

RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BURLINGAME APPROVING AND ACCEPTING THE 2019 ANNUAL REPORT OF, AND DECLARING ITS INTENTION TO LEVY THE ASSESSMENTS FOR THE SAN MATEO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT

WHEREAS, pursuant to California Streets and Highways Code Section 36500 et seq., the San Mateo County Tourism Business Improvement District was established for the purpose of promoting tourism in the District through promotion of scenic, recreational, cultural, hospitality, and other attractions in the San Mateo County region; and

WHEREAS, the San Mateo County Tourism Business Improvement District Advisory Board has filed its 2019 annual report and requested the Burlingame City Council to set the assessments for the 2020 calendar year; and

WHEREAS, the San Mateo County Tourism Business Improvement District through the City's agreement with the San Mateo County Convention and Visitors Bureau has established a basic foundation to promote tourism in the District; and

WHEREAS, the enumerated programs proposed by the District for the coming year should significantly assist the hospitality industry continue its economic recovery throughout the geographical area of the District; and

WHEREAS, pursuant to California Streets and Highways Code sections 36533 and 36534, the city Council shall receive and approve the District Advisory Board's annual report and shall adopt a Resolution establishing assessments for the coming year.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BURLINGAME RESOLVES, DETERMINES, AND FINDS AS FOLLOWS:

1. The 2019 annual report of the San Mateo County Tourism Business Improvement District Advisory Board filed with the City Clerk is received and approved.
2. The Burlingame City Council intends to levy an assessment for the 2020 year on hotels in the District, as the District is described in Ordinance Nos. 1648, 1678, 1774, 1848 and 1851 for the purpose of funding programs and activities of the District.
3. The types of programs and activities proposed to be funded by the levy of assessments on hotels in the District are set forth in Exhibit "A", incorporated herein by reference. These programs and activities are without substantial change from those previously established for the District.
4. The method and basis for levying the assessments on all hotels within the District are set forth in Exhibit "B", incorporated herein by reference. The method and basis remain unchanged from the previous year.

5. New hotels shall not be exempt from assessment.
6. A public hearing on the proposed assessments and programs for the year 2020 is hereby set for December 2, 2019 at 7:00 p.m., before the City Council of the City of Burlingame, in the Council Chambers, 501 Primrose Road, Burlingame, CA. At the public hearing, the City Council will receive testimony and evidence; and interested persons may submit written comments before or at the public hearing, or they may be sent by mail or delivered to the City Clerk, 501 Primrose Road, Burlingame, CA 94010.
7. Oral or written protests may be made at the hearing. To count in a majority protest against the proposed assessment for the 2020 year, a protest must be in writing and submitted to the City Clerk at or before the close of the public hearing on December 2, 2019. A written protest may be withdrawn in writing at any time before the conclusion of that public hearing. Each written protest shall identify the hotel and its address. If the person signing the protest is not shown on the official records of the City of Burlingame as the owner of the hotel, then the protest shall contain or be accompanied by written evidence that the person is the owner of the hotel. Any written protest as to the regularity or sufficiency of the proceeding shall be in writing and clearly state the irregularity or defect to which objection is made.
8. If at the conclusion of the public hearing, there are of record written protests by the owners of hotels within the District which will pay fifty percent (50%) or more of the total assessments of the entire District, as to the proposed assessments for the 2020 year, no assessment for the 2020 year shall occur. If at the conclusion of the public hearing there are of record written protests by the owners of hotels within the District which will pay fifty percent (50%) or more of the total assessments of the entire District only as to a program or activity proposed, then that type of improvement or activity shall not be included in the District for the 2020 year.
9. Further information regarding the proposed assessments and procedures for filing a written protest may be obtained from the City Clerk, City Hall, 501 Primrose Road, Burlingame, California, phone 650-558-7203. The annual report of the San Mateo County Tourism Business Improvement District is on file and available at the Office of the City Clerk at 501 Primrose, Burlingame, California.
10. The City Clerk is instructed to provide notice of the public hearing by publishing this Resolution in a newspaper of General circulation in the City of Burlingame in accordance with the requirements of the Government and Streets & Highways Codes and mailing in accordance with those requirements and Ordinance No. 1648 and 1678.

