

# Santa Barbara South Coast Tourism Business Improvement District

Board of Supervisors  
September 21, 2010



Department of Housing and Community Development

SBSCTBID

# What is a TBID?

- Tourism Business Improvement District (TBID)
- Approximately 49 jurisdictions in CA have formed a TBID in last 5 years
- New revenue source that augments existing marketing, sales and promotional efforts to encourage tourism in the south coast area of Santa Barbara
- Increased investment in tourism sector is expected to positively impact the regional economy
  - Increases room-night occupancy
  - Increases sales tax revenue
  - Increases Transient Occupancy Tax revenue



# Scope of Proposed SBSCTBID

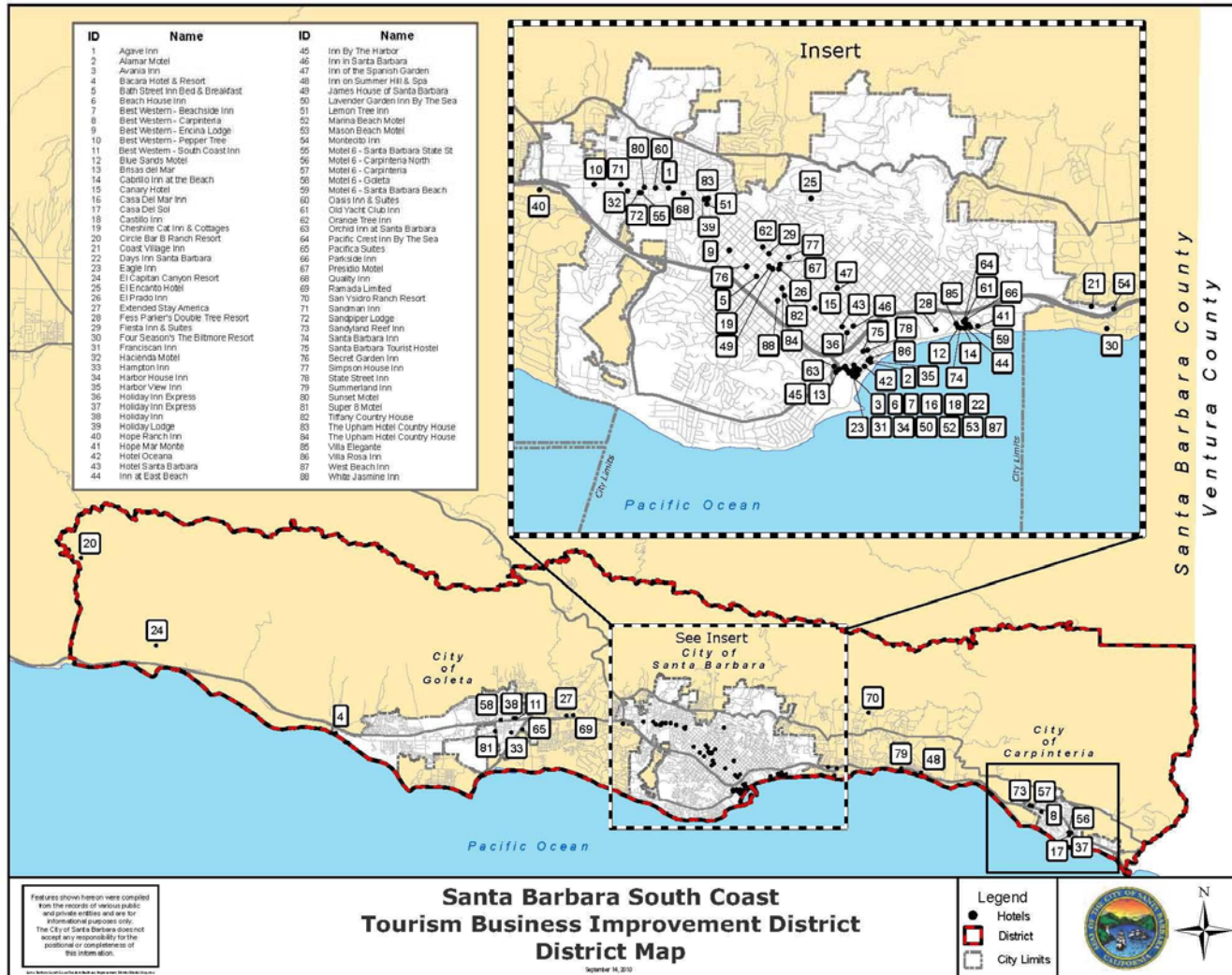
- Progressive fee levied per occupied room-night

Average Daily Rate	Assessment Per Night
Less than \$100	\$0.50
Between \$100 and \$150	\$1.00
Over \$150 up to \$200	\$1.50
Over \$200	\$2.00

- In effect for 5 years, beginning January 1, 2011
- Annual projected revenue is \$1.82M;
  - 14% (\$250K) in unincorporated area
- Includes all existing and future hotels, motels and inns within boundary
  - 90 lodging businesses
  - 9 within unincorporated area



# Detailed Map



# SBSCTBID Process

- The County collects assessments from lodging businesses along with TOT and remits TBID funds to the SB Conference and Visitors Bureau
  - County retains 1% to offset costs of administration
  - SBCVB retains 10% to cover costs of administration
- The SBCVB Board will produce regular updates and an annual service plan and budget



# SBSCTBID Formation

- Formation requires submittal of petitions from more than 50% of lodging business owners
- To be included, the County must adopt a Resolution of Consent prior to City of Santa Barbara's hearing on September 28, 2010.

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

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA  
BARBARA, STATE OF CALIFORNIA, GRANTING CONSENT TO THE CITY OF SANTA  
BARBARA TO FORM THE SANTA BARBARA SOUTH COAST TOURISM BUSINESS  
IMPROVEMENT DISTRICT (SBSCTBID)

**WHEREAS**, the City of Santa Barbara is beginning the process to form a Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq., to promote tourism and the lodging businesses in Santa Barbara. Attached as Exhibit A is the SBSCTBID Management District Plan dated, July 28, 2010; and

**WHEREAS**, the City Council of the City of Santa Barbara has requested consent to form the SBTBID in the County of Santa Barbara with adoption of Santa Barbara City Council Resolution No. 10-056, dated July 13, 2010;

**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 Santa Barbara forming the SBSCTBID, which District shall include the unincorporated 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 Santa Barbara City Council.

Section 4: This Resolution is effective upon its adoption.

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PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Santa Barbara, State of California, held on this 7th day of September, 2010, by the following vote:

AYES:



# Summary Analysis of Potential Issues

- **County costs are covered** ✓  
Administrative offset (\$2,500) should sufficiently covers TTC costs  
Additional direction provided regarding delinquencies and penalties
- **Strong program documentation is in place** ✓  
Bylaws are complete and adequate  
Contract defines relationship between the SBCVB and jurisdictions  
Revised operating plan provides sufficient detail



# Recommended Actions

- Receive a report on the potential formation of the Santa Barbara South Coast Tourism Business Improvement District.
- Consider the adoption of a Resolution of Consent of the County of Santa Barbara supporting the City of Santa Barbara's establishment of the Santa Barbara South Coast 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).

