



**SANTA YNEZ VALLEY TOURISM BUSINESS
IMPROVEMENT DISTRICT
MANAGEMENT DISTRICT PLAN**

*Prepared pursuant to the Property and Business Improvement District Law
of 1994, Streets and Highways Code section 36600 et seq.*

October 1, 2020

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I. OVERVIEW

Developed by Santa Ynez Valley Hotel Association dba Visit the Santa Ynez Valley (VSYV), the Santa Ynez Valley Tourism Business District (SYVTBID) is an assessment district proposed to provide specific benefits to payors, by funding marketing and sales promotion efforts for assessed businesses. The SYVTBID was formed in 2010 for a five-year term, and subsequently renewed for another six (6) year term beginning July 1, 2015 and ending June 30, 2021. As the SYVTBID reaches the end of its term, businesses have expressed a desire to renew the district for another term. The City of Solvang is acting as the lead jurisdiction in the renewal of the SYVTBID.

Location: The Santa Ynez Valley SYVTBID includes all lodging businesses located within the cities of Buellton and Solvang, and nearby portions of the unincorporated area of Santa Barbara County, as shown on the map in Section IV.

Services: The SYVTBID is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Marketing and sales promotions and special projects will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

Budget: The total SYVTBID annual budget for the initial year of its six (6) year operation is anticipated to be approximately \$900,000. This amount may fluctuate as room sales do.

Cost: The annual assessment rate is three dollars (\$3.00) per paid occupied room per night. The annual assessment rate may increase to \$3.50 per paid occupied room per night in year four (2024). Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; nor on stays by government employees on government business, provided the government employee provides valid photo identification proving employment.

Collection: Each City and the County will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in their respective jurisdictions within the boundaries of the SYVTBID. Each City and the County shall take all reasonable efforts to collect the assessments from each lodging business.

Duration: The renewed SYVTBID will have a six (6) year life, beginning July 1, 2021 through June 30, 2027. Once per year, beginning on the anniversary of SYVTBID renewal, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Solvang City Council hearing on SYVTBID termination.

Management: The Santa Ynez Valley Hotel Association dba Visit the Santa Ynez Valley will continue to serve as the SYVTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Solvang City Council. VSYV shall send copies of

the annual report to the Buellton City Council and the Santa Barbara County Board of Supervisors.

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II. ACCOMPLISHMENTS

TBID Funds Collected

In 2015 upon renewal of the SYVTBID, VSYV collected a total of \$719,818 in TBID funds. In 2019, TBID funds collected rose to \$947,405. While natural disasters including fire seasons, mudslides, and now a global pandemic continue to present challenges to leisure travel, VSYV has produced a 32% increase in TBID funds collected from 2015 – 2019. We attribute this success to the marketing tactics and accomplishments detailed below.

Marketing

Visit the Santa Ynez Valley executes marketing campaigns annually to increase visitation and overnight hotel stays to lodging businesses within the Santa Ynez Valley. Annual campaigns consist of print, digital, and public relations efforts. VSYV's digital campaigns incorporate paid Google Search, Google Display, and Facebook Network (including Instagram). Print publications have included Westways, Sunset, Los Angeles Magazine, Santa Barbara Visitors Magazine, OC Weekly, Bon Appetit, Touring & Tasting, Wine Enthusiast, Wine Spectator and Gentry, among others.

Targeting

To optimize overnight stays to assessed lodging businesses, VSYV targets drive markets (Greater Los Angeles, Greater Bay Area, Inland California), and direct flight to SBA markets (Phoenix, Portland, Seattle, Dallas, Denver, Las Vegas, and Salt Lake City).

Public Relations

Public relations efforts center around content development, press release distribution, media invitations, press relationship development and familiarization tours. Outreach efforts focus on major regional and national media outlets, Santa Barbara Airport direct flight markets, and key drive markets.

Public Relations Results

Total value of public relations media coverage for 2015 – June 2020: **\$14,593,345***

**PR value is calculated by multiplying the advertising rate times the size of the story, and then doubling that number to reflect the added value of editorial coverage*

Annual Santa Ynez Valley Destination Guide

VSYV has worked with Griffin Publishing since 2015 to produce an annual destination guide, with 90+ pages covering the Santa Ynez Valley. **Between 85,000 – 95,000** copies are printed annually, with distribution taking place via trade shows, California festivals, the Solvang Visitors Center, the Buellton Visitors Center, the Santa Barbara Visitors Center, and direct mailings to **18,000+** homes in Santa Barbara, the Santa Ynez Valley, Laguna and Newport Beach. The guides are also distributed on a monthly basis to our hotels, museums, and popular restaurants and retailers. The guides were also being distributed to the 35 cruise ships that entered the region through Santa Barbara.

