



City of Biggs

Agenda Item Staff Report For the Regular City Council Meeting: September 8, 2015

TO: Honorable Mayor and Members of the City Council

FROM: City Administrator

SUBJECT: Consider adoption of a resolution granting consent to the County of Butte to form the Butte County Tourism Business Improvement District.

REPORT IN BRIEF:

Short-term lodging businesses in Butte County paying 58% of the assessment for the proposed Butte County Tourism Business Improvement District (BCTBID) submitted petitions requesting the Butte County Board of Supervisors initiate proceedings to form the BCTBID in accordance with the Property and Business Improvement District Law of 1994. On August 11, 2015, the Butte County Board of Supervisors adopted a Resolution of Intention to form the BCTBID, Resolution No. 15-107, which includes a request for the Council for the City of Biggs to consider a Resolution Granting Consent to the County of Butte to Form the BCTBID.

The purpose of the BCTBID is to promote tourism to Butte County and increase overnight stays at lodging businesses within Butte County. In order to fund tourism promotion services, district members (lodging businesses) will levy an assessment of 2% on gross, short-term rentals. The funds are committed to the BCTBID Owners' Association, which will be comprised of all district members and governed by a Board of Directors chosen by the district membership. The Management District Plan (MDP) for the BCTBID outlines the details for the district including district boundaries, budget, services, governance, and district membership. Forming the BCTBID establishes a committed, consistent source of funding to promote tourism to Butte County.

A public meeting to hear testimony on establishing the BCTBID and levying assessments was held August 25, 2015 at the Butte County Board of Supervisors Meeting located at 25 County Center Drive, Suite 205 in Oroville, CA.

FISCAL IMPACT: There is no impact to the General Fund, or to any other City Funds.

BACKGROUND:

In October 2013, a Regional Tourism Strategy and Implementation Plan (Strategy) was completed for Butte County. The planning effort included tourism stakeholders from each local jurisdiction. One initiative in the Strategy calls for establishing a reliable funding source for regional tourism, which led to the exploration of a BCTBID.

Lodging businesses throughout the County expressed interest in forming a BCTBID in order to promote tourism to Butte County. With the support of the local jurisdictions, local lodging businesses formed a Steering Committee to create the MDP detailing the BCTBID and meeting with lodging businesses to discuss the goals of the BCTBID.

On August 11, 2015, the City Council received a presentation regarding the BCTBID.

Recommendation: Adopt Resolution 15-21:

RESOLUTION OF THE COUNCIL OF THE CITY OF BIGGS, STATE OF CALIFORNIA, GRANTING CONSENT TO THE COUNTY OF BUTTE TO FORM THE BUTTE COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT (BCTBID)

Mark Sorensen

RESOLUTION NO. 2015-22

**RESOLUTION OF THE COUNCIL OF THE CITY OF BIGGS, STATE OF CALIFORNIA,
GRANTING CONSENT TO THE COUNTY OF BUTTE TO FORM THE BUTTE COUNTY
TOURISM BUSINESS IMPROVEMENT DISTRICT (BCTBID)**

WHEREAS, the County of Butte is beginning the process to form the Butte County Tourism Business Improvement District (BCTBID) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., to promote tourism and the lodging businesses in Butte County; and

WHEREAS, the Board of Supervisors of the County of Butte has requested consent to form the BCTBID in the City of Biggs with adoption of Butte Board of Supervisors Resolution No. 15-107, dated August 11, 2015;

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Biggs, that:

Section 1: The above recitals are true and correct.

Section 2: The County of Butte is hereby granted consent to include the City of Biggs in the BCTBID for the formation of the BCTBID and future renewals.

Section 3: The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the County of Butte Board of Supervisors.

Section 4: This Resolution is effective upon its adoption.

I HEREBY CERTIFY that the foregoing **RESOLUTION** was duly introduced, passed and adopted at a regular meeting of the City Council of the City of Biggs, held on the 8th day of September, 2015, by the following vote:

AYES: COUNCILMEMBER _____

NOES: COUNCILMEMBER _____

ABSENT: COUNCILMEMBER _____

ABSTAIN: COUNCILMEMBER _____

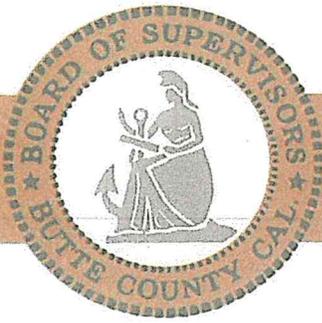
RESOLUTION NO. 2015-22

ATTEST:

