



# County of Sonoma

## State of California

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Date: June 2, 2026

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Confirming the Sonoma County Tourism Bureau's Annual Report and Continuing Without  
Change the Levy of the Tourism Assessment for the Sonoma County Tourism Business  
Improvement Area for Fiscal Year 2026-27**

**Whereas**, on November 2, 2004, the Board of Supervisors (Board) adopted Ordinance 5525 and established the Sonoma County Business Improvement Area (Area), codified in Sonoma County Code (SCC) Chapter 33, pursuant to Streets and Highway Code §36500 et seq., to levy an assessment to support tourism activities to benefit the lodging establishments within the boundaries of the Area; and

**Whereas**, in compliance with the California Constitution, Streets and Highway Code and SCC Chapter 33, since the creation of the Area and the levy of the tourism assessment in 2004, the nonprofit organization Sonoma County Tourism Bureau, Inc. (SCTB) has submitted an annual assessment report on its marketing, promotional and other activities to support tourism in the Area (Annual Report); and

**Whereas**, the levy of the tourism assessment has continued without change since its establishment in 2004 (Tourism Assessment); and

**Whereas**, on May 12, 2026, pursuant to Streets & Highways Code section 36533, SCTB submitted its Annual Report for Fiscal Year 2026-2027, which is available for public review at the Clerk of the Board; and

**Whereas**, also on May 12, 2026, pursuant to Streets & Highways Code section 36534, the Board adopted a Resolution Declaring Its Intention of Continuing Without Change the Levy of the Tourism Assessment on the Lodging Businesses Located within the Business Improvement Area, scheduled the public hearing and published the Resolution of Intention in a newspaper of general circulation seven days prior to the date of the hearing; and

**Whereas**, SCTB presented its Annual Report to the Board at the public hearing on June 2, 2026 to demonstrate the marketing, promotion and special tourism services that have been and will continue to be provided to increase overnight stays to benefit the lodging establishments subject to the Tourism Assessment within the Area and support the continuation of the levy of the Tourism Assessment without change in Fiscal Year 2026-27; and

**Whereas**, SCTB's presentation and the Annual Report establish that the Tourism Assessment complies with the California Constitution, Streets and Highways Code, and Sonoma County Code Chapter 33; and

**Whereas**, SCTB's presentation and the Annual Report further establish above and beyond the requirements of Sonoma County Code Chapter 33 and the Streets and Highways Code that the marketing/communications; destination sales/travel trade; business development; community engagement; research; labor; administrative expenses; capital expenses; and reserves to operate the program have significantly increased overnight stays within the Area and thereby specifically benefitted the lodging establishments that pay the Tourism Assessment by increasing overnight visits to those establishments and the amount of the assessment is no more than necessary to cover the reasonable cost in providing the specific benefits and services in a manner that bears a fair and reasonable relationship to the considerable benefits received by the payors; and

Now, Therefore, Be It Resolved the Sonoma County Board of Supervisors confirms SCTB's Annual Report and hereby continues without change the levy of the Tourism Assessment for Fiscal Year 2026-27.

**Supervisors:**

Rabbitt:            Coursey:            Gore:            Hopkins:            Hermosillo:  
  
Ayes:                Noes:                Absent:            Abstain:

**So Ordered.**