

NOTICE OF EXEMPTION

TO: Santa Barbara County Clerk of the Board of Supervisors

FROM: David Matson, Housing and Community Development

The project or activity identified below is determined to be exempt from further environmental review requirements of the California Environmental Quality Act (CEQA) of 1970, as defined in the State and County Guidelines for the implementation of CEQA.

APN: N/A

Case No.: N/A

Location: The boundary of the proposed Santa Barbara South Coast Tourism Business Improvement District would include the Cities of Santa Barbara, Carpinteria, and Goleta, and portions of unincorporated southern Santa Barbara County.

Project Title: Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID)

Project Description: The purpose of the SBSCTBID is to create a five-year revenue source that would be used to augment existing marketing, sales and promotional efforts in order to increase the allure of the south coast of Santa Barbara as a tourist, meeting and event destination.

Name of Public Agency Approving Project: County of Santa Barbara
Name of Person or Agency Carrying Out Project: David Matson

Exempt Status: (Check one)

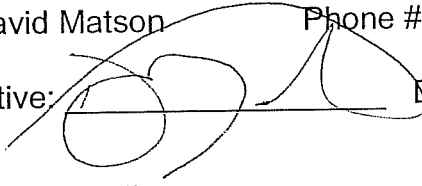
- Ministerial
 Statutory Exemption
 Categorical Exemption
 Emergency Project
 Declared Emergency

Cite specific CEQA and/or CEQA Guideline Section: 15060(c)(3) and 15378(b)(4) of the CEQA Guidelines.

Reasons to support exemption findings: The SBSCTBID is a government funding mechanism for promoting tourism in Santa Barbara. It is not subject to CEQA pursuant to Sections 15060(c)(3) and 15378(b)(4) of the CEQA Guidelines, because it will not result in a direct or reasonably foreseeable indirect physical change in the environment, and it consists of government funding mechanisms that will not result in direct or indirect physical changes in the environment.

There is no substantial evidence that there are unusual circumstances (including future activities) resulting in (or which might reasonably result in) significant impacts which threaten the environment.

Lead Agency Contact Person: David Matson Phone #: (805) 568-2068

Department/Division Representative:  Date: 8/2/2010

Acceptance Date: _____

distribution:

Project file (when P&D permit is required)
Date Filed by County Clerk: _____.

NOTE: A copy must be posted at least 6 days prior to consideration of the activity by the decision-makers to comply with County CEQA guidelines and a copy must be filed with the County Clerk of the Board after project approval to begin a 35 day statute of limitations on legal challenges.

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