Donna Colson, Mayor

I, Meaghan Hassel-Shearer, City Clerk of the City of Burlingame, certify that the foregoing Resolution was introduced at a regular meeting of the City Council on the 4th day of November, 2019, and was adopted thereafter by the following vote:

AYES: Councilmembers:
NOES: Councilmembers:
ABSENT: Councilmembers:

Meaghan Hassel-Shearer, City Clerk

EXHIBIT A

SAN MATEO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT SAN MATEO COUNTY/SILICON VALLEY CONVENTION & VISITORS BUREAU PLANNED ACTIVITIES FOR 2020

For the calendar year 2020, the Bureau plans to continue all of its normal activities, including but not limited to:

- * Develop more robust electronic marketing strategy across all platforms to further extend the reach of the Bureau and Partners;
- * Exhibiting in trade shows;
- * Conducting individual familiarization (FAM) and site tours for planners;
- * Conducting FAM tours for international travel agents from overseas;
- * Conducting FAM tours for members of the food and travel media from around the U.S.;
- * Conducting individual FAM tours for travel media;
- * Using multiple social media channels to push out stories on the area;
- * Conducting ad campaigns with Google to promote both our region and members we serve;
- * Advertising in meeting planner publications;
- * Advertising in leisure publications;
- * Promoting the area to international and domestic media with regular releases of editorial;
- * Creating multiple blogs every month to promote various aspects of the area;
- * Creating updated visitor guides, electronic maps and specialty brochures, such as our Dog Friendly Guide;
- * Continue to assist film producers, helping them identify locations, secure permits and hotel accommodations;
- * Conduct sales outreach to recruit conferences, special events, tour and travel groups to the area;
- * Assist with the promotion of job fairs for area community college and adult school students to help employers in the hospitality industry find team members;
- * Continue promoting the “As Fresh as it Gets” farm-to-table program, connecting restaurants with farmers and farmers with consumers at local farmers markets;
- * Continue to work with BART to make ticket purchases via our website a more streamlined experience, allowing guests to purchase tickets prior to arriving in the area.

EXHIBIT B

SAN MATEO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT ASSESSMENT FORMULA CHART

CATEGORY	ZONE A - ASSESSMENT FOR YEAR	ZONE B - ASSESSMENT FOR YEAR	ZONE C - ASSESSMENT FOR YEAR 2020
Hotel with full service and more than 20 sleeping rooms	\$360 per sleeping room x 69.5% X (District months in 2020) 12	\$360 per sleeping room X 55% X (District months in 2020) 12	\$360 per sleeping room x 68% X (District months in 2020) 12
Hotel with limited service and 1,000 square feet or more of meeting space and more than 20 sleeping	\$180 per sleeping room X 60% X (District months in 2020) 12	\$180 per sleeping room X 40% X (District months in 2020) 12	\$180 per sleeping room X 60% X (District months in 2020) 12
Hotel with limited service and some meeting space but less than 1,000 square feet and more than 20 sleeping rooms	\$90 per sleeping room X 60% X (District months in 2020) 12	\$90 per sleeping room X 40% X (District months in 2020) 12	\$90 per sleeping room X 60% X (District months in 2020) 12
Hotel with standard service and more than 20 sleeping rooms	\$54 per sleeping room X 60% X (District months in 2020) 12	\$54 per sleeping room X 40% X (District months in 2020) 12	\$54 per sleeping room X 60% X (District months in 2020) 12
Hotel with full service, limited service, or standard service, and 20 sleeping rooms or less	\$54 per sleeping room X 30% X (District months in 2020) 12	\$54 per sleeping room X 25% X (District months in 2020) 12	\$54 per sleeping room X 30% X (District months in 2020) 12

ZONE A - Includes all cities in the District except coastal cities and Palo Alto.

ZONE B - Includes Half Moon Bay, Pacifica and most additional unincorporated areas. ZONE C - Palo Alto