

RESOLUTION NO. 15 -956

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOLVANG
DECLARING ITS INTENTION TO RENEW THE SANTA YNEZ VALLEY
TOURISM BUSINESS IMPROVEMENT DISTRICT (SYVTBID) AND FIXING
THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC
HEARING THEREON AND GIVING NOTICE THEREOF**

WHEREAS, the City of Solvang created the SYVTBID in 2010 for a five (5) year term; 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, the Santa Ynez Valley Hotel Association, lodging business owners, members of the business community and representatives from the City of Solvang have met to consider the renewal of the Santa Ynez Valley Tourism Business Improvement District (SYVTBID); and

WHEREAS, Santa Ynez Valley Hotel Association has drafted a Management District Plan which sets forth the proposed boundary of the SYVTBID, a service plan and budget, and a proposed means of governance; and

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

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

1. The recitals set forth herein are true and correct.
2. The City Council finds that the lodging businesses that will pay more than fifty percent (50%) of the assessment proposed in the Management District Plan have signed and submitted petitions in support of the renewal of the SYVTBID. The City Council accepts the petitions and adopts this Resolution of Intention to renew the SYVTBID and to levy an assessment on certain lodging businesses within the SYVTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Management District Plan satisfies all requirements of Streets and Highways Code § 36622.
4. The City Council declares its intention to renew the SYVTBID and to levy and collect assessments on lodging businesses within the SYVTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The SYVTBID shall include all lodging businesses located within the boundaries of the cities of Buellton and Solvang, and nearby portions of the unincorporated area of Santa Barbara County, as shown in the map, attached as Exhibit A.

6. The name of the district shall be Santa Ynez Valley Tourism Business Improvement District (SYVTBID).
7. 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.
8. The assessments levied for the SYVTBID shall be applied toward sales promotion and marketing programs to market assessed lodging businesses in Santa Ynez Valley as tourist, meeting, and event destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which SYVTBID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The SYVTBID will have a ten (10) year term, beginning July 1, 2015 through June 30, 2015 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 SYVTBID and levying assessments are set for March 9, 2015, at 6:30 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 1644 Oak Street, Solvang, CA 93463.
12. The time and place for the public hearing to establish the SYVTBID and the levy of assessments are set for March 23, 2015, at 6:30 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 1644 Oak Street, Solvang, CA 93463. 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.
13. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the SYVTBID 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 proposed SYVTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire SYVTBID, no further proceedings to establish the SYVTBID shall occur for a period of one year.
14. The complete Management District 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.

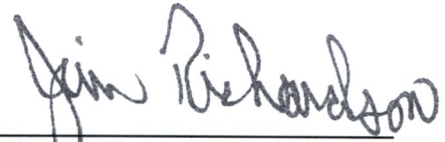
I HEREBY CERTIFY that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the City Council on the 26th day of January 2015 by the following vote:

AYES: Mayor Richardson, Council Members Duus, and Jamieson

NOES: Council Member Zimmerman


ABSENT: Council Member Skytt

ABSTAIN:

A handwritten signature in blue ink that reads "Jim Richardson". The signature is written in a cursive style with a horizontal line underneath it.

