



County of Sonoma

State of California

Date: May 13, 2025

Item Number: _____

Resolution Number: _____

☐ 4/5 Vote Required

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,
Declaring its Intention of Continuing the Levy of a Tourism Assessment on the Lodging
Businesses Located Within the Sonoma County Tourism Business Improvement Area in Fiscal
Year 2025-2026 and Fixing the Time and Place of a Public Hearing**

Whereas, on November 2, 2004, the Board of Supervisors adopted Ordinance 5525 and established the Sonoma County Business Improvement Area (Area) 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;

Whereas, since the Area was established, the nonprofit organization Sonoma County Tourism Bureau (SCTB) has been the contractor to carry out the services, activities, and programs to be funded by revenues from assessments, and is also the Advisory Board for the Area;

Whereas, in compliance with the Streets and Highway Code, SCTB has annually submitted an assessment report on its marketing, promotional and other activities to support tourism in the Area and subsequently the levy of the assessment has continued without change since its establishment;

Whereas, the SCTB has submitted the annual assessment report for Fiscal Year 2025-26 and the Sonoma County Economic Development Collaborative (EDC) will make a presentation to the Board of Supervisors at a public hearing on June 3, 2025, at 10:15 a.m. at the Board of Supervisors Chambers, 575 Administration Dr, Room 102A, Santa Rosa, CA 95403, to support

the continuation of the levy of the assessment to support tourism without change;

Now, Therefore, Be It Resolved the Board of Supervisors has approved the Sonoma County Tourism Bureau's annual assessment report and it is available for review;

Be It Further Resolved the Sonoma County Board of Supervisors will conduct a public hearing on June 3, 2025, at 575 Administration Drive, Room 102A, Santa Rosa, CA 95403, no earlier than 10:15 a.m., at which time the EDC and the SCTB will make a presentation regarding the annual assessment report to support the continuation of the levy of the tourism assessment in Fiscal Year 2025-26 without change. Members of the public can view the public hearing in person at the Board Chambers, or by livestream, Zoom or phone. Instructions for access will be posted on the Board's agenda 72 hours before the meeting.

Be It Further Resolved, in advance of the public hearing, written protests may be submitted to the Clerk of the Board, Board of Supervisors, 575 Administration Drive, Room 100 A, Santa Rosa, CA 95403, ideally by 5:00 p.m. on June 2, 2025. At the public hearing, the Board will consider all protests, both written and oral. Each written protest shall contain a description of the business, property address, and if the person submitting the protest is the owner of the business. If a person submitting the protest is not shown on the official records as the owner of the business, the protest shall contain or be accompanied by written evidence that the person submitting the protest is the owner of the business. A written protest which does not comply with this section shall not be counted. If written protests are received from the owners of businesses in the Area which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to continue the tourism assessment shall be taken for a period of one year from the date of the finding by the Board of Supervisors that a majority protest exists. If the majority protest is only against the furnishing of a specific type of tourism activity within the Area, that type of tourism activity shall be eliminated. If there is not a majority protest as described herein, the tourism assessment shall continue without change pursuant to Streets and Highways code section 36535(d).

Be It Further Resolved the Clerk of the Board shall cause a copy of this Resolution to be published once in a newspaper of general circulation at least seven days prior to the date of the hearing.

Supervisors:

Hermosillo: Rabbitt: Coursey: Gore: Hopkins:

Ayes: Noes: Absent: Abstain:

So Ordered.