Actionable Intelligence Report

In 2019, to better understand the Santa Ynez Valley's existing consumer audience, and identify emerging audiences, VSYV contracted with Oniracom to develop an in-depth Actionable Intelligence Report. This 40+ page document includes current consumer demographics and psychographics and newly identified/aspirational audience demographics. This data was mined via consumer listening through conversations, comments, and posts mentioning 'Santa Ynez' across social marketing platforms, from Twitter to Instagram, Reddit, and blogs, all mined from conversations held over the last 24 months. Data was also pulled from conversations around the remaining Santa Ynez Valley

towns of Ballard, Buellton, Solvang, Los Olivos, and Los Alamos. These detailed looks at conversation data, personas, and surveys of specific audiences enabled VSYV to create actionable strategies and tactics to elevate marketing and sales communications, thereby increasing existing audiences while nurturing a new, aspirational audience with visitation and spending power.

Website

VisitSYV.com debuted in April 2014 and has received **2,412,600** pageviews. The site has garnered **135,768** clicks to members' individual websites, and **19,354** direct clicks to book to Santa Ynez Valley lodging properties.

JackRabbit Systems

VSYV contracts JackRabbit Systems, a booking widget by Simpleview that lives on VisitSYV.com. This added feature is a major benefit to consumers, allowing them to search rates, dates and hotel availability directly on VisitSYV.com, while also allowing SYVTBID hoteliers to secure the leads without paying any additional agency fees.

VSYV Promotions

Santa Ynez Valley Restaurant Weeks is an annual VSYV promotion held in January which ties in with Visit California's Restaurant Month promotion. Restaurant Weeks presents an opportunity for increased engagement and visitation to VisitSYV.com, and acts as a great opportunity to showcase members. Over 30 VSYV restaurants participate each year while hoteliers offer packages and discounts, and wineries and tasting rooms participate with pairing features.

Taste of the Santa Ynez Valley

October 17 – 20th, 2019, VSYV executed **Taste of the Santa Ynez Valley** (TasteSYV), a four-day food, wine and experiential festival, as well as **Solvang STOMP**, the pinnacle event taking place on Saturday, October 19th. Running over the course of four days, TasteSYV began in Los Alamos on Thursday afternoon, continued in Santa Ynez on Friday, in Solvang, Ballard, and Los Olivos on Saturday, and ended in Buellton on Sunday. The inaugural event included curated experiences, wine and beer events, and dinners, showcasing what each of our unique communities has to offer. The goal was to provide a “taste” so that attendees would return to spend more time. A comprehensive marketing campaign and accompanying assets were developed.

Video Asset Development

Short-form and longform commercials: Your Adventure Awaits

In 2018, VSYV contracted with Lure Films to produce a 2:30 longform commercial, :30 commercial, and photography assets to coincide with the video marketing efforts. The longform commercial was published on YouTube, Facebook and Instagram. VSYV aired the 30 second commercial on KEYT and KKFX encouraging winter shopping and visitation. From November 23 – December 31, 2018, VSYV had a total of 120 thirty-second commercials featuring the Santa Ynez Valley air on KEYT and KKFX. VSYV further boosted the 30 second commercial using Comcast and Spectrum Reach to target drive market households in the Greater Los Angeles and Greater Bay Areas from November 20 – January 1, 2019. The commercial aired 8,614 times in Los Angeles and the Bay Area and reached an estimated 625,955 households in the Bay Area alone.

Short-form and longform commercials: 48 Hours in the Santa Ynez Valley

In 2019, we released two new videos showcasing the Santa Ynez Valley, this time touting how much you can do in 48 hours in the SYV. These videos along with stills from the shoot were used for a Spring 2019 campaign across digital platforms, targeting drive and fly markets along with return

website visitors. VSYV aired the 30 second cut on KEYT and KKFX in Winter of 2019 encouraging winter shopping and visitation. A total of 120 thirty-second commercials featuring the Santa Ynez Valley aired on KEYT and KKFX.

Taste of the Santa Ynez Valley

Taste of the Santa Ynez Valley was an inaugural event held over four days in the six small towns of Ballard, Buellton, Los Alamos, Los Olivos, Solvang and Santa Ynez in October 2019. Visitors sipped, savored, and learned a little more about what makes this community so special. This promotional video was created to capture the spirit of the Santa Ynez Valley and encourage attendance and overnight stays during future events.

Discover the Santa Ynez Valley with Shelby Sim

Visit the Santa Ynez Valley partnered with Hellcat Productions to create a 13-episode series titled Discover the Santa Ynez Valley with Shelby Sim. Each episode includes stops at restaurants, hotels, wineries and activities. Thirteen (13) episodes have aired to date on Cox Cable (San Diego Channel 4, Desert Cities Channel 27, Orange County Channel 3, Santa Barbara Channel 4) reaching a total of 964,819 households. The series recently premiered on Amazon prime.

