

RESOLUTION NO. RES-2018-123

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING AND APPROVING THE 2017-2018 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT AND ADOPTING THE WORK PLAN FOR 2018-2019

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 approve the 2017-2018 Santa Rosa Tourism Business Improvement Area Annual Report and adopt the Santa Rosa Tourism Business Improvement Area Work Plan for 2018-2019, attached hereto as Exhibit A.

IN COUNCIL DULY PASSED this 24th day of July, 2018.

AYES: (6) Mayor Coursey, Vice Mayor Rogers, Council Members Combs, Olivares, Sawyer, Schwedhelm

NOES: (0)

ABSENT: (1) Council Member Tibbetts

ABSTAIN: (0)

ATTEST: _____
City Clerk

APPROVED: _____
Mayor

APPROVED AS TO FORM:

City Attorney

Exhibit A – SRTBIA Annual Report Fiscal Year 2017-2018 and Work Plan Fiscal Year 2018-2019