

# **Renewal Consent Resolution for the Santa Ynez Valley Tourism Business Improvement District (SYVTBID)**

BOS Hearing – March 3, 2015



# Recommended Actions

That the Board of Supervisors:

A

Adopt a resolution granting consent from the County of Santa Barbara to the City of Solvang to renew the Santa Ynez Valley Tourism Business Improvement District (SYVTBID); and

B

Determine that the above action does not involve any commitment to any specific project which may result in potentially significant impact on the environment, and therefore it is not a project under the California Environmental Quality Act (CEQA) pursuant to section 15378 (b)(4) of the CEQA Guidelines.

## ◆ Summary

- February 10, 2015: The renewal Consent Resolution for the Santa Ynez Valley Tourism Business Improvement District (SYVTBID) was presented to the Board of Supervisors.
  - The proposed resolution for the renewal was for a ten-year term.
  - Contained expansion of existing boundaries in order to include vacation rentals with the overall program.
- Today, this item is on the agenda to consider granting consent for renewal of the SYVTBID with the following conditions:
  - Six-year term (July 1, 2015 – June 30, 2021)
  - No change to existing boundaries and without vacation rentals.

# Background

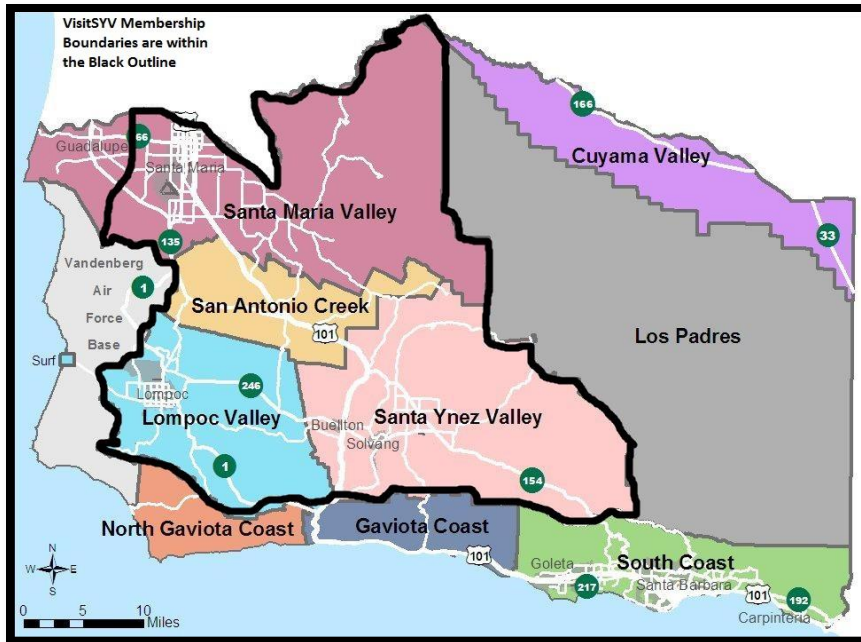
## ◆ Background

- The SYVTBID, as an assessment district, can be renewed pursuant to the Property and Business Improvement District Law of 1994 (1994 Law).
- Purpose is to increase tourism and related services in the Santa Ynez Valley by marketing the location to potential visitors.
- The 1994 law allows for the renewal of multi-jurisdictional improvement districts with the consent to the jurisdiction being granted to one “lead” jurisdiction. The City of Solvang has requested consent to continue as the lead jurisdiction in the renewal of the SYVTBID.
- SYVTBID includes all lodging businesses located within the cities of Buellton and Solvang, and nearby portions of the unincorporated area of Santa Barbara County.