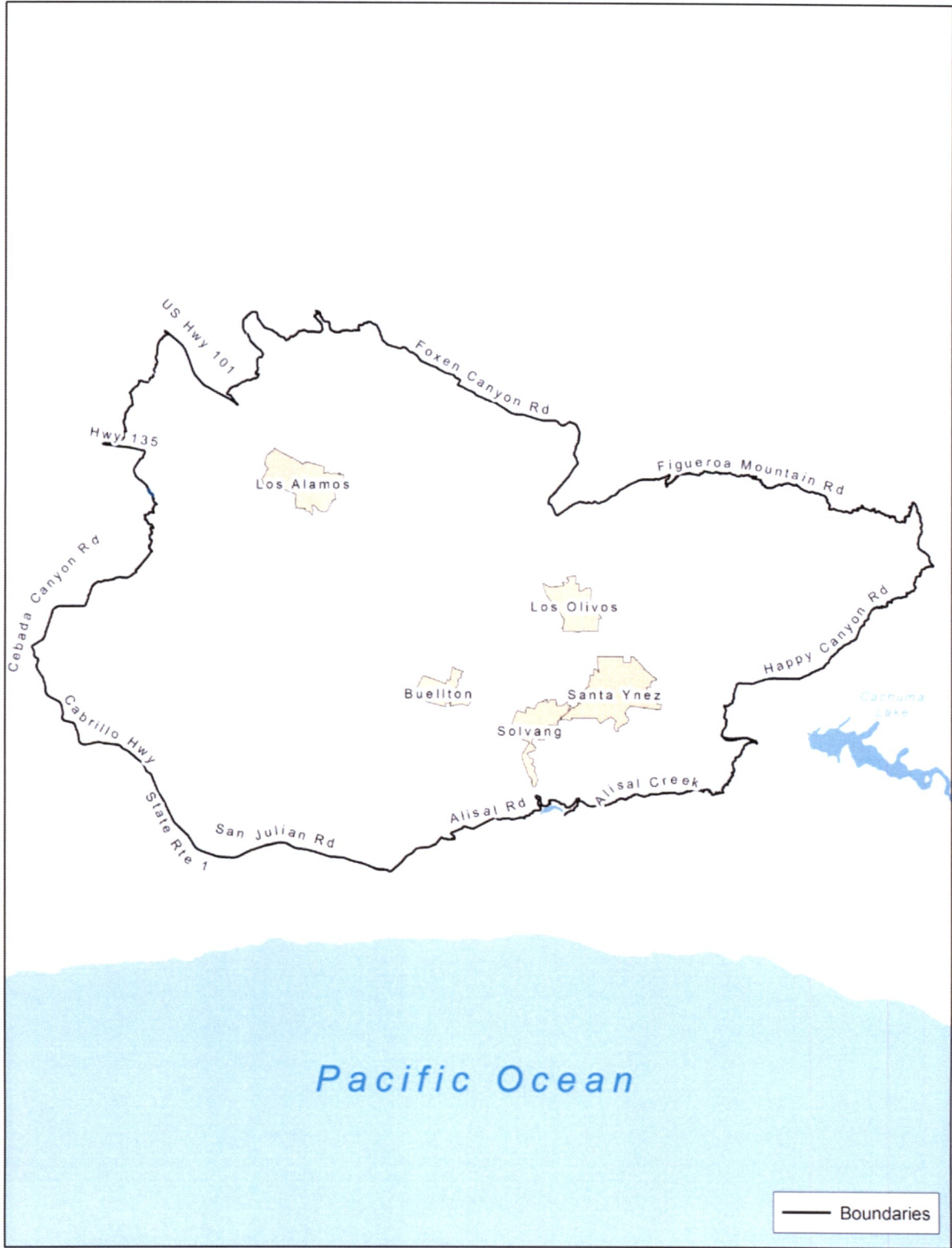
Jim Richardson, Mayor

ATTEST:

A handwritten signature in blue ink that reads "Mary Ellen Rio". The signature is written in a cursive style with a horizontal line underneath it.

Mary Ellen Rio, City Clerk

EXHIBIT A
District Boundaries



RESOLUTION NO. 15 -957

**RESOLUTION REQUESTING CONSENT OF THE CITY OF BUELLTON AND
THE COUNTY OF SANTA BARBARA TO RENEW THE SANTA YNEZ
VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT**

WHEREAS, the City Council of the City of Solvang desires to begin proceedings to renew the Santa Ynez Valley Tourism Business Improvement District ("SYVTBID"); and

WHEREAS, certain tourism business owners have requested that the City Council (the "Council") of the City of Solvang (the "City") renew the SYVTBID; and

WHEREAS, a portion of the territory proposed to be included in the SYVTBID lies within the boundaries of the City of Buellton and the County of Santa Barbara (the "City and County"), as shown on the map attached hereto as Exhibit A and incorporated herein by such attachment; and

WHEREAS, the area of the City and County which lies within the boundaries of the proposed SYVTBID will, in the opinion of the Council, 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 Solvang City Council:

Section 1: The above recitals are true and correct.

Section 2: Consent of the City and County, through their City Council and Board of Supervisors, is hereby requested to renew the SYVTBID, and to grant to the Council jurisdiction for all the purposes in connection with this and future renewals and operations of the proposed SYVTBID.

Section 3: The Clerk of the Council is hereby directed to transmit a certified copy of this Resolution to the City and County Clerks of the City of Buellton and the County of Santa Barbara.

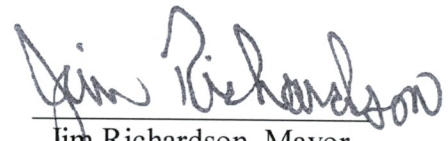
ON MOTION duly made, seconded, and carried the foregoing resolution was passed and adopted by the City Council of the City of Solvang, State of California, this 26th day of January, 2015 by the following vote:

AYES: Mayor Richardson, Council Members Duus and Jamieson

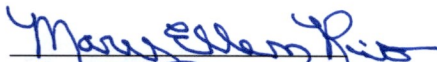
NOES: Council Member Zimmerman

ABSENT: Council Member Skytt

ABSTAIN:


Jim Richardson, Mayor

ATTEST:


Mary Ellen Rio, City Clerk