



County of Sonoma

State of California

Date: June 4, 2024

Item Number: _____

Resolution Number: _____

4/5 Vote Required

**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 2024-25**

Whereas, on November 2, 2004, the Board of Supervisors adopted Ordinance 5525, establishing the Sonoma County Improvement Area pursuant to Streets and Highway Code §36500 et seq. to levy an assessment to support tourism activities to benefit the lodging establishments in the Tourism Business Improvement District (Business Improvement District); and

Whereas, in compliance with the California Constitution and Streets and Highway Code §36535(d) and Sonoma County Code Chapter 33, since the creation of the District and the levy of the tourism assessment in 2004, the nonprofit organization Sonoma County Tourism Bureau (Tourism Bureau) has submitted an annual assessment report on its marketing, promotional and other activities to support tourism in the District (Annual Report); and

Whereas, pursuant to Streets and Highways Code §36535(d), the levy of the tourism assessment has continued without change since its establishment in 2004 (Tourism Assessment); and

Whereas, on May 21, 2024, Sonoma County Tourism Bureau submitted its Annual Report for fiscal year 2024-2025, which have been available for public review at the Clerk of the Board; and

Whereas, on May 21, 2024, the Board of Supervisors passed a Resolution Declaring Its Intention of Continuing Without Change the Levy of the Tourism Assessment on the Lodging Businesses Located within the Business Improvement District, scheduled the public hearing and published the Resolution of Intent in a newspaper of general circulation seven days prior to the date of the hearing; and

Whereas, The Tourism Bureau presented its Annual Report to the Board of Supervisors at the public hearing on June 4, 2024 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 Business Improvement District and support the continuation of the levy of the Tourism Assessment without change in fiscal year 2024-25; and

Whereas, the Tourism Bureau's presentation and the Annual Report establish that the Tourism Assessment complies with the California Constitution, Streets and Highways Code section 36535(d), and Sonoma County Code Chapter 33; and

Whereas, the Tourism Bureau's presentation and the Annual report further establishes above and beyond the requirements of Sonoma County Code Chapter 33 and Streets and Highways Code section 36535(d) that the advertising, development of marketing materials and distribution, tradeshow and sales missions, sales and marketing promotions and destination development, research and development, public relations, sales and marketing tools, and labor, technology upgrades and administrative expenses to operate the program have significantly increased overnight stays in Sonoma County 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

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Now, Therefore, Be It Resolved the Sonoma County Board of Supervisors confirms the Tourism Bureau's Annual report and hereby continues without change the levy of the Tourism Assessment for fiscal year 2024-25.

Supervisors:

Gorin:

Coursey:

Gore:

Hopkins:

Rabbitt:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.