



Santa Ynez Valley Tourism Business Improvement District Management District Plan

2015-2025

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

January 5, 2015

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I. OVERVIEW

Developed by the Santa Ynez Valley Hotel Association, DBA Visit the Santa Ynez Valley (VSYV), the Santa Ynez Valley Tourism Business Improvement 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 ending on June 30, 2015. The City of Solvang is acting as the lead jurisdiction in the renewal of the SYVTBID. As the SYVTBID reaches the end of its initial term, businesses have expressed a desire to renew it.

Location: The proposed 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 room night sales. Marketing and sales promotions and special projects will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.

Budget: The total SYVTBID annual budget for the initial year of its ten (10) year operation is anticipated to be approximately \$885,000. This budget is expected to fluctuate as room sales and the assessment rate do. If the assessment increases are adopted according to this plan in year three (2017) the annual budget is anticipated to be approximately \$1,125,000, in year five (2019) the annual budget is anticipated to be approximately \$1,390,000, and in year eight (2022) the annual budget is anticipated to be approximately \$1,735,000.

Cost: The initial annual assessment rate is \$2.50 per paid occupied room per night. The annual assessment rate may increase to \$3.00 per paid occupied room per night in year three (2017), \$3.50 per paid occupied room per night in year five (2019) and \$4.00 per paid occupied room per night in year eight (2022). 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 its jurisdiction. 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 ten (10)-year life, beginning July 1, 2015 through June 30, 2025. Once per year beginning on the anniversary of district renewal there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a Solvang City Council hearing on district termination.

Management: Visit the Santa Ynez Valley will 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 an annual report at the end of each year of operation to the Solvang City Council. The Solvang City Clerk 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

The initial term of the SYVTBID has produced compelling results and programs for assessed lodging businesses:

1. ***Marketing***

As our new website debuted on April 6th, 2014, we understood that the site would take a dip in traffic before our Google Authority ranking improved. While the site received only 4,850 unique users to the website in May, the user traffic has been steadily climbing, with September garnering 8,802 unique users. Since its debut, the site has garnered 12,984 clicks to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) Homepage; (2) Wine Tasting; (3) Where to Stay – Hotels; (4) Events Calendar; (5) Discover Los Olivos. Recent additions to the website include a new blog written by Executive Director Shelby Sim and a special Deals page where members can offer incentives such as special discounts, seasonal offers and hotel packages. As we continue to spend additional time and effort on SEO, we anticipate another steady increase in user traffic before the year's end.

2. ***Santa Ynez Valley Wine Month***

The SYV Wine Month is an annual VSYV promotion which ties in with California Wine Month, a campaign created by the Wine Institute to showcase the diverse wine growing regions across California. Our own SYV Wine Month advertising campaign reached consumers via Facebook, LA Times digital advertising, and printed poster (51 printed) and postcard distribution (5,000 printed). Wine Month presents an opportunity for increased engagement and visitation for our website, and acts as a great opportunity to showcase our members and show appreciation. A total of 18 VSYV members participated by providing special events, wine flights, discounts and hotel packages. Please see the analytic reports below:

SYVWine.com

Total page views for SYVWine.com: 1,509

Average time spent on page: 00:02:27*

Versus average time spent on other pages: 00:01:24

**An increase in average time spent on SYVWine.com indicates that the content provided was relevant, desirable content to the specific audience targeted by our ad campaign.*

3. ***Top Traffic Sources***

Direct: 716 * *direct traffic can be attributed to posters & postcards*

Facebook: 215

Discovercaliforniawines.com: 131

LATimes.com: 68

SolvangUSA.com: 56

Our Facebook audient has increased since May from 7,826 likes to 10,906 likes. We've run two separate ad campaigns on Facebook to increase likes and click-throughs to our website since May 1, 2014, which include our Craft Beer Month promotion and SYV Wine Month. During our Craft Beer Month Campaign, our Facebook ads for increased likes received an average click-through rate (CTR) of 2.29% with 55,825 impressions served. During SYV Wine Month, our Facebook ads for likes received an average CTR of 5.4% with 22,397

impressions served. To give some perspective, a recent Social Advertising Benchmark Report released by Salesforce ExactTarget Marketing Cloud showed that in the United States, the average CTR for Facebook advertising increased by better than 50%, from 0.09% to 0.14%. Further in this report, non-profit companies globally tracked the highest CTR in Q4 of 2013, with a 1.77% CTR. As we narrow our target audience, our CTR has risen *significantly* above even the non-profit average, illustrating that we are providing relevant, desired content to our target audience.

