

RESOLUTION NO. RES-2023-147

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING THE 2023 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT; APPROVING THE CONTINUATION OF THE ANNUAL ASSESSMENT ON SANTA ROSA LODGING BUSINESSES; AND ADOPTING THE 2024 WORK PLAN

WHEREAS, the Council established the Santa Rosa Tourism Business Improvement Area (SRTBIA) by Ordinance No. 3946, 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; and

WHEREAS, the Santa Rosa Tourism Business Improvement Area was adopted to create a public-private partnership between Santa Rosa lodging operators, the Santa Rosa Metro Chamber, Visit Santa Rosa, and the City of Santa Rosa; and

WHEREAS, the SRTBIA levies a 3% assessment paid by people staying at Santa Rosa lodging establishments and on a quarterly basis, the lodging establishments remit these funds to the City; and

WHEREAS, the Santa Rosa Tourism Business Improvement Area follows a fiscal year sequence for the City and a calendar year sequence for the Metro Chamber; and

WHEREAS, for matters of efficiency and clarity among hospitality and chamber partners, the Santa Rosa Business Improvement Area Annual Report and Work Plan will now be referred to as a calendar year report; and

WHEREAS, the partnership and the assessment provide for efficient and complementary destination marketing and tourism and convention sales that benefit lodging operators within the Santa Rosa City limits by activities that specifically encourage overnight stays; and

WHEREAS, continued promotion and support of Santa Rosa as a compelling tourist destination will provide jobs and increase revenues and economic growth for the City; and

WHEREAS, the Business Improvement Area Advisory Board unanimously recommends Council approval of the Annual Report and Work Plan.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa accepts the 2023 Santa Rosa Tourism Business Improvement Area Annual Report.

BE IT FURTHER RESOLVED that the Council approves the continuation of the annual 3% assessment on Santa Rosa lodging business.

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BE IT FURTHER RESOLVED that the Council adopts the Santa Rosa Tourism Business Improvement Area 2024 Work Plan.

IN COUNCIL DULY PASSED this 22nd day of August, 2023.

AYES: (7) Mayor N. Rogers, Vice Mayor MacDonald, Council Members Alvarez, Fleming, Okrepkie, C. Rogers, Stapp

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
Interim City Attorney

Exhibit A - Santa Rosa Tourism Business Improvement Area 2023 Annual Report and Santa Rosa Tourism Business Improvement Area 2024 Work Plan.