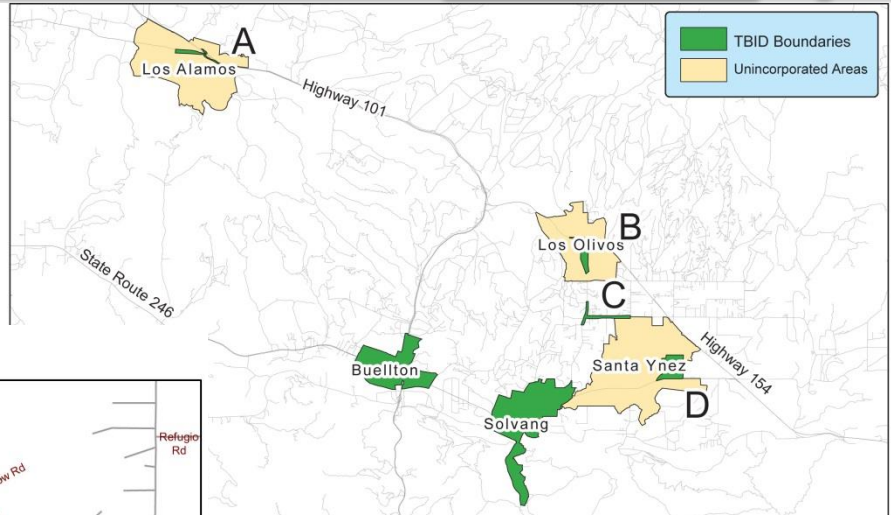
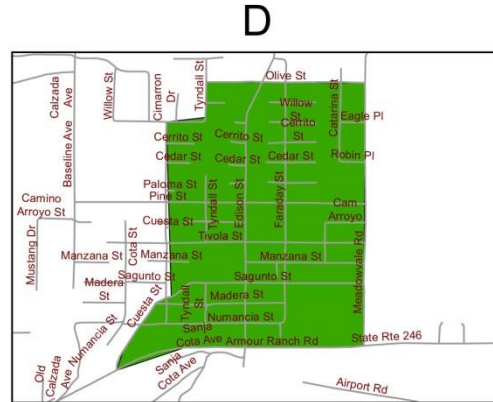
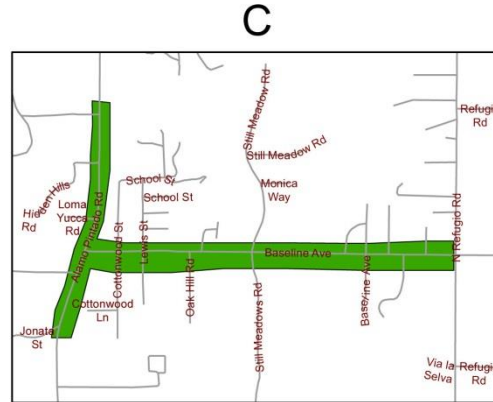
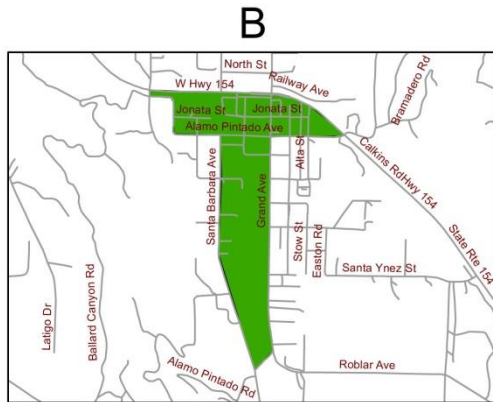
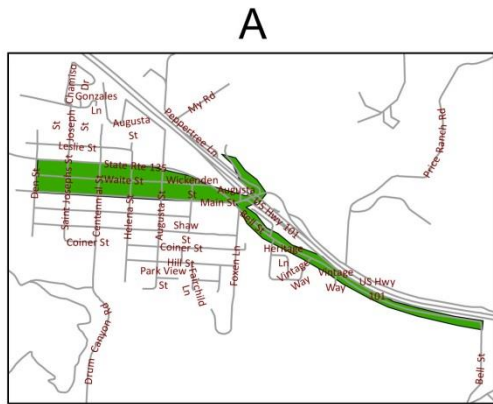
# Proposed Terms for SYVTBID

Terms	First Term	Renewal
Length of Term	<b>2010 to 2015</b> (5 years)	<b>2015 to 2021</b> (6 years)
Boundaries	Same	Same
Assessment	\$2.00	\$2.50 - \$3.00
Vacation Rentals	Not included	Not included
Reporting	<b><i>Quarterly Report:</i></b> Sent to Solvang, Buellton, and County of Santa Barbara, and  <b><i>Annual Presentation:</i></b> Presented to Buellton and the County of Santa Barbara.	<b><i>Quarterly Report:</i></b> Sent to CEO Office, and  <b><i>Annual Presentation:</i></b> Presented to the Board of Supervisors. Required per resolution.

# Maps



# Maps



# Timeline

January 26

Solvang (760 rooms) voted and approved on intent.



February 12

Buellton (520 rooms) voted and approved to grant consent.



February 26

Public Meeting



March 3

COSB (now 148 rooms) request for consent.



March 9

Public meeting at Solvang City Council for protest.



March 23

Final adoption will take place at Solvang City Council.





# Recommendations

- ◆ Adopt a resolution granting consent from the County of Santa Barbara to the City of Solvang to renew the Santa Ynez Valley Tourism Business Improvement District (SYVTBID); and
- ◆ Determine that the above action does not involve any commitment to any specific project which may result in potentially significant impact on the environment, and therefore it is not a project under the California Environmental Quality Act (CEQA) pursuant to section 15378 (b)(4) of the CEQA Guidelines.

# Thank you