At Home with Visit the Santa Ynez Valley

Partnering with Global Gardens, VSYV produced and distributed messaging from local businesses that were safely working within the parameters of the COVID-19 shutdown in April 2020 to bring a bit of the Santa Ynez Valley into homes. VSYV members, including restaurants, retailers, and wineries recorded messages of encouragement and hope, while providing information on what offerings they had for take-out and shipping, which were collected by VSYV, edited by Global Gardens, and distributed by VSYV via Facebook and IGTV channels. In June 2020, VSYV expanded on the *At Home with Visit the Santa Ynez Valley* video series and created a new Zoom edition. Produced entirely inhouse, the new Zoom series pilot episode featured Alisal Guest Ranch Executive Chef Anthony Endy, promoting his appearance on Food Network's *Beat Bobby Flay*. The *At Home* episode debuted on Facebook and IGTV, resulting in over 1.2k minutes viewed. Episodes can be found below.

- Anthony Endy at Home with Visit the Santa Ynez Valley
- Brooke Stockwell at Home with Visit the Santa Ynez Valley
- Quincy Ruffin at Home with Visit the Santa Ynez Valley

@VSYV Social Media Stats

- **Facebook** audience has increased to **17,490** likes (a 46% increase since 2015)
- **Twitter** has increased to **4,196** followers (a 32% increase since 2015)
- **Instagram** has increased to **8,547** followers (an 838% increase since 2015)

Consumer & Industry Tradeshows

VSYV attends annual consumer and industry tradeshows to generate leads for overnight stays at assessed businesses to the Santa Ynez Valley. The organization has attended 16 shows from 2015 – June of 2020.

Onsite Activations

In addition to tradeshows, VSYV participates in onsite activations in target markets to promote overnight stays. These “popups” are an opportunity to engage with consumers, media, and industry professionals to create awareness and generate both public relations and future visits. Examples include Chroma: A Santa Barbara County Pop-Up Shop, LA Times Food Bowl, Pasadena Sip & Savor,

Emmy Gifting Suites, Golden Globes Gifting Suite, Food Network & Cooking Channel New York City Wine & Food Festival, and Santa Barbara International Film Festival. VSYV has executed 14 activations from 2015 to June of 2020.

Grants & Special Projects

The purpose of our grants program is to assist with publicity and outreach for valley events which encourage overnight stays at assessed lodging businesses. Primary consideration goes to events which occur mid-week (Sunday to Thursday) and/or in off-season. Grants from 2015 through June 2020 have totaled in over **\$337,000** awarded.

Education

Spirit of the Santa Ynez Valley

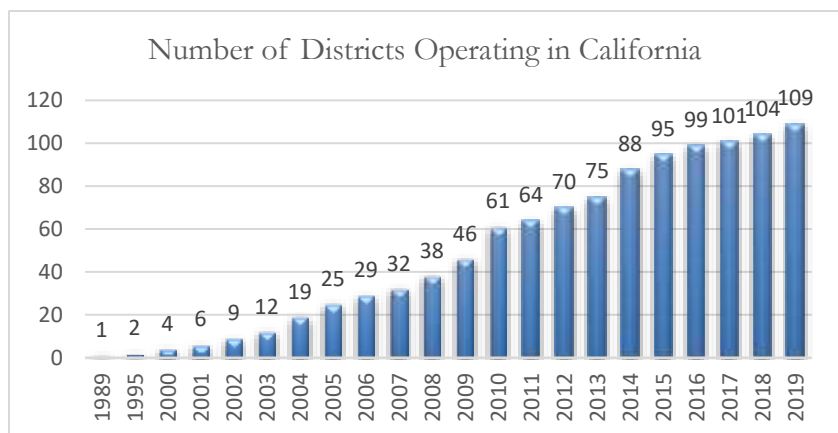
Spirit of the Santa Ynez Valley is an educational program developed by VSYV to enhance the visitor experience. VSYV has held nine SPIRIT seminars since 2016. The program teaches Four Seasons style customer service as well as information about each of our communities such as things to do after 5pm and activities for families.

California Hotel & Lodging Association

VSYV has an annual contract with CH&LA, the California Hotel and Lodging Association and provides each of our hotel members with a CH&LA Membership. CH&LA provides Santa Ynez Valley hotels with legislative advocacy, educational training, communication, and cost-saving programs. They also support strategic alliances to promote the value of California travel and tourism.

