

RESOLUTION NO. 2019-0338

Adopted by the Sacramento City Council

August 27, 2019

Approving the Annual Report for the Sacramento Tourism Marketing District for Fiscal Year 2019/20

BACKGROUND

- A. On November 10, 2016, by Resolution No. 2016-0374, City Council approved the renewal of the Sacramento Tourism Marketing District No. 2016-06 (STMD), depicted in Exhibit A, for a ten-year term commencing on July 1, 2017. Sacramento lodging business owners within the boundaries of the District petitioned the City of Sacramento (City) to establish the STMD, as a business improvement district, to assess business income in order to provide marketing and sales promotions with the intent to increase tourism and to market Sacramento lodging businesses as tourist, meeting, and event destinations.
- B. The City Council established the STMD under the Property and Business Improvement District Law of 1994 (California Streets and Highway Code, Sections 36600 to 36671) (PBID Law) and has previously levied assessments on businesses in the District to pay for improvements and services to be provided within the District, in accordance with the PBID Law.
- C. Expenditures of STMD funds provide for promotion, marketing, and sales efforts within the STMD, which are intended to increase tourism and room night sales in the City and County of Sacramento. All services are as defined within the Annual Report and by reference made a part of this resolution. The Annual Report is separately bound and on file with the Public Improvement Financing Division of the Finance Department, which the City Clerk has designated as the custodian of such records.
- D. The Fiscal Year (FY) 2019/20 rate and methodology of assessment is not changed from the prior year.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1 The City Council finds and determines that background statements A through D are true.

- Section 2 The City Council finds and determines that the businesses within the District benefit from the marketing activities funded by the proposed assessment.
- Section 3 The City Manager is authorized to make any necessary budgetary adjustments associated with the STMD budget for FY2019/20 as shown on Exhibit B.
- Section 4 The City Council approves the Annual Report and the annual budget and assessments as set forth in the FY2019/20 Annual Report are authorized.
- Section 5 Exhibits A and B are part of this resolution.

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Exhibit A: District Map

Exhibit B: FY2019/20 District Budget & Business Assessment

Adopted by the City of Sacramento City Council on August 27, 2019, by the following vote:

Ayes: Members Ashby, Carr, Guerra, Hansen, Harris, Jennings, Schenirer, Warren and Mayor Steinberg

Noes: None

Abstain: None

Absent: None

Attest:

Mindy Cuppy

Digitally signed by Mindy Cuppy
Date: 2019.08.30 14:44:36
-07'00'

Mindy Cuppy, City Clerk

The presence of an electronic signature certifies that the foregoing is a true and correct copy as approved by the Sacramento City Council.

