



County of Sonoma

State of California

Date: June 3, 2025

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 2025-26**

Whereas, on November 2, 2004, the Board of Supervisors adopted Ordinance 5525 and established the Sonoma County Tourism 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; and

Whereas, since the creation of the Area, the nonprofit organization Sonoma County Tourism Bureau (SCTB) has been the designated contractor to carry out the services, activities, and programs to be funded by revenues from the assessments; and

Whereas, the Board of Directors of the SCTB is required to prepare the annual assessment report (Annual Report), in compliance with Streets and Highway Code §36533 and Sonoma County Code Chapter 33; and

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

Whereas, on May 13, 2025, SCTB submitted its Annual Report for Fiscal Year 2025-2026, which has been available for public review at the Clerk of the Board; and

Whereas, on May 13, 2025, the Board of Supervisors 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 directed staff to publish the Resolution of Intent in a newspaper of general circulation seven days prior to the date of the hearing; and

Whereas, the SCTB presented its Annual Report to the Board of Supervisors at the public hearing on June 3, 2025 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 Area and to support the continuation of the levy of the Tourism Assessment without change in Fiscal Year 2025-26; 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 Streets and Highways Code 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 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

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 2025-26.

Supervisors:

Hermosillo:

Rabbitt:

Coursey:

Gore:

Hopkins:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.