

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT MANAGER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD APPOINTMENTS

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by Resolution, appoint Tony Bucklen of Hilton Sonoma Wine Country, and Todd Anderson of Best Western Plus Wine Country Inn & Suites, to the Santa Rosa Tourism Business Improvement Area (SRTBIA) Advisory Board.

EXECUTIVE SUMMARY

The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established by Ordinance 3946 creating an assessment district on Santa Rosa lodging establishments. Per the ordinance, the Advisory Board is comprised of one Santa Rosa Chamber of Commerce employee, one City of Santa Rosa employee and three Santa Rosa lodging operators, at least one of whom is employed by a full-service hotel and one by a select service hotel. The Advisory Board has two vacancies to be filled.

This item supports Council Goal 1, *Create a Strong, Sustainable Economic Base*, in that tourism is one of Sonoma County's key industry sectors providing an important economic return to the City.

BACKGROUND

The SRTBIA was established by Santa Rosa Ordinance 3946 on August 3, 2010, creating a public-private partnership between the City of Santa Rosa, the Santa Rosa Chamber of Commerce, and Santa Rosa lodging establishments. The ordinance enables a 3% assessment paid by people staying at Santa Rosa lodging establishments, producing an average of \$1 million annually since 2011. 30% of the funds collected go to the City and is managed by the Economic Development Division of the Planning and Economic Development Department. The remaining 70% goes to the

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Santa Rosa Chamber of Commerce for their Convention & Visitors Bureau and Welcome Center operations & services.

The Advisory Board is comprised of one Santa Rosa Chamber of Commerce employee, one City of Santa Rosa employee and three Santa Rosa lodging operators, at least one of whom is employed by a full-service hotel and one of whom is employed by a select service hotel. The remaining representative may be employed by either a full-service or select service lodging operation.

On September 28, 2017, the SRTBIA Advisory Board voted to support and recommend Tony Bucklen of Hilton Sonoma Wine Country, and Todd Anderson of Best Western Plus Wine Country Inn & Suites to the vacant SRTBIA board seats.

PRIOR CITY COUNCIL REVIEW

On July 27, 2010, the City Council, by Resolution No. 27690, appointed the first Advisory Board for the Santa Rosa Tourism Business Improvement Area.

On August 3, 2010, the City Council, by Ordinance No. 3946, established the Santa Rosa Tourism Business Improvement Area.

On March 8, 2011, the City Council, by Resolution No. 27848, appointed a full service hotel representative to a vacancy on the Board.

On July 29, 2014, the City Council, by Resolution No. 28524, appointed a full service hotel representative to a vacancy on the Board.

ANALYSIS

SRTBIA Advisory Board members are required to utilize their expertise in the hospitality industry to advise the Council on the amount of the Area's assessments and on the services, programs and activities to be funded by the assessments.

The Board has most recently experienced turnover with the resignation of full-service hotel board representative Sally Shaffer of Hilton Sonoma Wine Country, and at-large hotel board representative Max Childs of Courtyard by Marriott Santa Rosa.

Tony Bucklen of Hilton Sonoma Wine Country, a full-service hotel, and Todd Anderson of Best Western Plus Wine Country Inn & Suites, an at-large hotel, possess the necessary expertise in the hospitality industry to participate in the activities required by Ordinance No. 3946. They will join Donna Rentera of Best Western Garden Inn (a select service hotel), Raissa de la Rosa of the City of Santa Rosa, and Jonathan Coe of the Santa Rosa Chamber of Commerce on the board.

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FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund or the SRTBIA Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On September 28, 2017, the SRTBIA Advisory Board voted to support and recommend Tony Bucklen of Hilton Sonoma Wine Country, and Todd Anderson of Best Western Plus Wine Country Inn & Suites to the SRTBIA Advisory Board.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment – Ordinance No. 3946 Establishing the SRTBIA
- Resolution

CONTACT

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