

RESOLUTION NO. RES-2022-181

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING THE 2021-2022 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT, ADOPTING THE BUDGET AND WORK PLAN FOR 2022-2023, 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 No. 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, and the City of Santa Rosa; and

WHEREAS, the partnership intends to provide efficient and complementary destination marketing, tourism services, group sales, the operation and management of the California Welcome Center, and other programs and activities that contribute to the community culture and destination vitality, as well as encourage overnight stays and support for tourism infrastructure; 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 2021-2022 Santa Rosa Tourism Business Improvement Area Annual Report and adopts the Santa Rosa Tourism Business Improvement Area Work Plan for 2022-2023, attached to this resolution as Exhibit A and made a part of herein.

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

IN COUNCIL DULY PASSED this 23rd day of August, 2022.

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

NOES: (0)

ABSENT: (1) Council Member MacDonald

ABSTAIN: (0)

ATTEST: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
City Clerk Mayor

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

Exhibit A – SRTBIA 2021-22 Annual Report and 2022-23 Work Plan