Exhibit A STMD Map

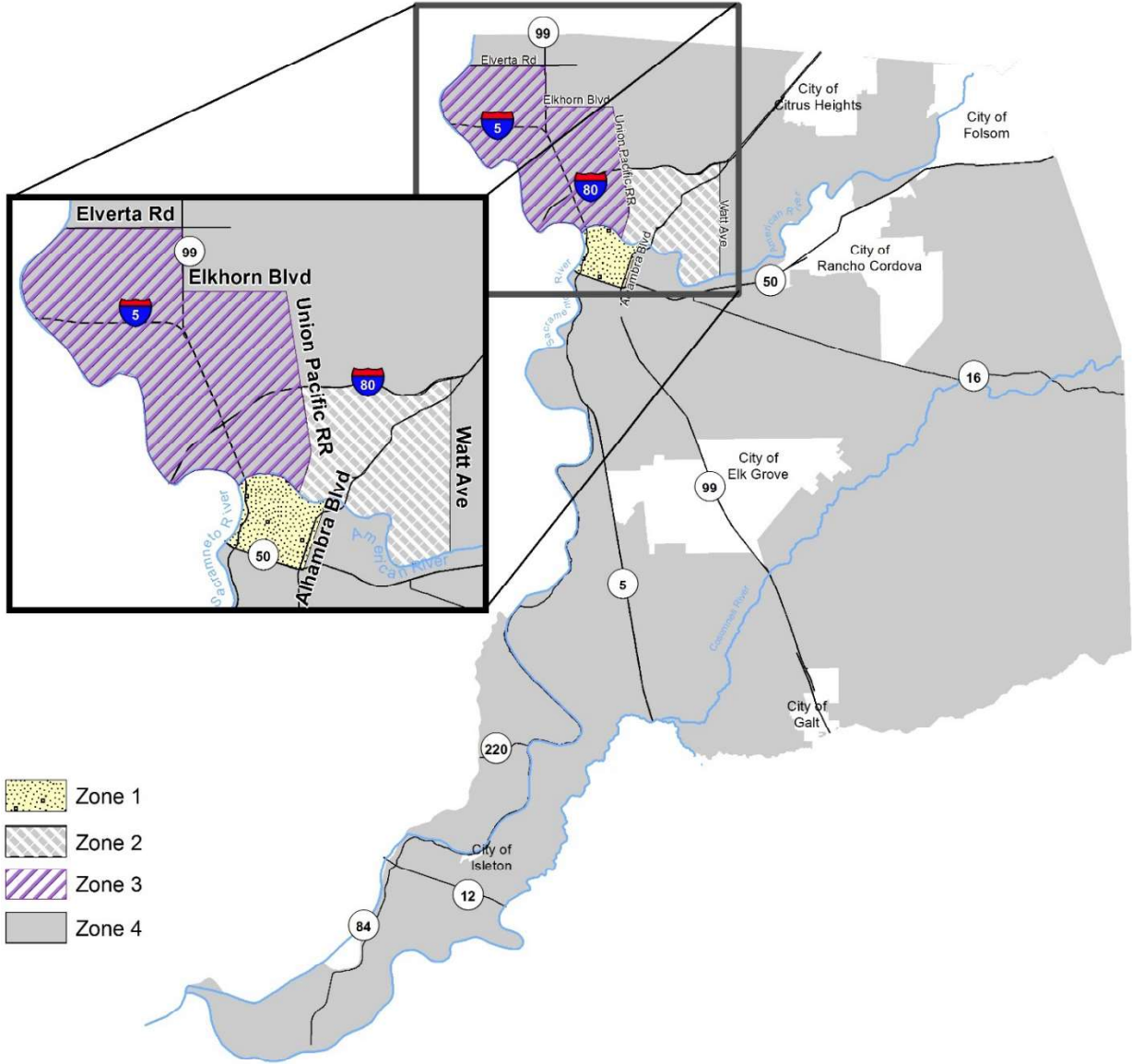


Exhibit B
(Fund 2243)
STMD
BUSINESS IMPROVEMENT DISTRICT
FY2019/20 DISTRICT BUDGET & BUSINESS ASSESSMENT

Estimated Beginning Fund Balance		-
Total Assessed to Business Owners		<u>8,000,000</u>
	Total Resources	<u><u>\$8,000,000</u></u>
STMD		
Activities		
Estimated Disbursement		\$7,840,000
Administrative Costs		
2% Per Management Plan		\$160,000
	Total Expenditures	<u><u>\$8,000,000</u></u>
Estimated Ending Fund Balance		-
Year-Over-Year Change in Fund Balance		-

Business Assessment

Annual assessment rates on lodging businesses for short term room rental (stays fewer than 31 days) are:

- Zone 1 – three percent of gross room rental revenue
- Zone 2 – two and one-half percent of gross room rental revenue
- Zone 3 – two percent of gross room rental revenue
- Zone 4 – one percent of gross room rental revenue

Based on the benefit received, assessments shall not be collected on stays of more than thirty (30) consecutive days. The assessment shall apply to room rental revenue from all stays which are on a transient basis; a stay is considered to be on a transient basis until thirty (30) consecutive room night stays have elapsed.