APPROVED:

Roben Dewsnup, CITY CLERK

Roger L. Frith, MAYOR



BOARD OF SUPERVISORS
COUNTY OF BUTTE, STATE OF CALIFORNIA

Resolution No. 15-107

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF BUTTE
DECLARING ITS INTENTION TO ESTABLISH THE BUTTE COUNTY TOURISM
BUSINESS IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A
PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE
THEREOF**

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

WHEREAS, lodging business owners and representatives from the County of Butte have met to consider the formation of the Butte County Tourism Business Improvement District (BCTBID); and

WHEREAS, lodging business owners have created a Management District Plan (Plan) which sets forth the proposed boundary of the BCTBID, a service plan and budget, and a proposed means of governance; and

WHEREAS, the proposed district includes lodging businesses within the boundaries of Butte County including the cities of Chico, Oroville, Biggs, Gridley, the Town of Paradise, and all unincorporated communities and areas; and

WHEREAS, consent to include lodging businesses in their respective jurisdictions will be requested from the cities of Chico, Oroville, Biggs, Gridley, and the Town of Paradise; and

WHEREAS, lodging business that will pay more than 50% of the assessment under the BCTBID have petitioned the Board of Supervisors to establish the BCTBID.

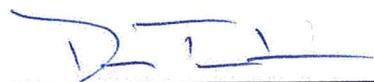
NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:

1. The recitals set forth herein are true and correct.
2. The Board of Supervisors finds that lodging businesses that will pay more than 50% of the assessment proposed in the Plan have signed and submitted petitions in support of the formation of the BCTBID. The Board of Supervisors accepts the petitions and adopts this Resolution of Intention to establish the BCTBID and to levy an assessment on certain lodging businesses within the BCTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The Board of Supervisors finds that the Plan satisfies all requirements of Streets and Highways Code § 36622.
4. The Board of Supervisors declares its intention to establish the BCTBID and to levy and collect assessments on lodging businesses within the BCTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.

5. The BCTBID shall include all lodging businesses located within the boundaries of Butte County including the cities of Chico, Oroville, Biggs, Gridley, the Town of Paradise, and all unincorporated communities and areas, as shown in the map attached as Exhibit A.
6. The name of the district shall be Butte County Tourism Business Improvement District (BCTBID).
7. The annual assessment rate is 2% of gross short-term (stays less than 31 days) room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. Assessments pursuant to the BCTBID shall not include room rental revenue resulting from stays pursuant to contracts executed prior to October 1, 2015.
8. The assessments levied for the BCTBID shall be applied toward sales promotion and marketing programs to market assessed lodging businesses in Butte County 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 BCTBID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The proposed BCTBID will have a five (5) year term, beginning October 1, 2015 through September 30, 2020, 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 BCTBID and levying assessments is set for August 25, 2015, at 9:30 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at 25 County Center Drive, Suite 205, Oroville, CA 95965.
12. The time and place for the public hearing to establish the BCTBID and the levy of assessments is set for September 29, 2015, at 9:30 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at 25 County Center Drive, Suite 205, Oroville, CA 95965. The Clerk of the Board 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 August 12, 2015.
13. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the BCTBID may be received. If at the conclusion of the public hearing, there are on record written protests by the owners of the lodging businesses within the proposed BCTBID that will pay more than 50% of the estimated total assessment of the entire BCTBID, no further proceedings to establish the BCTBID shall occur for a period of one year.
14. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.
15. This resolution shall take effect immediately upon its adoption by the Board of Supervisors.

PASSED AND ADOPTED by the Board of Supervisors of the County of Butte on this 11th day of August 2015 by the following vote:

AYES: Supervisors Connelly, Wahl, Kirk, Lambert and Chair Teeter
NOES: None
ABSENT: None
NOT VOTING: None



DOUG TEETER, Chair
Board of Supervisors

ATTEST:

Paul Hahn, Chief Administrative Officer
And Clerk of the Board of Supervisors

By: _____

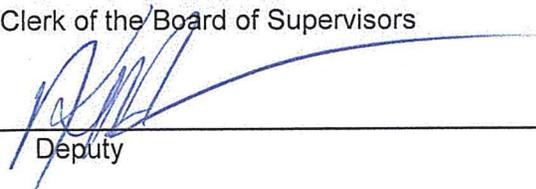

Deputy

EXHIBIT A

District Boundaries