III. BACKGROUND

TBIDs are an evolution of the traditional Business Improvement District. The first TBID was formed in West Hollywood, California in 1989. Since then, over 100 California destinations have followed suit. In recent years, other states have begun adopting the California model – Montana, South Dakota, Washington, Colorado, Texas and Louisiana have adopted TBID laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas and Newark, New Jersey used an existing business improvement district law to form a TBID. And, some cities, like Portland, Oregon and Memphis, Tennessee have utilized their home rule powers to create TBIDs without a state law.



California’s TBIDs collectively raise over \$427 million annually for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Santa Ynez Valley lodging businesses continue to invest in stable, lodging specific marketing programs.

TBIDs utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. TBIDs allow lodging business owners to organize their efforts to increase room night sales. Lodging business owners within the TBID pay an assessment and those funds are used to provide services that increase demand for room night sales.

In California, many TBIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. *The key difference between TBIDs and other benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

There are many benefits to TBIDs:

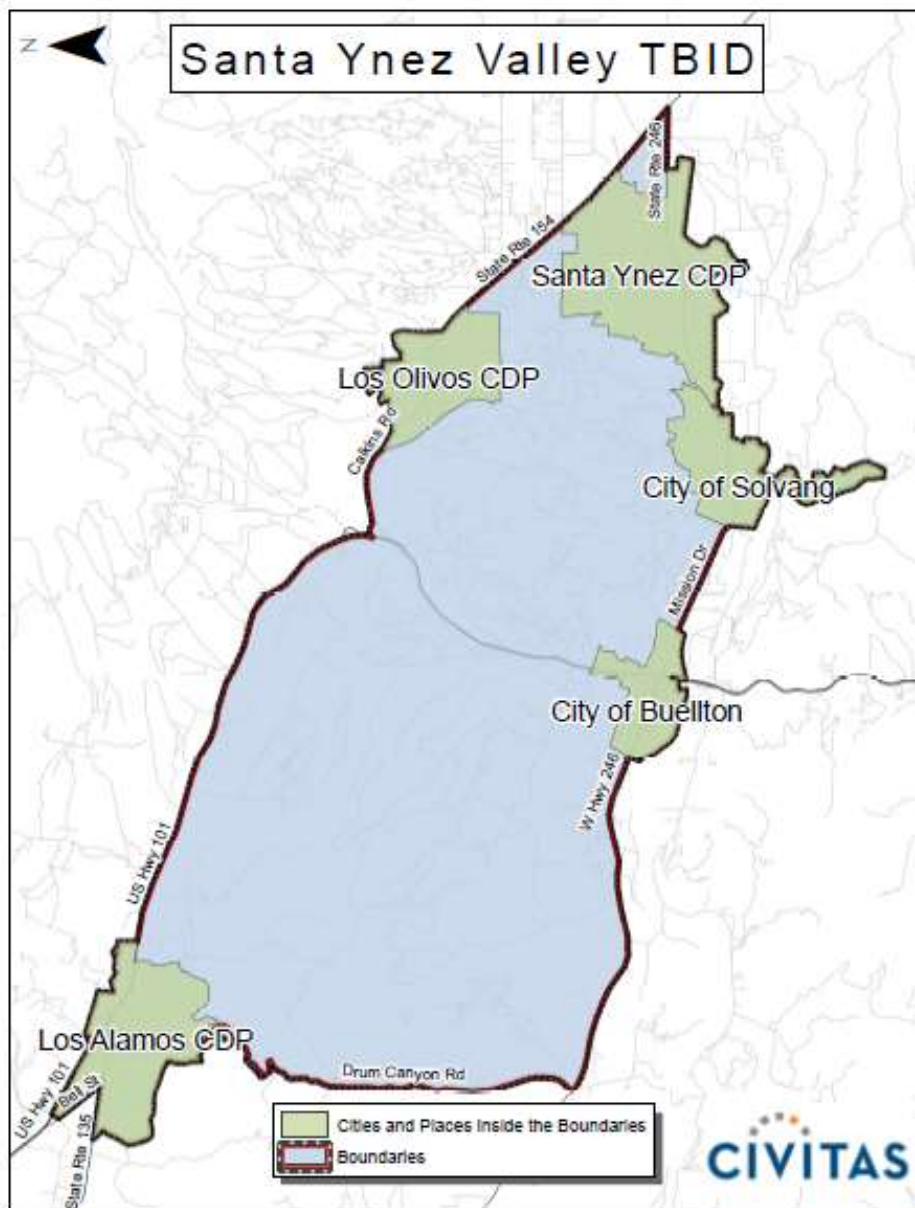
- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are ***designed, created and governed by those who will pay*** the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

IV. BOUNDARY

The SYVTBID will include all lodging businesses existing and in the future, available for public occupancy within the cities of Buellton and Solvang, and nearby portions of the unincorporated area of Santa Barbara County.

Lodging business means: Any structure, or any portion of any structure, which is occupied or intended or designed for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed location, or other similar structure or portion thereof. Lodging business does not include vacation rentals.

The boundary, as shown in the map below, currently includes thirty-eight (38) lodging businesses. A complete listing of lodging businesses within the SYVTBID can be found in Appendix 2.

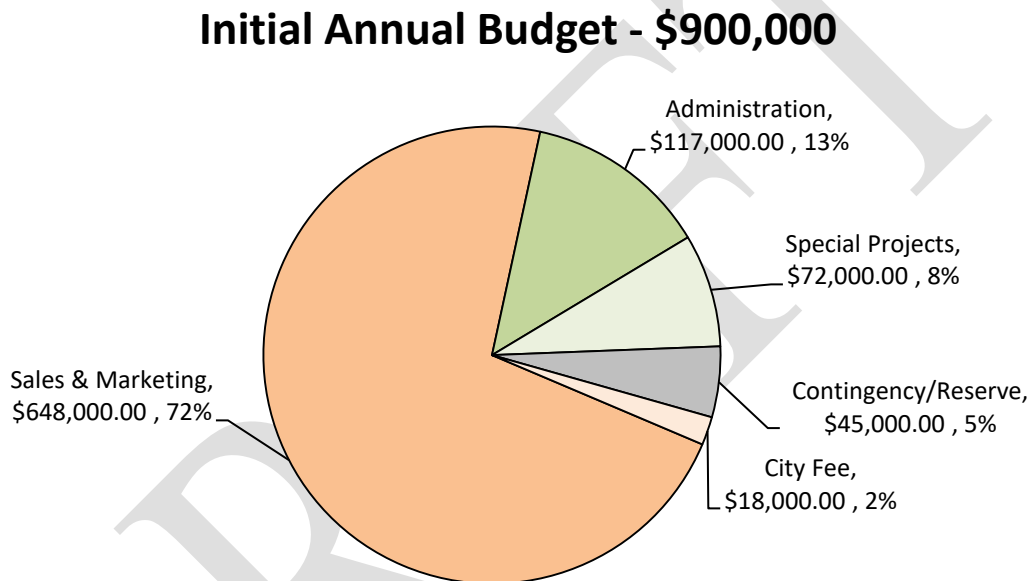


V. BUDGET AND SERVICES

A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the Cities and County of conferring the benefits or granting the privileges. The privileges and services provided with the SYVTBID funds are sales and marketing programs and special projects available only to assessed businesses.

A service plan budget has been developed to deliver services that benefit the assessed businesses. A detailed annual budget will be developed and approved by VSYV. The table below illustrates the initial annual budget allocations. The total initial budget is \$900,000.



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the City of Solvang and the VSYV board shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) of the total budget per year. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the SYVTBID, any and all assessment funds may be used for the costs of defending the SYVTBID.

Each budget category includes all costs related to providing that service. For example, the sales and marketing budget includes the cost of staff time dedicated to overseeing and implementing the sales and marketing program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories. The staffing levels necessary to provide the services below will be determined by the VSYV on an as-needed basis.

Sales and Marketing

A sales and marketing program will promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting Santa Ynez

Valley and its portion of the Santa Barbara wine country as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers targeted at potential visitors to drive overnight room sales to assessed businesses;
- Television ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales blitzes for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses;
- Advertising designed to drive overnight visitation and room sales to assessed businesses;
- Operation and maintenance of a website designed to drive overnight visitation and room sales to assessed businesses;
- Development and implementation of a public relations and communications strategy, inclusive of social media outlets and press release distribution designed to increase overnight visitation at assessed businesses;
- Create and launch innovative cooperative marketing promotions with key stakeholders to help drive overnight visitation and brand awareness to assessed businesses; and
- Work closely with local destination marketing organizations including Visit California representatives to increase awareness to our city through cooperative marketing campaigns and media familiarization tours;

Special Projects

Special projects funding will be utilized to sponsor special events designed to attract overnight visitors to the Santa Ynez Valley. Additionally, special projects funding will be used to fund educational programs for assessed businesses. These educational programs are aimed at educating staff at assessed businesses which will create a visitor experience that will bring repeat visits to assessed businesses.

Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, and accounting fees.

Collection Fee

The City of Solvang, the City of Buellton, and the County of Santa Barbara shall be paid a fee equal to two percent (2%) of the amount of assessment collected, within their respective jurisdictions, to cover its costs of collection and administration.

Contingency/Reserve

The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the VSYV Board. The contingency/reserve fund will continue until the funded reaches a balance of \$150,000. If/when the contingency/reserve fund balance reaches the \$150,000 threshold, the contingency/reserve portion of the budget will be proportionally allocated to the remaining budget categories. The reserve fund may be used for the costs of renewing the SYVTBID

B. Annual Budget

The total six (6) year improvement and service plan budget is projected at approximately \$900,000 annually, or \$7,583,322 through 2027. This budget may fluctuate as room sales do.

C. California Constitutional Compliance

The SYVTBID assessment is not a property-based assessment subject to the requirements of Proposition 218. Courts have found Proposition 218 limited the term ‘assessments’ to levies on real property.¹ Rather, the SYVTBID assessment is a business-based assessment, and is subject to Proposition 26. Pursuant to Proposition 26 all levies are a tax unless they fit one of seven exceptions. Two of these exceptions apply to the SYVTBID, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the Cities or County of conferring the benefits or providing the services.

1. Specific Benefit

Proposition 26 requires that assessment funds be expended on, “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”² The services in this Plan are designed to provide targeted benefits directly to assessed businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are tailored not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific businesses within the SYVTBID. The activities described in this Plan are specifically targeted to increase demand for room night sales for assessed lodging businesses within the boundaries of the SYVTBID, and are narrowly tailored. SYVTBID funds will be used exclusively to provide the specific benefit of increased demand for room night sales directly to the assessees. Assessment funds shall not be used to feature non-assessed lodging businesses in SYVTBID programs, or to directly generate sales for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

The assessment imposed by this SYVTBID is for a specific benefit conferred directly to the payors that is not provided to those not charged. The specific benefit conferred directly to the payors is an increase in demand for room night sales. The specific benefit of an increase in demand for room

¹ *Jarvis v. the City of San Diego* 72 Cal App. 4th 230

² Cal. Const. art XIII C § 1(e)(1)

night sales for assessed lodging businesses will be provided only to lodging businesses paying the district assessment, with marketing and sales programs promoting lodging businesses paying the SYVTBID assessment. The marketing and sales programs and special projects will be designed to increase room night sales at each assessed lodging businesses. Because they are necessary to provide the marketing and sales programs that specifically benefit the assessed lodging businesses, the administration and contingency services also provide the specific benefit of increased demand for room night sales to the assessed lodging businesses.

Although the SYVTBID, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, “A specific benefit is not excluded from classification as a ‘specific benefit’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor.”³

2. Specific Government Service

The assessment may also be utilized to provide, “a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product.”⁴ The legislature has recognized that marketing and promotions services like those to be provided by the SYVTBID are government services within the meaning of Proposition 26⁵. Further, the legislature has determined that “a specific government service is not excluded from classification as a ‘specific government service’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor.”⁶

3. Reasonable Cost

SYVTBID services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by the VSYV, and reports submitted on an annual basis to the Cities and County. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from SYVTBID-funded activities, be featured in advertising campaigns, and benefit from other SYVTBID-funded services. Non-assessed lodging businesses will not receive these, nor any other, SYVTBID-funded services and benefits.

The SYVTBID-funded programs are all targeted directly at and feature only assessed businesses. It is, however, possible that there will be a spill over benefit to non-assessed businesses. If non-assessed lodging businesses receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-SYVTBID funds. SYVTBID funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which directly generates incidental room nights for non-assessed businesses.

D. Assessment

The annual assessment rate is three dollars (\$3.00) per paid occupied room per night. The annual assessment rate may increase to \$3.50 per paid occupied room per night in year four (2024). Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive

³ Government Code § 53758(a)

⁴ Cal. Const. art XIII C § 1(e)(2)

⁵ Government Code § 53758(b)

⁶ Government Code § 53758(b)

days; nor on stays by government employees on government business, provided the government employee provides valid photo identification proving employment.

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. If the SYVTBID assessment is identified separately it shall be disclosed as the “SYVTBID Assessment.” As an alternative, the disclosure may include the amount of the SYVTBID assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and shall be disclosed as the “Tourism Assessment.” The assessment is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for any purpose, including calculation of transient occupancy taxes.

Bonds shall not be issued.

The assessment rate may be subject to a \$0.50 increase in the fourth year (2024) of the District. In the fourth year (2024) the assessment rate may increase to \$3.50 per paid occupied room per night. This increase will be automatic unless the VSYV Board votes not to implement it based upon circumstances that they deem significant. Any increase will be reflected in the annual report. Additionally, the budget is expected to increase at a rate of three percent (3%) per year due to the results of SYVTBID efforts.

The maximum annual assessment rates and budgets estimated are:

Year	Assessment Rate	Total Budget
2021	\$3.00	\$900,000
2022	\$3.00	\$927,000
2023	\$3.00	\$954,810
2024	\$3.50	\$1,147,691
2025	\$3.50	\$1,182,122
2026	\$3.50	\$1,217,586
2027	\$3.50	\$1,254,113

E. Penalties and Interest

The SYVTBID shall reimburse the Cities and County for any costs associated with collecting unpaid assessments. If sums in excess of the delinquent SYVTBID assessment are sought to be recovered in the same collection action by the Cities or County, the SYVTBID shall bear its pro rata share of such collection costs. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

1. *Original Delinquency:* Any lodging business which fails to remit any assessment imposed within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. *Continued Delinquency:* Any lodging business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the

assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.

3. *Willful Failure to Pay*: If it is determined that the nonpayment of any remittance due is willful, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in subsections 1 and 2 of this section.
4. *Interest*: In addition to the penalties imposed, any lodging business which fails to remit any assessment imposed shall pay interest at the rate of one and one-half percent (1.5%) per month on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.
5. *Penalties Merged with Tax*: Every penalty imposed and such interest as accrues shall become a part of the assessment herein required to be paid.

F. Time and Manner for Collecting Assessments

The SYVTBID assessment will be implemented beginning July 1, 2021 and will continue for six (6) years through June 30, 2027. The Cities and County will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located within their respective jurisdictions in the boundaries of the SYVTBID. The Cities and County shall take all reasonable efforts to collect the assessments from each lodging business. The Cities and County shall forward the assessments collected, less collection fees, to the Owners' Association on a monthly basis. If a jurisdiction so desires, penalties and interest collected on delinquent assessments may be retained by the local jurisdiction for costs associated with collection.

IV. GOVERNANCE

A. Owners' Association

The Solvang City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the SYVTBID as defined in Streets and Highways Code §36612. The City Council has determined that Santa Ynez Valley Hotel Association dba Visit the Santa Ynez Valley will serve as the Owners' Association for the SYVTBID.

B. Brown Act and California Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association acts as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the VSYV board and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

C. Annual Report

The VSYV shall present an annual report at the end of each year of operation to the Solvang City Council pursuant to Streets and Highways Code §36650 (see Appendix 1). The annual report shall include:

- Any proposed changes in the boundaries of the improvement district or in any benefit zones or classification of businesses within the district.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

VSYV shall send copies of the annual report to the Buellton City Council and the Santa Barbara County Board of Supervisors. In addition to the annual report, VSYV shall send quarterly reports to the Cities and County.

APPENDIX 1 – LAW

*** THIS DOCUMENT IS CURRENT THROUGH THE 2020 SUPPLEMENT ***
(ALL 2019 LEGISLATION)

STREETS AND HIGHWAYS CODE DIVISION 18. PARKING PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

CHAPTER 1. General Provisions

ARTICLE 1. Declarations

36600. Citation of part

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

36601. Legislative findings and declarations; Legislative guidance

The Legislature finds and declares all of the following:

- (a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.
- (b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.
- (c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.
- (d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.
- (e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:
 - (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
 - (2) Job creation.
 - (3) Business attraction.
 - (4) Business retention.
 - (5) Economic growth.
 - (6) New investments.
- (f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.
- (g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.
- (h) The act amending this section is intended to provide the Legislature’s guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.
 - (1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.
 - (2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the

incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions

36606. “Activities”

“Activities” means, but is not limited to, all of the following that benefit businesses or real property in the district:

- (a) Promotion of public events.
- (b) Furnishing of music in any public place.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

36606.5. “Assessment”

“Assessment” means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. “Business”

“Business” means all types of businesses and includes financial institutions and professions.

36608. “City”

“City” means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. “City council”

“City council” means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. “Clerk”

“Clerk” means the clerk of the legislative body.

36609.5. “General benefit”

“General benefit” means, for purposes of a property-based district, any benefit that is not a “special benefit” as defined in Section 36615.5.

36610. “Improvement”

“Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the district.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

36611. “Management district plan”; “Plan”

“Management district plan” or “plan” means a proposal as defined in Section 36622.

36612. “Owners’ association”

“Owners’ association” means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners’ association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners’ association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners’ association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

36614. “Property”

“Property” means real property situated within a district.

36614.5. “Property and business improvement district”; “District”

“Property and business improvement district,” or “district,” means a property and business improvement district established pursuant to this part.

36614.6. “Property-based assessment”

“Property-based assessment” means any assessment made pursuant to this part upon real property.

36614.7. “Property-based district”

“Property-based district” means any district in which a city levies a property-based assessment.

36615. “Property owner”; “Business owner”; “Owner”

“Property owner” means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. “Business owner” means any person recognized by the city as the owner of the business. “Owner” means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. “Special benefit”

“Special benefit” means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

36616. “Tenant”

“Tenant” means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law

36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment

Establish

36620. ment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. 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. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceedings; Petition of property or business owners in proposed district

- (a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.
- (b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:
 - (1) A map showing the boundaries of the district.
 - (2) Information specifying where the complete management district plan can be obtained.
 - (3) Information specifying that the complete management district plan shall be furnished upon request.
- (c) The resolution of intention described in subdivision (a) shall contain all of the following:
 - (1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.
 - (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

- (a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.
- (d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

- (e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.
- (f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k)
 - (1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.
 - (2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.
- (l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.
- (m) In a property-based district, the total amount of general benefits, if any.
- (n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.
- (o) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

- (a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.
- (b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay

50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments

36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

- (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.
- (b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in an action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. An appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

CHAPTER 3.5. Financing

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a)The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance

36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

- (1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.
- (2) The improvements, maintenance, and activities to be provided for that fiscal year.
- (3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.
- (4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.
- (5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- (6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues

shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment

36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assesseses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – ASSESSED BUSINESSES

Hotel	Address	City	Collecting Jurisdiction
Alamo Motel	425 Bell St	Los Alamos	County of Santa Barbara
Alisal Guest Ranch & Resort	1054 Alisal Rd	Solvang	City of Solvang
Atterdag Inn	467 Atterdag Rd	Solvang	City of Solvang
Ballard Inn & Gathering Table	2436 Baseline Ave	Ballard	County of Santa Barbara
Fess Parker Wine Country Inn & Spa	2860 Grand Ave	Los Olivos	County of Santa Barbara
Flying Flags	180 Ave Of The Flags	Buellton	City of Buellton
For Friends Inn	1121 Edison St	Santa Ynez	County of Santa Barbara
Hadsten House Inn & Spa	1450 Mission Dr	Solvang	City of Solvang
Hamlet Inn	1532 Mission Dr	Solvang	City of Solvang
Hampton Inn & Suites	600 McMurray Rd	Buellton	City of Buellton
Hotel Corque	400 Alisal Rd	Solvang	City of Solvang
Hotel Ynez (<i>Opening October 2020</i>)	2644 Mission Dr	Solvang	City of Solvang
King Frederik Inn	1617 Copenhagen Dr	Solvang	City of Solvang
Kronborg Inn & Spa at Wine Country Manor	1440 Mission Dr	Solvang	City of Solvang
Mirabelle Inn & Restaurant	409 1st St	Solvang	City of Solvang
Motel 6 Buellton	333 McMurray Rd	Buellton	City of Buellton
New Haven Inn	271 Alisal Rd	Solvang	City of Solvang
Pea Soup Andersen's Inn	51 E Hwy 246	Buellton	City of Buellton
Quality Inn Buellton	630 Avenue of Flags	Buellton	City of Buellton
Royal Copenhagen Inn	1579 Mission Dr	Solvang	City of Solvang
San Marcos Motel	536 Avenue of Flags	Buellton	City of Buellton
Santa Cota (<i>re-opening TBD</i>)	3099 California Route 246	Santa Ynez	County of Santa Barbara
Santa Ynez Inn	3627 Sagunto St	Santa Ynez	County of Santa Barbara
Santa Ynez Valley Marriott	555 McMurray Rd	Buellton	City of Buellton
Sideways	114 E Hwy 246	Buellton	City of Buellton
Skyview Los Alamos	9150 U.S. 101	Los Alamos	County of Santa Barbara
Sleepy Hollow Motel (<i>Opening Unknown</i>)	550 Avenue of Flags	Buellton	City of Buellton
Solvang Inn & Cottages	1518 Mission Dr	Solvang	City of Solvang
Svensgaard's Lodge	1711 Mission Dr	Solvang	City of Solvang
The Inn at Mattei's Tavern (<i>Opening Late 2021</i>)	2350 Railway Avenue	Los Olivos	County of Santa Barbara
The Landsby	1576 Mission Dr	Solvang	City of Solvang
The M Solvang	293 Alisal Rd	Solvang	City of Solvang
Victorian Mansion Bed & Breakfast	326 Bell St	Los Alamos	County of Santa Barbara
The Winston	486-C, 1 st Street	Solvang	City of Solvang
Viking Motel	1506 Mission Dr	Solvang	City of Solvang
Vinland Hotel & Lounge	1455 Mission Dr	Solvang	City of Solvang

Wine Valley Inn & Cottages	1564 Copenhagen Dr	Solvang	City of Solvang
Zaca Creek (<i>Opening Unknown</i>)	1297 Jonata Park Rd	Buellton	County of Santa Barbara

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