4. *Marketing Partnerships & Campaigns*

VSJV entered into an agreement with Griffin Publishing for the 2015 edition of the Santa Ynez Valley Visitors Guide. This edition is a step up in quality and content representing the entire Santa Ynez Valley (Solvang, Santa Ynez, Los Olivos, Buellton and Los Alamos) in a story telling format. This year's edition will have upwards of 90 pages as opposed to last year's 62 pages. It will launch on December 15, 2014.

VSJV is also in talks with Tasting and Touring, the premier wine tourism magazine, to partner on a comprehensive scale, not only in print, but also online.

VSJV partnered with Visit Santa Barbara and other Santa Ynez Valley organizations to run a successful Sideways10 campaign, culminating in a screening at the Arlington Theatre on October 5.

VSJV collaborates actively with other county destination marketing organizations, most particularly the Solvang CVB and the Buellton Visitor Bureau, as well as the SB Vintners Association.

Collaboration with the Santa Barbara County Association of Governments, which proposes a Saturday bus service between the Santa Ynez Valley and Santa Barbara, is slated to begin in the spring of 2015. This service will increase the level of visitation by tourists to assessed businesses.

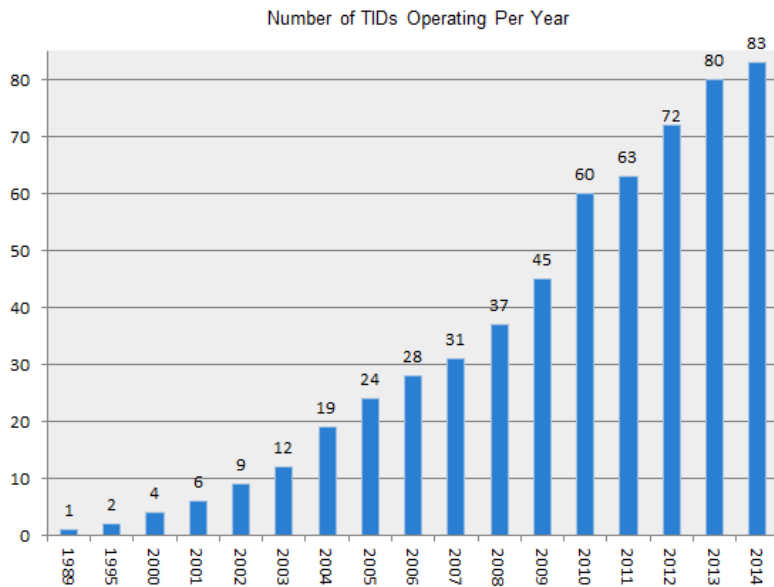
Recently, VSJV provided funds to the Buellton Botanic Garden to create better access to the Garden. Better access to the Gardens is aimed at increasing the frequency and duration of stays by tourists at assessed businesses.

VSJV has granted over \$326,000 to various visitor-attracting events and organizations throughout the Santa Ynez Valley since the TBID's inception.

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 eighty California destinations have followed suit. In recent years, other states have begun adopting the California model – Washington, Montana, and Texas have adopted TBID laws. Several other states are in the process of adopting their own legislation. And, some cities, like Portland, Oregon, have utilized their charter powers to

create TBIDs without a state law.



California's TBIDs collectively raise over \$150 million for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Santa Ynez Valley lodging businesses 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 room night sales.

In California, 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 TBID:

- 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 as shown on the map below.

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.

The boundary, as shown in the map below, currently includes one hundred twenty-five (125) lodging businesses. A complete listing of lodging businesses within the proposed SYVTBID can be found in Appendix 2.

