

RESOLUTION NO. RES-2017-024

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING A RETROACTIVE AGREEMENT FOR COLLECTION OF ASSESSMENTS ON SANTA ROSA LODGING ESTABLISHMENTS RESULTING FROM SANTA ROSA'S PARTICIPATION IN THE SONOMA COUNTY TOURISM BUSINESS IMPROVEMENT AREA PER RESOLUTION NUMBER 25954; AND AUTHORIZATING THE REMITTANCE OF ANY ASSESSMENT FUNDS COLLECTED BUT NOT REMITTED BETWEEN JUNE 30, 2015, AND THE SIGNING OF A NEW 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 attached hereto and incorporated herein as Exhibit A 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 attached hereto and incorporated herein as Exhibit B 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 three subsequent agreements entered into in 2006, 2009, and finally in 2012, terminating on June 30, 2015; and

WHEREAS, due to the 2012 agreement's termination on June 30, 2015, assessments totaling \$870,735.49 were collected by the City and remitted out of contract between July 2015 and March 2016, and an additional \$740,191.94 was collected but not remitted between April to September 2016, necessitating a new agreement retroactive to the termination date of the last agreement and the additional 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 a retroactive agreement for collection of assessments on Santa Rosa lodging establishments resulting from Santa Rosa's participation in the Sonoma County Tourism Business Improvement Area per Resolution Number 25954.

BE IT FURTHER RESOLVED that the Council authorizes the City Manager to sign Administrative Agreement for Collection of Assessments for Sonoma County Tourism Business Improvement Area, attached hereto and incorporated herein as Exhibit C.

BE IT FURTHER RESOLVED that the Council authorizes the remittance of any assessment funds collected but not remitted between June 30, 2015, and the signing of a new agreement.

IN COUNCIL DULY PASSED this 14th day of February, 2017.

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

NOES: (0)

ABSENT: (1) Council Members Combs

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM:

Interim City Attorney

Exhibit A: City of Santa Rosa Resolution No. 25954

Exhibit B: County of Sonoma Ordinance No. 5525

Exhibit C: Administrative Agreement for Collection of Assessments for Sonoma County
Tourism Business Improvement Area