

Santa Ynez Valley Tourism Business Improvement District

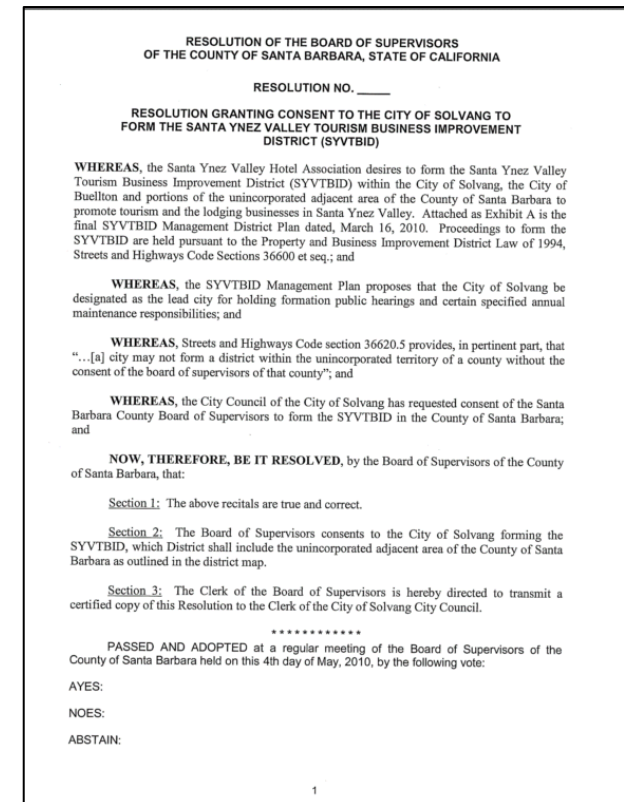
Board of Supervisors
May 25, 2010



SYVTBID

SYVTBID Recap

- Includes all existing and future hotels, motels and inns within boundary
 - 34 lodging businesses
 - 9 within unincorporated area (153 rooms)
- 5 year program, starts Aug 1, 2010
- \$2 levied per occupied room-night
- Revenues are projected to be \$600,000 annually
 - \$3 million by 2015
 - \$65,000/year produced in unincorporated area



Previous Concerns Addressed

- **SYVTBID Map Redrawn** ✓
New map covers only existing establishments, does not extend into rural unincorporated areas.
- **Cost to County is Low** ✓
Administrative offset doubled to 2%, which sufficiently covers costs
- **Program Documentation Improved** ✓
Bylaws are now complete and adequate
Contract defines relationship between the SYVHA and jurisdictions
- **Operating Plan Details Added** ✓
Revised MDP describes proper legal oversight of “compelled assessments”



SYVTBID Map

Revised map



Cost Impact

- County will retain 2% to offset administrative costs and is responsible for:
 - Collecting assessments from 9 lodging businesses on monthly basis along with TOT
 - Remitting TBID revenue to the City of Solvang



Lodging
Businesses



County of
Santa Barbara



City of
Solvang



Recommended Actions

- Receive a report on the potential formation of the Santa Ynez Valley Tourism Business Improvement District.
- Consider the adoption of a Resolution of Consent of the County of Santa Barbara supporting the City of Solvang's establishment of the Santa Ynez Valley Tourism Business Improvement District that would include part of the unincorporated area of the County.
- If the Board adopts the Resolution of Consent, approve a Notice of Exemption pursuant to County's California Environmental Quality Act Guidelines, citing CEQA Guidelines Sections 15060(c)(3) and 15378(b)(4).

