



County of Sonoma

State of California

Date: May 21, 2024

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 District in
Fiscal Year 2024-2025 and Fixing the Time and Place of a Public Hearing**

Whereas, on September 14 and October 12, 2004, the Board of Supervisors adopted Resolution Nos. 04-0850, 04-0984, and thereafter on November 2, 2004 adopted Ordinance 5525, establishing the Sonoma County Tourism Business 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 Area (District);

Whereas, in compliance with the California Constitution and Streets and Highway Code §36535(d), since the creation of the District and the levy of the tourism assessment in 2004, the nonprofit organization Sonoma County Tourism Bureau has submitted an annual assessment report on its marketing, promotional and other activities to support tourism in the District and the levy of the assessment has continued without change since its establishment in 2004;

Whereas, the Sonoma County Tourism Bureau has submitted its assessment report for fiscal year 2024-25 and the Sonoma County Economic Development Board will make a presentation to the Board of Supervisors at a public hearing on 9:35A.M. on June 4, 2024 to support the continuation of the levy of the assessment to support tourism for that fiscal year;

Now, Therefore, Be It Resolved the Board of Supervisors has accepted the Sonoma County Tourism Bureau's annual assessment report, which is on file and available for review

with the Clerk of the Board, and includes a full and detailed description of the improvements and activities to be provided for the upcoming fiscal year, the boundaries of the area, and the proposed assessments to be levied upon the businesses within the area for that fiscal year;

Be It Further Resolved the Sonoma County Board of Supervisors will conduct a public hearing on June 4, 2024, at 575 Administration Drive, Room 100 A, Santa Rosa, no earlier than 9:35 A.M. at which time the Economic Development Board will make a presentation regarding the Sonoma County Tourism annual assessment report to support the continuation of the levy of the tourism assessment in fiscal year 2024-25. 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 agenda 72 hours before the meeting.

Be It Further Resolved, in advance of the public hearing, written protests may be submitted to In advance of the public hearing, written protests may be submitted to Marcie Woychik, Clerk of the Board, Board of Supervisors, 575 Administration Dr, Room 100 A, Santa Rosa, CA 95403 by 5:00 p.m. on June 3, 2024. 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 a 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 District 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 District, 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:

Gorin:Coursey: Gore: Hopkins: Rabbitt:

Ayes: Noes: Absent: Abstain:

So Ordered.