

NOTICE OF EXEMPTION

TO: Santa Barbara County Clerk of the Board of Supervisors

FROM: David Matson, Housing and Community Development

The project or activity identified below is determined to be exempt from further environmental review requirements of the California Environmental Quality Act (CEQA) of 1970, as defined in the State and County Guidelines for the implementation of CEQA.

APN: N/A

Case No.: N/A

Location: The boundary of the Santa Ynez Valley Tourism Business Improvement District would include within the cities of Buellton and Solvang, as well as surrounding portions of the unincorporated area of Santa Barbara County between Los Alamos and the San Marcos Pass.

Project Title: Santa Ynez Valley Tourism Business Improvement District (SYVTBID)

Project Description: 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.

Name of Public Agency Approving Project:	County of Santa Barbara
Name of Person or Agency Carrying Out Project:	David Matson

Exempt Status: (Check one)

- ☐ Ministerial
- ☒ Statutory Exemption
- ☐ Categorical Exemption
- ☐ Emergency Project
- ☐ Declared Emergency

Cite specific CEQA and/or CEQA Guideline Section: 15060(c)(3) and 15378(b)(4) of the CEQA Guidelines.

Reasons to support exemption findings: The SYVTBID is a government funding mechanism for promoting tourism in Santa Ynez Valley. It is not subject to CEQA pursuant to Sections 15060(c)(3) and 15378(b)(4) of the CEQA Guidelines, because it will not result in a direct or reasonably foreseeable indirect physical change in the environment, and it consists of government funding mechanisms that will not result in direct or indirect physical changes in the environment.

There is no substantial evidence that there are unusual circumstances (including future activities) resulting in (or which might reasonably result in) significant impacts which threaten the environment.

Lead Agency Contact Person: David Matson

Phone #: (805) 568-2068

Department/Division Representative: _____ Date: _____

Acceptance Date: _____

distribution:

Project file (when P&D permit is required)

Date Filed by County Clerk: _____.

NOTE: A copy must be posted at least 6 days prior to consideration of the activity by the decision-makers to comply with County CEQA guidelines and a copy must be filed with the County Clerk of the Board after project approval to begin a 35 day statute of limitations on legal challenges.

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