

Santa Ynez Valley Tourism Business Improvement District

Board of Supervisors May 25, 2010



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

RESOLUTION OF THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA BARBARA, STATE OF CALIFORNIA

RESOLUTION NO. _

RESOLUTION GRANTING CONSENT TO THE CITY OF SOLVANG TO FORM THE SANTA YNEZ VALLEY TOURISM BUSINESS IMPROVEMENT

WHEREAS, the Santa Ynez Valley Hotel Association desires to form the Santa Ynez Valley Tourism Business Improvement District (SYVTBID) within the City of Solvang, the City of Buellton and portions of the unincorporated adjacent area of the County of Santa Barbara to promote tourism and the lodging businesses in Santa Ynez Valley. Attached as Exhibit A is the final SYVTBID Management District Plan dated, March 16, 2010. Proceedings to form the SYVTBID are held pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Sections 36600 et seq.; and

WHEREAS, the SYVTBID Management Plan proposes that the City of Solvang be designated as the lead city for holding formation public hearings and certain specified annual maintenance responsibilities; and

WHEREAS, Streets and Highways Code section 36620.5 provides, in pertinent part, that "...[a] city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county"; and

WHEREAS, the City Council of the City of Solvang has requested consent of the Santa Barbara County Board of Supervisors to form the SYVTBID in the County of Santa Barbara;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Supervisors of the County of Santa Barbara, that:

Section 1: The above recitals are true and correct

Section 2: The Board of Supervisors consents to the City of Solvang forming the SYVTBID, which District shall include the unincorporated adjacent area of the County of Santa Barbara as outlined in the district map.

Section 3: The Clerk of the Board of Supervisors is hereby directed to transmit a certified copy of this Resolution to the Clerk of the City of Solvang City Council.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Santa Barbara held on this 4th day of May, 2010, by the following vote:

AYES:

ABSTAIN:





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





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).

