

RESOLUTION NO. RES-2021-134

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE 2020-2021 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT; ADOPTING THE WORK PLAN FOR 2021-2022; AND APPROVING THE CONTINUATION OF THE ANNUAL ASSESSMENT ON SANTA ROSA LODGING BUSINESSES

WHEREAS, the Council established the Santa Rosa Tourism Business Improvement Area by Ordinance #3946; and

WHEREAS, the Santa Rosa Tourism Business Improvement Area was adopted to create a public-private partnership between Santa Rosa lodging operators, the Santa Rosa Metro Chamber, Visit Santa Rosa and the City of Santa Rosa; and

WHEREAS, the partnership intends to provide efficient and complementary destination marketing and tourism and convention sales that benefit lodging operators within the Santa Rosa City limits by activities that specifically encourage overnight stays; and

WHEREAS, continued promotion and support of Santa Rosa as a compelling tourist destination will provide jobs and increase revenues and economic growth for the City; and

WHEREAS, the Business Improvement Area Advisory Board unanimously recommends Council approval of the Annual Report and Work Plan.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the 2020-2021 Santa Rosa Tourism Business Improvement Area Annual Report and adopts the Santa Rosa Tourism Business Improvement Area Work Plan for 2021-2022, attached to this resolution as Exhibit A and made a part of herein.

BE IT FURTHER RESOLVED that the Council approves the continuation of the annual 3% assessment on Santa Rosa lodging businesses.

IN COUNCIL DULY PASSED this 3rd day of August, 2021.

AYES: (6) Vice Mayor N. Rogers, Council Members Alvarez, Fleming, Sawyer, Schwedhelm, Tibbetts

NOES: (0)

ABSENT: (1) Mayor C. Rogers

ABSTAIN: (0)

ATTEST: \_\_\_\_\_  
City Clerk

APPROVED: \_\_\_\_\_  
Vice Mayor

APPROVED AS TO FORM: \_\_\_\_\_  
City Attorney

Exhibit A – Santa Rosa Tourism Business Improvement Area Annual Report for Fiscal Year 2020-2021 and Work Plan for Fiscal Year 2021-2022