

RESOLUTION NO. RES-2025-181

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

WHEREAS, on May 25, 2010, the Council established the Santa Rosa Tourism Business Improvement Area (SRTBIA) by Ordinance No. 3946, pursuant to the Parking and Business Improvement Law of 1989, Streets and Highways Code Sections § 36500 et seq.; and

WHEREAS, the Santa Rosa Tourism Business Improvement Area was adopted with the intent to defray the costs of services, activities, and programs that promote and encourage tourism within the Area, and to benefit the operators of lodging establishments paying assessments in the Area through the promotion of Santa Rosa's scenic, recreational, cultural, and other tourist attractions; and

WHEREAS, revenues from assessments are used to conduct marketing activities designed to increase overnight visits to the Area and may also be used for programs, services, and activities inside or outside the Area if such programs, services, and activities are designed to promote and encourage overnight visits to the Area; and

WHEREAS, the SRTBIA Board was established by the Council to serve as the Advisory Board for the Area and to make recommendations on the expenditure of revenues derived from the levy of assessments pursuant to this part, on the classification of businesses, as applicable, and on the method and basis of levying the assessments; and

WHEREAS, pursuant to Section 36533 of the Parking and Business Improvement Law of 1989, Streets and Highways Code, the Advisory Board shall cause to be prepared an annual report for each fiscal year for which the assessments are to be levied and collected, which shall outline costs and activities paid for from assessments to benefit the Area; and

WHEREAS, the Santa Rosa Tourism Business Improvement Area Advisory Board has caused this report to be completed and recommends Council approval of the Annual Report, Budget and future Work Plan.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the 2024 Santa Rosa Tourism Business Improvement Area (SRTBIA) Annual Report and adopts the Santa Rosa Tourism Business Improvement Area future Work Plan, attached to this resolution as Exhibit A and made a part hereof.

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BE IT FURTHER RESOLVED that the Council approves the continuation of the annual assessment on Santa Rosa lodging businesses as further defined in § 6-56.300 et seq. of the Santa Rosa City Code.

IN COUNCIL DULY PASSED this 4th day of November, 2025.

AYES: (6) Mayor Stapp, Council Members Bañuelos, Fleming, MacDonald, Okrepkie,
Rogers

NOES: (0)

ABSENT: (1) Vice Mayor Alvarez

ABSTAIN: (0)

RECUSE: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
Chief Assistant City Attorney

Exhibit A – SRTBIA Annual Report, Budget, and future Work Plan