)
SUBJECT: Santa Ynez Valley Tourism Business Improvement District



County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

Set a hearing to receive a report on the potential formation of the Santa Ynez Tourism Business Improvement District and consider the adoption of a Resolution of Consent of the County of Santa Barbara to Create Santa Ynez Valley Tourism Business Improvement District to allow the City of Solvang to establish the Santa Ynez Tourism Business Improvement District.

Summary Text:

This item is being placed on the Board agenda to consider a request by the City of Solvang that the County adopt a Resolution of Consent (Attachment A) to allow lodging establishments in portions of the unincorporated area to participate in the Solvang's proposed Santa Ynez Valley Tourism Business Improvement District (SYVTBID). A boundary map and description of the proposed SYVTBID is included as Attachment B. Upon receipt of the Santa Ynez Valley Hotel Association's petition to form the SYVTBID, the City of Solvang agreed to serve as the lead agency and proceeded to adopt two resolutions at its March 22, 2010 meeting. The first was a Resolution of Intention to establish the Santa Ynez Tourism Business Improvement District. The second was a Resolution Requesting Consent of the City of Buellton and the County of Santa Barbara to create the SYVTBID. State law requires that a City and/or County, acting as the lead agency, must first adopt a resolution of intent in order to form a Tourism Business Improvement District.

Background:

The purpose of the SYVTBID is to create a five-year revenue source that would be used to augment existing marketing, sales and promotional efforts in order to increase the allure of Santa Ynez Valley as a tourist, meeting and event destination. SYVTBID revenues are projected to be \$600,000 annually.

Santa Ynez Valley Tourism Business Improvement District

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Based on signatures received on the SYVTBID petition circulated by the Santa Ynez Valley Hotel Association, 73% of the lodging establishments in Solvang, 68% of the lodging establishments in Buellton, and 71% of the lodging establishments in the surrounding unincorporated area are in favor of the formation of the district. The proposed SYVTBID would include all hotels, motels, and inns, existing and future, available for public occupancy with the boundaries of the cities of Buellton and Solvang, and portions of the unincorporated area of Santa Barbara County. In total, the proposed SYVTBID boundary would include 34 lodging businesses from Los Alamos to the San Marcos Pass.

Performance Measure:

Fiscal and Facilities Impacts:

Budgeted: No

Fiscal Analysis:

Narrative: The proposed assessment rate is \$2 per occupied room night and would be in effect for a period of five years. The assessment is expected to generate \$3 million over the proposed five-year lifespan of the SYVTBID. Each jurisdiction would be responsible for collecting the assessment and forwarding funds to the City of Solvang. Solvang would then forward the funds to the SYVHA, which is responsible for the fiscal oversight and operations of SYVTBID programming. To offset the administrative costs of collection, the County would be entitled to retain 1% of the SYVTBID revenue collected from lodging establishments in the unincorporated area. .

Staffing Impacts:

Legal Positions:

FTEs:

Special Instructions:

Attachments: Forthcoming for May 4, 2010 hearing:

- A. Resolution of Consent of the County of Santa Barbara to Create Santa Ynez Valley Tourism Business Improvement District
- B. Proposed Boundary Map and SYVTBID Boundary Description

Authored by:

David Matson, Director of Housing and Community Development

cc: