

RESOLUTION NO. 19-082

A RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA BARBARA DECLARING ITS INTENTION TO RENEW THE SANTA BARBARA SOUTH COAST TOURISM BUSINESS IMPROVEMENT DISTRICT (SBSCTBID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

WHEREAS, the City of Santa Barbara renewed the SBSCTBID on October 29, 2014 by Resolution No. 14-072; and

WHEREAS, the SBSCTBID was created for a six (6) year term which ends on December 31, 2020; and

WHEREAS, the current term of the SBSCTBID will be modified to end on January 31, 2020, pending successful renewal of SBSCTBID; and

WHEREAS, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the City to renew business improvement districts for the purposes of promoting tourism; and

WHEREAS, Visit Santa Barbara, lodging business owners, and representatives from the City of Santa Barbara have met to consider the renewal of the SBSCTBID; and

WHEREAS, Visit Santa Barbara has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the SBSCTBID, a service plan and budget, and a proposed means of governance; and

WHEREAS, the renewed SBSCTBID includes lodging businesses in the City of Goleta and portions of the unincorporated areas of the County of Santa Barbara; and

WHEREAS, consent to include lodging businesses in their respective jurisdiction has been recieved from the city of Goleta; and

WHEREAS, consent to include lodging businesses in their respective jurisdiction will be requested from the County of Santa Barbara; and

WHEREAS, lodging business who will pay more than fifty percent (50%) of the assessment under the SBSCTBID have petitioned the City Council to renew the SBSCTBID.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SANTA BARBARA THAT:

1. The recitals set forth herein are true and correct.

2. The City Council finds that lodging businesses that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the renewal of the SBSCTBID. The City Council accepts the petitions and adopts this Resolution of Intention to renew the SBSCTBID and to levy an assessment on certain lodging businesses within the SBSCTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Plan satisfies all requirements of Streets and Highways Code § 36622.
4. The City Council declares its intention to renew the SBSCTBID and to levy and collect assessments on lodging businesses within the SBSCTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The SBSCTBID includes the cities of Santa Barbara and Goleta, and portions of the unincorporated areas of Santa Barbara County, as shown in the map attached as Exhibit A. Only lodging businesses within the SBSCTBID boundary will be subject to the SBSCTBID assessment.
6. The name of the district shall be Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID).
7. The annual assessment rate for the first year of operation is as follows: hotels, inns, motels, studio hotels, bachelor hotels, lodging houses, rooming houses, dormitories, hostels, public or private clubs or similar structures (hereinafter “hotels”) will be assessed a fixed amount per paid occupied room per night based on the average daily rate (ADR) as shown in the table below. Tourist homes or houses, apartment houses, mobile homes, and house trailers, (hereinafter “vacation rentals”) will be assessed a fixed amount on a per paid unit per night basis. The hostel assessment rate is based on the ADR of the rental. Assessments will not be collected on stays of more than thirty (30) consecutive days. The ADR figures will be updated annually. The assessment rates may be increased in 2022, 2024, 2026, and 2028 as described in Section V of the Plan.

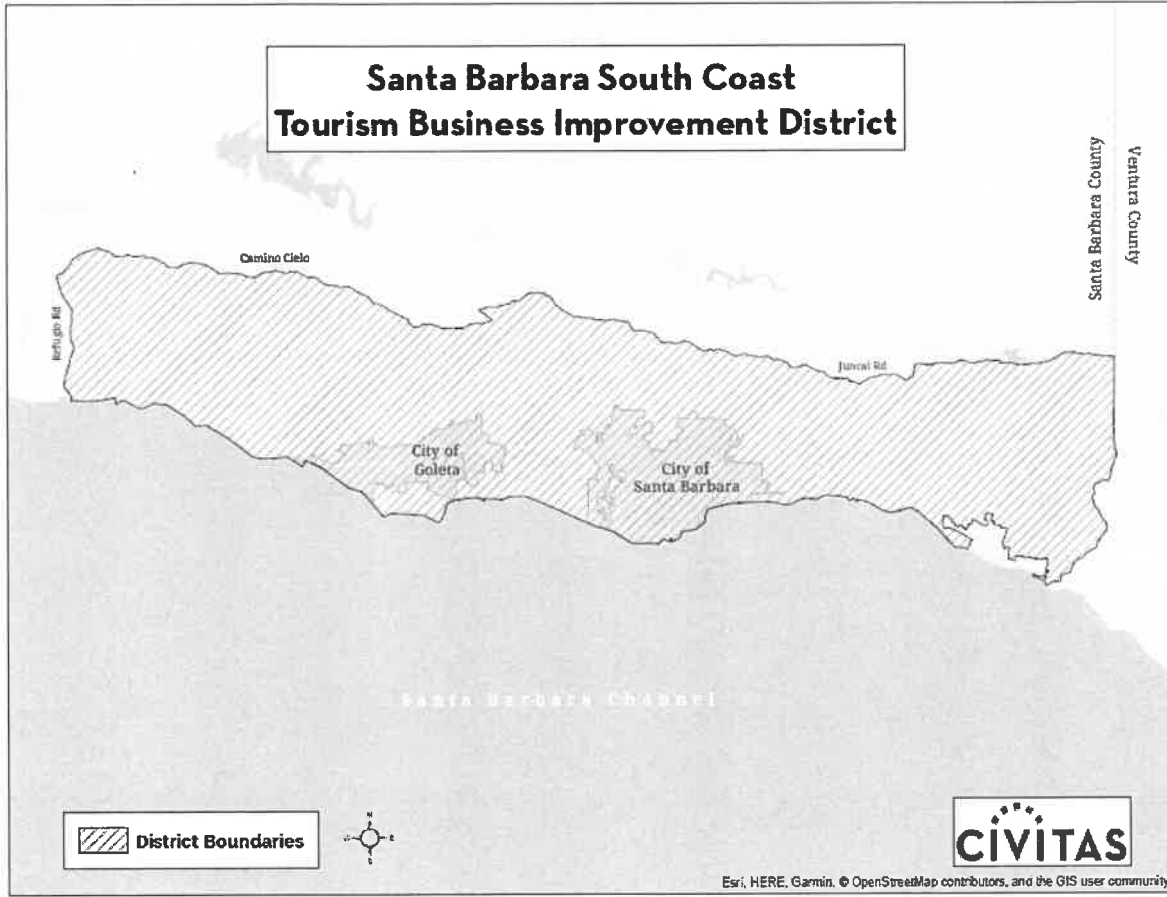
Annual ADR	Assessment Per Night
\$0 to 99.99	\$1.00
\$100 to 149.99	\$2.00
\$150 to 199.99	\$3.00
\$200 to 249.99	\$4.00
\$250 to 299.99	\$5.00
\$300 to	\$6.00

349.99	
\$350+	\$7.00
Vacation Rentals	\$4.00

8. The assessments levied for the SBSCTBID shall be applied toward advertising and public relations, sales, local destination marketing, and related administration and policy development programs to increase room night sales at assessed lodging businesses, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which SBSCTBID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The renewed SBSCTBID will have a nine year and eleven month (9 years, 11 months) term, beginning February 1, 2020 through December 31, 2029, unless renewed pursuant to Streets and Highways Code § 36660.
10. Bonds shall not be issued.
11. The time and place for the public meeting to hear testimony on establishing the SBSCTBID and levying assessments are set for November 12, 2019, at 2:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 735 Anacapa Street, Santa Barbara, CA 93101.
12. The time and place for the public hearing to establish the SBSCTBID and the levy of assessments are set for December 10, 2019, at 2:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 735 Anacapa Street, Santa Barbara, CA 93101. The City Clerk is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code § 36623, no later than October 23, 2019.
13. At the public meeting and hearing the testimony of all interested persons for or against the renewal of the SBSCTBID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the renewed SBSCTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire SBSCTBID, no further proceedings to renew the SBSCTBID shall occur for a period of one (1) year.
14. The complete Plan is on file with the City Clerk and may be reviewed upon request.

15. This resolution shall take effect immediately upon its adoption by the City Council.

EXHIBIT A
District Boundaries



RESOLUTION NO. 19-082

STATE OF CALIFORNIA)
)
COUNTY OF SANTA BARBARA) ss.
)
CITY OF SANTA BARBARA)

I HEREBY CERTIFY that the foregoing resolution was adopted by the Council of the City of Santa Barbara at a meeting held on October 22, 2019, by the following roll call vote:

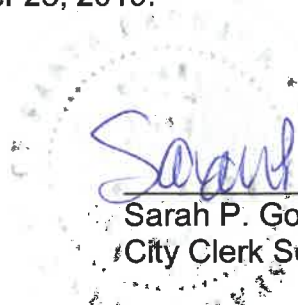

- AYES: Councilmembers Jason Dominguez, Eric Friedman, Oscar Gutierrez, Meagan Harmon, Randy Rowse, Kristen W. Sneddon; Mayor Cathy Murillo

- NOES: None

- ABSENT: None

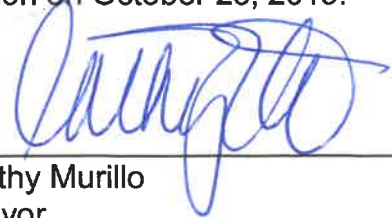
- ABSTENTIONS: None

IN WITNESS WHEREOF, I have hereto set my hand and affixed the official seal of the City of Santa Barbara on October 23, 2019.

Sarah P. Gorman, CMC
City Clerk Services Manager

I HEREBY APPROVE the foregoing resolution on October 23, 2019.



Cathy Murillo
Mayor

RESOLUTION NO. 19-071

A RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA BARBARA REQUESTING CONSENT OF THE CITY OF GOLETA AND THE COUNTY OF SANTA BARBARA TO RENEW THE SANTA BARBARA SOUTH COAST TOURISM BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the City Council (the "Council") of the City of Santa Barbara (the "City") desires to begin proceedings to renew the Santa Barbara South Coast Tourism Business Improvement District ("SBSCTBID"); and

WHEREAS, certain lodging business owners have requested that the Council of the City to renew the SBSCTBID; and

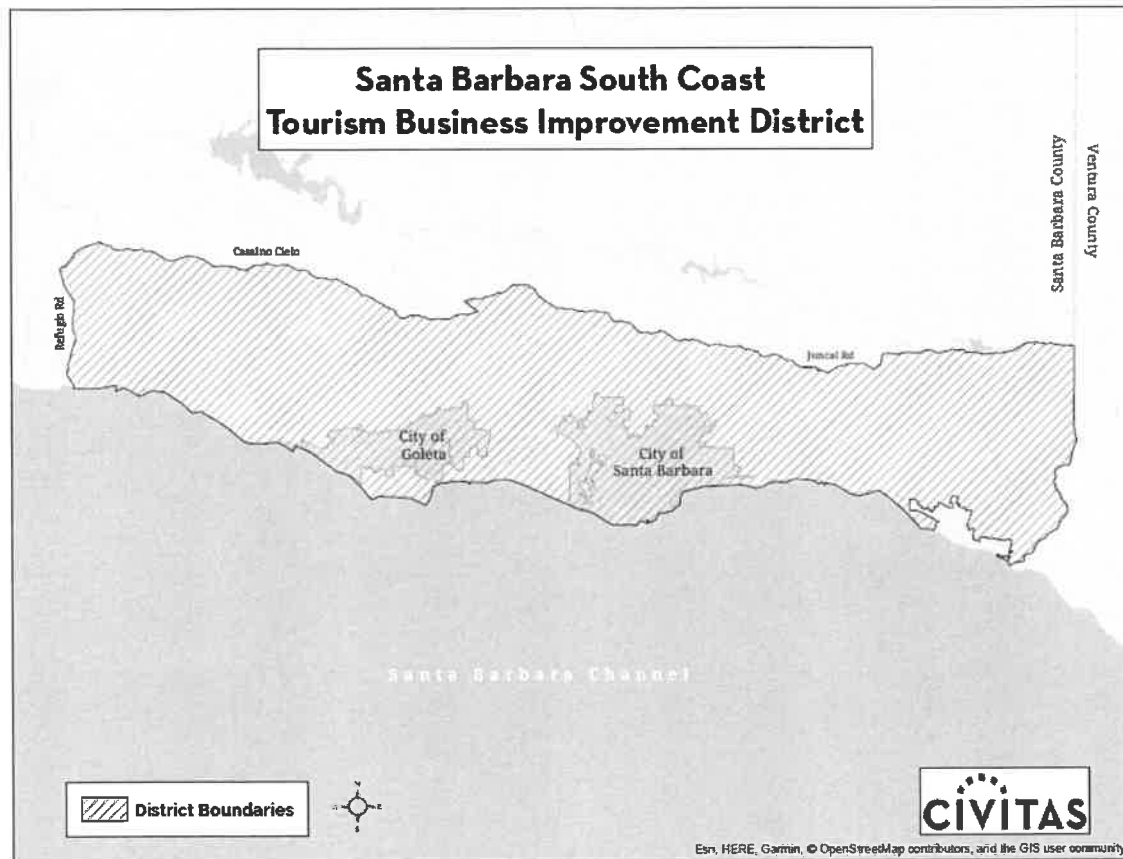
WHEREAS, a portion of the territory included in the renewed SBSCTBID lies within the boundaries of the City of Goleta and a portion of the unincorporated area of the County of Santa Barbara, as shown on the map attached hereto as Exhibit A and incorporated herein by such attachment; and

WHEREAS, the portion of the City of Goleta and the County of Santa Barbara which lies within the boundaries of the renewed SBSCTBID will, in the opinion of the Council, continue to be benefited by the improvements and activities, and the purpose sought to be accomplished by the work can best be accomplished by a single comprehensive scheme of work;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SANTA BARBARA THAT:

1. The above recitals are true and correct.
2. Consent of the City of Goleta, through its City Council, and the County of Santa Barbara, through its Board of Supervisors, is hereby requested to renew the SBSCTBID, and to grant to the Council jurisdiction for all the purposes in connection with renewal, operation, modification, and future renewals of the SBSCTBID.
3. The City Clerk is hereby directed to transmit a certified copy of this Resolution to the City Clerk of the City of Goleta and the Clerk of the Board of the County of Santa Barbara.

Boundary Map



RESOLUTION NO. 19-071

STATE OF CALIFORNIA)
)
COUNTY OF SANTA BARBARA) ss.
)
CITY OF SANTA BARBARA)

I HEREBY CERTIFY that the foregoing resolution was adopted by the Council of the City of Santa Barbara at a meeting held on September 24, 2019, by the following roll call vote:

- AYES: Councilmembers Jason Dominguez, Eric Friedman, Oscar Gutierrez, Meagan Harmon, Randy Rowse, Kristen W. Sneddon; Mayor Cathy Murillo
- NOES: None
- ABSENT: None
- ABSTENTIONS: None

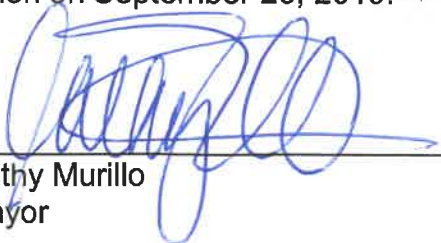
IN WITNESS WHEREOF, I have hereto set my hand and affixed the official seal of the City of Santa Barbara on September 25, 2019.



Sarah P. Gorman, CMC
City Clerk Services Manager



I HEREBY APPROVE the foregoing resolution on September 25, 2019.



Cathy Murillo
Mayor