

City of Santa Rosa



Legislation Details

File #: 17-0637 **Version:** 1 **Name:** SRTBIA Annual Report and Work Plan
Type: CC- Report **Status:** Agenda Ready
File created: 6/21/2017 **In control:** City Council
On agenda: 7/11/2017 **Final action:**
Title: REPORT - SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA FISCAL YEAR 2016-2017 ANNUAL REPORT AND FISCAL YEAR 2017-2018 WORK PLAN

BACKGROUND: The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established by Ordinance 3946 on August 3, 2010, creating an assessment district on Santa Rosa lodging establishments which funds a partnership program between the City of Santa Rosa and the Santa Rosa Metro Chamber. The 3% Assessment paid by people staying at Santa Rosa lodging establishments provides for efficient and complementary destination marketing, tourism and group sales, the operation and management of the California Welcome Center in Railroad Square, and other programs that encourage overnight stays and tourism infrastructure support.

RECOMMENDATION: It is recommended by the Planning and Economic Development Department that the Council, by resolution, accept the Fiscal Year 2016-2017 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2017-2018 Budget and Work Plan.

Sponsors: Planning and Economic Development

Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Resolution, 3. Attachment 1 - Annual Report-Work Plan - FY16-17+17-18, 4. Attachment 2 - Annual-Tourism-Report-2016-ADA, 5. Exhibit A, 6. Presentation

Date	Ver.	Action By	Action	Result
7/11/2017	1	City Council	to waive reading of the text and adopt	Pass