

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING AND APPROVING THE 2019-2020 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT AND ADOPTING THE WORK PLAN FOR 2020-2021

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 2019-2020 Santa Rosa Tourism Business Improvement Area Annual Report and adopts the Santa Rosa Tourism Business Improvement Area Work Plan for 2020-2021.

IN COUNCIL DULY PASSED this 18th day of August, 2020.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: \_\_\_\_\_

City Clerk

APPROVED: \_\_\_\_\_

Mayor

APPROVED AS TO FORM:

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