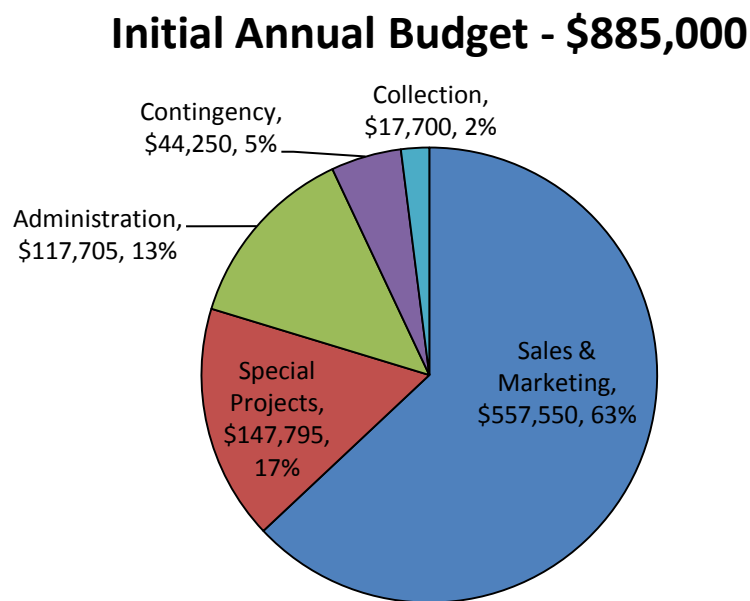


V. BUDGET AND SERVICES

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 City 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 businesses throughout the District. A detailed annual budget will be developed and approved by the Owners' Association. The graph below illustrates the initial annual budget allocations. The initial total annual budget is \$885,000.



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.

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 visitation and 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;
- Education of hospitality staff on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits to assessed businesses; and
- Education of lodging business management and the owners' association on marketing strategies best suited to meet assessed business's needs.

Special Projects

Special projects funding will be utilized to sponsor special events designed to attract overnight visitors to the Santa Ynez Valley.

Administration and Operations

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

Contingency/Renewal

A prudent portion of the budget will be allocated to a contingency fund, to account for lower than anticipated collections. If there are contingency funds collected and near the expiration of the district there are contingency funds remaining, and business owners wish to renew the district, the contingency funds may be used for renewal costs. The two percent (2%) annual budget allocation to the contingency fund will continue until the fund reaches a balance of \$150,000. If/when the contingency fund balance reaches the \$150,000 threshold, the contingency portion of the budget will be proportionally allocated to the remaining budget categories.

City Administration 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 in their respective jurisdictions to cover their costs of collection and administration.

B. Determination of Specific Benefit

State law requires that assessment funds be expended on specific benefits conferred directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the City of conferring the benefits. The services in this Management District Plan are designed to provide targeted benefits directly to assessed lodging businesses. These services are tailored not to serve the general public, but rather to serve the specific lodging businesses within the District, e.g., the proposed activities are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the District, and are narrowly tailored. SYVTBID funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assessees. For example, non-assessed businesses will not be featured in programs exclusively funded by the SYVTBID and will not receive sales leads from them. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

Further, the assessment may be utilized to provide specific government services directly to the payors that are not provided to those not charged, and which do not exceed the reasonable costs to the City of providing the services. The legislature has recognized that marketing and promotions services like those to be provided by the SYVTBID are, in the context of assessment districts, government services. Further, the amount of the assessment is no more than necessary to cover the reasonable costs of the proposed activities, and the manner in which the costs are allocated to a business owner bear a fair share or reasonable relationship to the businesses' benefits received from the proposed activities. 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. To the extent that other, non-District, lodging businesses may receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-District funds.

District services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. Funds will be managed by the Owners' Association, and reports submitted on an annual basis to the City. Only assessed businesses will be featured in marketing materials, receive sales leads generated from district-funded activities, be featured in advertising campaigns, and benefit from other district-funded services. Non-assessed businesses will not receive these, nor any other, district-funded services and benefits.

C. Assessment

The annual assessment rate is \$2.50 per occupied room per night. 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.

The assessment rate may be subject to \$0.50 increases in the third and fifth years (2017 and 2019) of the District. In the third year (2017) the assessment rate may increase to \$3.00 per paid occupied room per night. In the fifth year (2019) the assessment rate may increase to \$3.50 per paid occupied room per night. In the eighth year (2022) the assessment rate may increase to \$4.00 per paid occupied room per night. These increases will be automatic unless the VSYV Board votes not to implement them based upon circumstances that they deem significant. Any increases 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
2015-16	\$2.50	\$885,000
2016-17	\$2.50	\$911,550
2017-18	\$3.00	\$1,126,676
2018-19	\$3.00	\$1,160,476
2019-20	\$3.50	\$1,394,904
2020-21	\$3.50	\$1,436,751
2021-22	\$3.50	\$1,479,853
2022-23	\$4.00	\$1,737,644
2023-24	\$4.00	\$1,789,773
2024-25	\$4.00	\$1,843,466
TOTAL		\$13,766,094

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. The assessment shall be disclosed as the “SYVTBID Assessment.” The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

Bonds shall not be issued.

