

RESOLUTION NO. RES-2020-161

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE ADMINISTRATIVE AGREEMENT FOR COLLECTION OF ASSESSMENTS FOR SONOMA COUNTY TOURISM BUSINESS IMPROVEMENT AREA; AUTHORIZING THE REMITTANCE OF ANY ASSESSMENT FUNDS COLLECTED FROM SANTA ROSA LODGING ESTABLISHMENTS BUT NOT REMITTED BETWEEN JULY 2019 AND SEPTEMBER 20; AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE ADMINISTRATIVE AGREEMENT

WHEREAS, in 2001, recognizing the value of the tourism industry, the County of Sonoma initiated a public/private collaborative process to create the Sonoma County Tourism Bureau, and explore the creation of a tourism business improvement area; and

WHEREAS, with advocacy by the Sonoma County Lodging Association, Santa Rosa City Council passed Resolution Number 25954 on May 4, 2004, consenting to the inclusion of the City of Santa Rosa within the proposed Sonoma County Tourism Business Improvement Area (SCTBIA); and

WHEREAS, with this and similar resolutions passed by all other incorporated Sonoma County cities except for Healdsburg and Sonoma, the subsequent Ordinance Number 5525 of the Board of Supervisors of the County of Sonoma was passed, officially establishing the SCTBIA on November 2, 2004; and

WHEREAS, the first administrative agreement for collection of assessments for SCTBIA between the County and the City was entered into on December 28, 2004, with subsequent agreements entered into in 2006, 2009, 2012 and most recently in 2017, which terminated on June 30, 2019; and

WHEREAS, due to the 2017 agreement's termination on June 30, 2019, assessments totaling \$1,302,179 were collected by the City but not remitted to the County pending a new agreement retroactive to the termination date of the last agreement thus requiring the need to authorize the release of the remaining unremitted funds.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the Administrative Agreement for Collection of Assessments for Collection of Assessments for Sonoma County Tourism Business Improvement Area, retroactive to July 1, 2019, in substantially the same form as Exhibit A to the resolution, subject to approval as to form by the City Attorney.

BE IT FURTHER RESOLVED that the Council authorizes the City Manager to execute the Administrative Agreement for Collection of Assessments for Sonoma County Tourism Business Improvement Area.

BE IT FURTHER RESOLVED that the Council authorizes the remittance of any assessment funds collected from Santa Rosa lodging establishments resulting from Santa Rosa's participation in the Sonoma County Tourism Business Improvement Area per Resolution Number 25954, but not remitted to the County after July 1, 2019.

IN COUNCIL DULY PASSED this 13th day of October, 2020.

AYES: (7) Mayor Schwedhelm, Vice Mayor Fleming, Council Members Dowd, Olivares, Rogers, Sawyer, Tibbetts

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM:

City Attorney

Exhibit A - Administrative Agreement for Collection of Assessments for Sonoma County
Tourism Business Improvement Area