

City of Santa Rosa



Legislation Details

File #:	14-0271	Version:	1	Name:	SRTBIA Annual Report
Type:	CC- Report	Status:		Status:	Agenda Ready
File created:	5/20/2014	In control:		In control:	CITY COUNCIL
On agenda:	6/10/2014	Final action:		Final action:	
Title:	REPORT - SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA 2013 ANNUAL REPORT AND FISCAL YEAR 2014/2015 WORK PLAN				

BACKGROUND: The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established on September 3, 2010 BY Ordinance No. 3946. The Ordinance established a 3% assessment on the room rate of each hotel in Santa Rosa and was estimated to produce approximately \$1 million annually, split between the Santa Rosa Convention & Visitors Bureau (CVB) (70%) and the City of Santa Rosa's Economic Development Program (30%), after a 2% administrative fee.

The SRTBIA is Santa Rosa's second Business Improvement Area (BIA) dedicated to securing a share of the tourism market. The Sonoma County Tourism (SCT) is funded through a BIA established in 2004 that assesses room nights on certain hotels within Santa Rosa, Rohnert Park, Petaluma, Cloverdale, Cotati, Sebastopol, Windsor and unincorporated areas of Sonoma County. While the SCT promotes tourism to Sonoma County in general, the SRTBIA focuses exclusively on promoting Santa Rosa as a business and leisure travel destination.

Per Ordinance No. 3946, the SRTBIA must provide an annual report to the City Council detailing the following:

- a. Recommended changes to boundaries;
- b. Improvements and activities provided for Fiscal Year 2013/2014;
- c. Estimate of cost of providing improvements and activities for Fiscal Years 2013/2014 and 2014/2015;
- d. The method and basis of levying assessments;
- e. Amount of any surplus or deficit revenues to be carried over; and
- f. Amount of contributions made from sources other than assessments

RECOMMENDATION: It is recommended by the Department of Economic Development and Housing that the Council, by motion; (1) approve the Fiscal Year 2013/2014 SRTBIA Annual Report prepared by the Department of Economic Development and Housing, and approved by the SRTBIA Advisory Board; and (2) adopt the SRTBIA Work Plan for Fiscal Year 2014/2015.

Sponsors:

Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Attachment 1, 3. Attachment 2, 4. Attachment 3, 5. Presentation

Date	Ver.	Action By	Action	Result
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