



# STAFF REPORT

AGENDA NO: 8d

MEETING DATE: November 4, 2019

**To: Honorable Mayor and City Council**

**Date: November 4, 2019**

**From: Carol Augustine, Finance Director – (650) 558-7222**

**Subject: Adoption of a Resolution to Approve the 2019 Tourism Business Improvement District Annual Report and to Give Notice of Intent to Levy Assessments for 2020**

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## **RECOMMENDATION**

Staff recommends that the City Council adopt a Resolution of Intent approving the 2019 Tourism Business Improvement District Annual Report and establish a public hearing date for the levying of the 2020 annual assessments for the San Mateo County Tourism Business Improvement District.

## **BACKGROUND**

The San Mateo County Tourism Business Improvement District was formed in 2001 and now has 13 participating cities throughout San Mateo County and the City of Palo Alto in Santa Clara County. Pursuant to the authority provided by the California Streets and Highways Code (section 36500 et seq.), the District collects assessments from the member hotel properties in the District and uses those annual assessments to fund its successful and wide-ranging hotel-business promotional activities. At the end of each year, the Advisory Board of the District files with the City an annual report stating the past year's activities and accomplishments. In addition, the Advisory Board also recommends the assessment for the coming year. Attached for the City Council's review and approval is the San Mateo County Tourism District Advisory Board's annual report for 2019 and a listing of officials and members for 2020. The list of proposed assessments for the 2020 calendar year is attached to the resolution of intent. There will be no changes to the methodology in computing the amounts of the assessments for 2020.

## **DISCUSSION**

The City Council should adopt the Resolution of Intention 1) receiving and approving the 2019 Annual Report, and 2) scheduling a public hearing for Monday, December 2, 2019. At the hearing, the City Council will determine if a majority protest has been made and, if not, will levy the 2020 assessments. Notices to the cities and members of the District will be provided by the City Clerk and the District staff. The assessments requested by the District are consistent with the original authority for assessments enacted in 2001 at the time of District formation as amended.

**FISCAL IMPACT**

Assessment revenues provide funding for operations and activities of the San Mateo County Tourism Business Improvement District. The City's annual fee for the billing and collection activities performed on behalf of the District (other than those activities pertaining to Burlingame hotels) is \$9,300. Other than the administrative fee revenue, there is no impact to the City's budget.

Exhibits:

- Resolution Approving 2019 Annual Report and Noticing Intent to Levy Assessments for 2020
- SMCVCB 2019 Annual Report