D. Penalties and Interest

1. 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. 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. 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. 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. Every penalty imposed and such interest as accrues shall become a part of the assessment herein required to be paid.

E. Time and Manner for Collecting Assessments

The SYVTBID assessment will be implemented beginning July 1, 2015 and will continue for ten (10) years through June 30, 2025. 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 to the Owners' Association. If a jurisdiction so desires, penalties and interest collected on delinquent assessments may be retained by the local jurisdiction for costs associated with collection.

F. Annual Budget

The total ten (10) year improvement and service plan budget is projected at approximately \$885,000 annually in years one and two, approximately \$1,125,000 annually in years three and four, approximately \$1,390,000 in years five through seven, and approximately \$1,735,000 in years eight through ten or approximately \$13,765,000 through 2025. This amount may fluctuate as sales and revenue increase at assessed businesses and if the VSYV Board approves the assessment increases.

VI. 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 §36614.5. The City Council has determined that the 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 Solvang City Clerk shall send copies of the annual report to the Buellton City Council and the Santa Barbara County Board of Supervisors. 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 amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

APPENDIX 1 – LAW

Property And Business Improvement District Law of 1994

Cal Sts & Hy Code § 36600 (2013)

*** This document is current through the 2014 Supplement ***
(All 2013 legislation)

§ 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

The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts 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 the business districts of its cities 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 cities to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property or businesses are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property or businesses for which the improvements and activities are provided.

§ 36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. 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 in this part that conflicts with any other provision of law shall prevail over the other provision of law.

§ 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.

§ 36605. [Section repealed 2001.]

§ 36606. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the 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.

§ 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 area.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

§ 36611. "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.

§ 36612. "Property"

"Property" means real property situated within a district.

§ 36613. "Activities"

"Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.
- (b) Furnishing of music in any public place within the district.
- (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) Activities which benefit businesses and real property located in the district.

§ 36614. "Management district plan"; "Plan"

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

§ 36614.5. "Owners' association"

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement activities and improvements 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 documents relating to activities of the district.

§ 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.

§ 36616. "Tenant"

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

§ 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.

§ 36620. Establishment 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 activities and improvements, 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. 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 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 contain 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 lands and businesses included. 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 and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements and activities proposed for each year of operation are the same, a description of the first year's proposed improvements and activities and a statement that the same improvements 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 and operations, 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) 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, including operation and maintenance.

(l) 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 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 or 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 the proposed property and business improvement district, the city council shall adopt a resolution of formation that shall contain all of the following:

(1) A brief description of the proposed activities and improvements, 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 about whether bonds will be issued, and a description of the exterior boundaries of the proposed district. 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 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 and activities to be provided 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 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.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

(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.

§ 36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in paragraphs (1) to (8), inclusive, of subdivision (b) of Section 36625, but need not contain information about the preliminary resolution if none has been adopted.

§ 36626.5. [Section repealed 1999.]

§ 36626.6. [Section repealed 1999.]

§ 36626.7. [Section repealed 1999.]

§ 36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk of the city 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 and activities.

§ 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 a new district established pursuant to this part.

§ 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 shall 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 any 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. Any 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; Modification of improvements and activities by adoption of resolution after public hearing

(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 meetings and 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 meeting.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public meeting, 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.

§ 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.

§ 36641. [Section repealed 2001.]

§ 36642. [Section repealed 2001.]

§ 36643. [Section repealed 2001.]

§ 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 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 and activities to be provided for that fiscal year.
- (3) An estimate of the cost of providing the improvements and the 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 amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- (6) The 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 and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements or 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.

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

- (a) Any district previously established whose term has expired, 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.

