

RESOLUTION NO. RES-2019-111

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING AND APPROVING THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT FOR FISCAL YEAR 2018-2019 AND ADOPTING THE WORK PLAN FOR FISCAL YEAR 2019-2020

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 Santa Rosa Tourism Business Improvement Area Advisory Board unanimously recommends Council approval of the Annual Report for Fiscal Year 2018-2019 and the Work Plan for Fiscal year 2019-2020.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the Santa Rosa Tourism Business Improvement Area Annual Report for Fiscal Year 2018-2019, attached as Exhibit A to the Resolution.

BE IT FURTHER RESOLVED that the Council adopts the Santa Rosa Tourism Business Improvement Area Work Plan for Fiscal Year 2019-2020, attached as Exhibit A to the Resolution.

IN COUNCIL DULY PASSED this 23rd day of July, 2019.

AYES: (4) Vice Mayor Rogers, Council Members Fleming, Olivares, Tibbetts

NOES: (0)

ABSENT: (3) Mayor Schwedhelm, Council Members Combs, Sawyer

ABSTAIN:

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

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

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

Exhibit A - Santa Rosa Tourism Business Improvement Area Annual Report for Fiscal Year 2018-2019 and Santa Rosa Tourism Business Improvement Area Work Plan for Fiscal Year 2019-2020