



**SONOMA COUNTY  
TOURISM ASSESSMENT  
DISBURSEMENT AGREEMENT**

**CITY COUNCIL | SEPTEMBER 29, 2020**

Raissa de la Rosa, Economic Development Division Director  
Planning & Economic Development Department

# BACKGROUND

## **May 2004**

- All incorporated cities except Healdsburg and Sonoma passed resolutions consenting to inclusion in assessment district

## **November 2004**

- Sonoma County Tourism Business Improvement Area assessment established

## **2004 - 2020**

- Series of 5 administrative agreement for assessment collection and disbursement entered into between City and County
- Last disbursement agreement terms ended June 30, 2019



# BACKGROUND

## 5 Year History of Assessment Collections

	TOTAL SCTBIA	2% Admin Fee	NET SCTBIA
CY 2019	\$1,236,733	\$24,734	\$1,211,999
CY 2018	\$1,203,368	\$24,067	\$1,179,301
CY 2017	\$1,292,140	\$25,842	\$1,265,579
CY 2016	\$1,291,407	\$25,828	\$1,265,579
CY 2015	\$1,166,438	\$23,329	\$1,143,109



# KEY POINTS

## **Agreement:**

- Modified term to remain in effect until or unless the City or County notifies of intent to terminate
  - Notice of termination: no less than 60 days before the end of the fiscal year
  - Agreement remains in effect regardless until completion of that fiscal year
- No late fees on funds collected since termination of previous agreement

## **Amount Due to County:**

- Estimated net amount due to the County: \$1,181,772
  - Assessment funds collected between July 2019 through June 2020: \$1,205,890
  - Estimated 2% administrative fee: \$24,118



# RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution:

- approve the Administrative Agreement for Collection of Assessments for Sonoma County Tourism Business Improvement Area, retroactive to July 1, 2019;
- authorize the remittance of any assessment funds collected from Santa Rosa lodging establishments but not remitted between July 2019 and September 2020; and
- authorize the City Manager to execute the Administrative Agreement.