§ 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 assesses 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 area 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

Business Name	Physical Address	City (Address)	Collecting Jurisdiction
11 Oaks	2140 Adobe Canyon Rd	Solvang	County of Santa Barbara
1880 Union Hotel	362 Bell St	Los Alamos	County of Santa Barbara
27 OAKS, LLC	2625 Pommel Dr	Solvang	County of Santa Barbara
Alamo Motel	425 Bell St	Los Alamos	County of Santa Barbara
Alisal Guest Ranch & Resort	1054 Alisal Rd	Solvang	City of Solvang
Baiad, Michael & Barry Chersky	2956 Steele St	Los Olivos	County of Santa Barbara
Ballard Inn & Restaurant	2436 Baseline Ave	Ballard	County of Santa Barbara
Ballard Suite Spot	2478 Baseline Ave	Solvang	County of Santa Barbara
Best Western King Frederik Inn	1617 Copenhagen Dr	Solvang	City of Solvang
Casa Blanca Vineyards	5350 Foxen Cayon Rd	Los Olivos	County of Santa Barbara
Casa Cadora	774 Main Street	Los Alamos	County of Santa Barbara
Chackel, David & Connie	1398 Deer Trail Lane	Santa Ynez	County of Santa Barbara
Cooper, Colin	1535 Meadowvale Rd	Santa Ynez	County of Santa Barbara
Country Lane Motel	412 Avenue of the Flags	Buellton	City of Buellton
Country Comfort Cottage	1392 Faraday St	Santa Ynez	County of Santa Barbara
Creeside Home	1821 Cottonwood St	Solvang	County of Santa Barbara
Cuatro Viento Vineyard	2761 Corral De Quati Rd	Los Olivos	County of Santa Barbara
Days Inn Buellton	114 E Hwy 246	Buellton	City of Buellton
Fess Parker Wine Country Inn & Spa	2860 Grand Ave	Los Olivos	County of Santa Barbara
Fiore, Jerry & Liz	2045 N Refugio Rd	Santa Ynez	County of Santa Barbara
Fleck, Larry Jr	2865 Nojoqui Ave	Los Olivos	County of Santa Barbara
For Friends Inn	1121 Edison St	Santa Ynez	County of Santa Barbara
Fox Run Farm	5475 Happy Canyon Rd	Santa Ynez	County of Santa Barbara
Garden Retreat in Wine Country	2671 Stow St	Los Olivos	County of Santa Barbara
Glover, Leo & Jeanne	1401 Edison St	Santa Ynez	County of Santa Barbara
Gowing Guest House	2225 Hidden Hills Rd	Solvang	County of Santa Barbara
Grant, Philip	4385 Oak View Rd	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
Hidden Vineyard	960 Old Calzada Rd	Santa Ynez	County of Santa Barbara
Holiday Inn Express (Solvang)	1455 Mission Dr	Solvang	City of Solvang
Home Away From Home	907 Croft Ln	Solvang	County of Santa Barbara
Hopper, Christiana Stettinius	1194 Mustang Drive	Santa Ynez	County of Santa Barbara
Hotel Corque	400 Alisal Rd	Solvang	City of Solvang
Jeanne Hollingsworth	2945 Alta St	Los Olivos	County of Santa Barbara
Kronborg	1440 Mission Dr	Solvang	City of Solvang
Lockhart, Dan & Annette	5176 Baseline Ave	Santa Ynez	County of Santa Barbara
Los Olivos Bungalow	2828 Grand Ave	Los Olivos	County of Santa Barbara
Maldonado, Rafael & Maria	2810 Mission Drive	Solvang	County of Santa Barbara
Meadowlark Inn	2644 Mission Dr	Solvang	County of Santa Barbara
Meadowlark Vineyards	45 Meadowlark Rd	Santa Ynez	County of Santa Barbara
Mirabelle Inn & Restaurant	409 1st St	Solvang	City of Solvang
Motel 6 Buellton	333 McMurray Rd	Buellton	City of Buellton
MPB Management, LLC	5999 Foxen Canyon Rd	Solvang	County of Santa Barbara

Muncaster Residence	542 Calor Dr	Buellton	City of Buellton
Naphy, Glenn & Katherine	2260 Exterior Rd	Santa Ynez	County of Santa Barbara
Nelson, Marcia	1515 Edison St	Santa Ynez	County of Santa Barbara
Nicholas, Jim	3070 Avenida Caballo	Santa Ynez	County of Santa Barbara
Olive Branch Farm Guest House	2020 Still Meadows	Ballard	County of Santa Barbara
Open Beam Wine Country Guest Studio	1859 N Refugio Rd	Santa Ynez	County of Santa Barbara
Owl Head Cottage	225 Perkins St	Los Alamos	County of Santa Barbara
Paradise Retreats	1440 Dove Meadow Rd	Solvang	County of Santa Barbara
Paradise Retreats	2832 Grand Ave	Los Olivos	County of Santa Barbara
Paradise Retreats	3201 Caballo Rd	Santa Ynez	County of Santa Barbara
Paradise Retreats	1550 Alisos Ave	Santa Ynez	County of Santa Barbara
Paradise Retreats	2379 Janin Way	Solvang	County of Santa Barbara
Paradise Retreats	2839 Grand Ave	Los Olivos	County of Santa Barbara
Paradise Retreats	2648 Grand Ave	Los Olivos	County of Santa Barbara
Paradise Retreats	2856 Alta Rd	Los Olivos	County of Santa Barbara
Paradise Retreats	2848 Grand Ave	Los Olivos	County of Santa Barbara
Paradise Retreats	2580 Latigo Dr	Solvang	County of Santa Barbara
Pea Soup Andersen's Inn	51 E Hwy 246	Buellton	City of Buellton
Petersen Village Inn	1576 Mission Dr	Solvang	City of Solvang
Puchli, Sharon & Stephen	2224 Alamo Pintado Ave	Los Olivos	County of Santa Barbara
Quality Inn Buellton	630 Avenue of Flags	Buellton	City of Buellton
Raffo, John & Karen Weaver	2786 Corral De Quati Rd #B	Los Olivos	County of Santa Barbara
Ranchita Figaro/Los Olivos Farmhouse	3350 Figueroa Mountain Rd	Los Olivos	County of Santa Barbara
Rancho Bernat	2650 Santa Ynez St	Los Olivos	County of Santa Barbara
Rancho Olivos	2390 N Refugio Road	Santa Ynez	County of Santa Barbara
Reeves, Daniel	4000 W Oak Trail Road	Santa Ynez	County of Santa Barbara
Resort Rentals LLC	280 Alisal Rd	Solvang	City of Solvang
Restoration Oaks Ranch, LLC	1980 Hwy 101	Buellton	County of Santa Barbara
River Road Ranch	2544 Elk Grove Rd	Solvang	County of Santa Barbara
Rosenburg, Neal & Joanne	3990 Edgeville Lane	Santa Ynez	County of Santa Barbara
Royal Copenhagen Inn	1579 Mission Dr	Solvang	City of Solvang
Rudder, Paul	2875 Baseline Ave	Santa Ynez	County of Santa Barbara
Rustic Elegance in Los Olivos	2980 San Marcos Ave	Los Olivos	County of Santa Barbara
San Marcos Motel	536 Avenue of Flags	Buellton	City of Buellton
Sanja Cota Lodge	3099 California 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
Scorpion Ridge Ranch	4475 Oak View Rd	Santa Ynez	County of Santa Barbara
Shady Oak Vacation Rental	1331 Edison St	Santa Ynez	County of Santa Barbara
Skyview Motel	9150 U.S. 101	Los Alamos	County of Santa Barbara
Sleepy Hollow Motel	550 Avenue of Flags	Buellton	City of Buellton
Solvang Gardens Lodge	293 Alisal Rd	Solvang	City of Solvang
Solvang Inn & Cottages	1518 Mission Dr	Solvang	City of Solvang
Solvang Studio	377 First St	Solvang	City of Solvang
Starfire Vineyards, LLC	1343 North Refugio Rd	Santa Ynez	County of Santa Barbara
Sunstone Vineyards & Winery	125 Refugio Rd	Santa Ynez	County of Santa Barbara

Svensgaard's Lodge	1711 Mission Dr	Solvang	City of Solvang
Switzer, Ken	7445 Figueroa Mountain Rd	Los Olivos	County of Santa Barbara
SYVR, LLC	3220 Figueroa Mountain Rd	Los Olivos	County of Santa Barbara
SYVR, LLC	3280 Calzada Ridge Ave	Santa Ynez	County of Santa Barbara
SYVR, LLC	1657 Calzada Ave	Santa Ynez	County of Santa Barbara
SYVR, LLC	2775 Alisal Rd	Goleta	County of Santa Barbara
SYVR, LLC	1699 Alamo Pintado	Santa Ynez	County of Santa Barbara
SYVR, LLC	828 Ballard Canyon	Solvang	County of Santa Barbara
SYVR, LLC	3345 Foxen Canyon Rd	Los Olivos	County of Santa Barbara
SYVR, LLC	2715 Grand Ave	Los Olivos	County of Santa Barbara
SYVR, LLC	4025 W Oak Trail	Santa Ynez	County of Santa Barbara
SYVR, LLC	2211 N Refugio Rd	Santa Ynez	County of Santa Barbara
SYVR, LLC	2549 Santa Barbara Ave	Los Olivos	County of Santa Barbara
SYVR, LLC	3000 Foxen Canyon Rd	Los Olivos	County of Santa Barbara
SYVR, LLC	3515 West Oak Trail	Santa Ynez	County of Santa Barbara
SYVR, LLC	2042 W Hwy 154	Santa Ynez	County of Santa Barbara
SYVR, LLC	1759 N Refugio Rd	Santa Ynez	County of Santa Barbara
SYVR, LLC	1415 Ribe Rd	Solvang	County of Santa Barbara
SYVR, LLC	233 St Joseph St	Los Alamos	County of Santa Barbara
SYVR, LLC	4399 Roblar Ave	Santa Ynez	County of Santa Barbara
SYVR, LLC	992 Viendra Dr	Solvang	County of Santa Barbara
The Bellagio Estate	475 Bobcat Springs Rd	Buellton	County of Santa Barbara
Three Oaks Retreat	425 Saint Joseph	Los Alamos	County of Santa Barbara
Trabucco, Timothy	1341 Holsted Drive	Solvang	County of Santa Barbara
Turnkey Vacation Rentals	3100 Foxen Canyon Rd	Los Olivos	County of Santa Barbara
Victorian	1561 Calzada Ave	Santa Ynez	County of Santa Barbara
Victorian Mansion Bed & Breakfast	326 Bell St	Los Alamos	County of Santa Barbara
Viking Motel	1506 Mission Dr	Solvang	City of Solvang
Villa Rodovla	1297 Deer Hill Dr	Solvang	County of Santa Barbara
Vista Verde Ranch	3900 Skylark Road	Santa Ynez	County of Santa Barbara
Wade, Eric & Dianne	1717 Ballard Canyon Rd	Solvang	County of Santa Barbara
Ward, Karl	4151 Via Rancheros Rd	Santa Ynez	County of Santa Barbara
White Associates, INC	485 Meadowlark Road	Santa Ynez	County of Santa Barbara
Wine County Inn	591 Paula Ray Lane	Buellton	City of Buellton
Wine Valley Inn & Cottages	1564 Copenhagen Dr	Solvang	City of Solvang



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Santa Ynez Tourism Business Improvement District

Renewal Timeline

JANUARY 19, 2015

Action	Date
Initiate project	October 2014
Determine district parameters	October 6, 2014
Develop initial draft Management District Plan (MDP); submit to SYVHA	October 21, 2014
Santa Ynez Valley Hotel Association review and comment on MDP	October 31, 2014
Submit draft MDP to City; ongoing review and negotiation	November 19, 2014
Submit draft ROI, Notice, and ROF to City	December 23, 2014
Submit final MDP to City for approval	December 23, 2014
Final MDP and Petition approved by City	January 5, 2014
Petition drive	January 6, 2014 - January 18, 2014
Submit Petitions totaling over 50% of assessment to City	January 19, 2014
Solvang City Council – Initial Hearing <ul style="list-style-type: none">• Resolution of Intention• Request Consent Resolution	January 26, 2015
Mail <ul style="list-style-type: none">• Notice of Public Meeting/Hearing	January 27, 2015
Santa Barbara County Board of Supervisors (Santa Maria) <ul style="list-style-type: none">• Adopt Resolution Granting Consent	February 10, 2015
Buellton City Council <ul style="list-style-type: none">• Adopt Resolution Granting Consent	February 12, 2015
Solvang City Council <ul style="list-style-type: none">• Public Meeting – no action required	March 9, 2015
Solvang City Council <ul style="list-style-type: none">• Public Hearing – Adopt Resolution of Formation	March 23, 2015
Renewed district begins collecting assessment	July 1, 2015

Solvang City Council meets on the second and fourth Monday of every month.

Buellton City Council meets on the second and fourth Thursday of every month.

Santa Barbara Board of Supervisors usually meets on the first three Tuesdays of every month.

