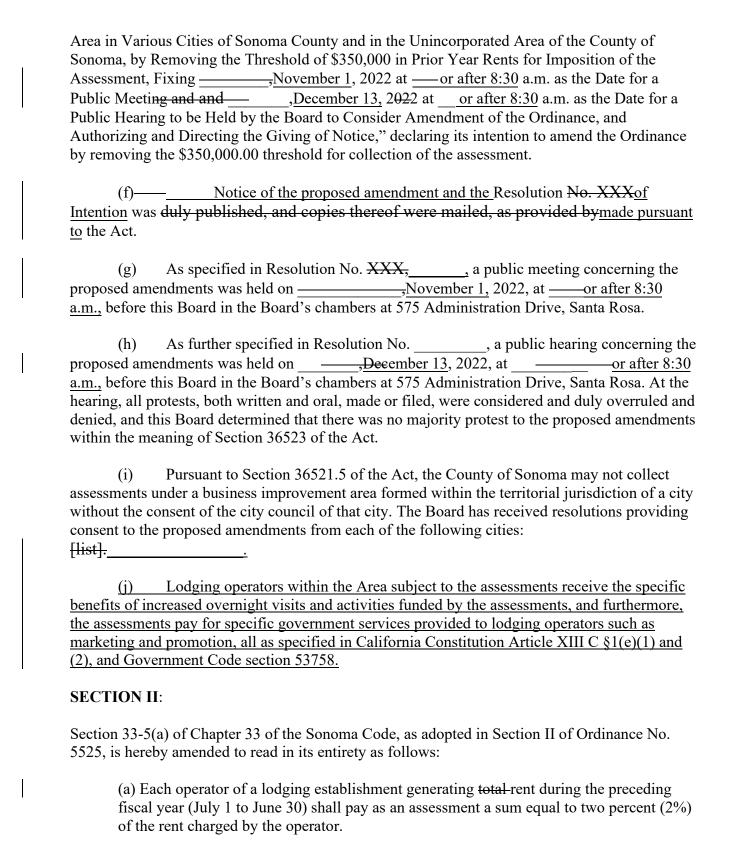
ORDINANCE NO	
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AN ORDINANCE OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SONOMA AMENDING CHAPTER 33, SECTION 33-5(a) OF THE SONOMA COUNTY CODE, REGARDING SONOMA COUNTY TOURISM BUSINESS IMPROVEMENT AREA ASSESSMENTS

THE BOARD OF SUPERVISORS OF THE COUNTY OF SONOMA, STATE OF CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION I:

- (a) On November 2, 2004, the Board of Supervisors adopted Ordinance No. 5525 (the "Ordinance"), pertaining to the creation of the Sonoma County Tourism Business Improvement Area, in accordance with the terms of the Parking and Business Improvement Area Law of 1989 (Streets & Highways Code Section 36500, *et seq.*, the "Act").
- (b) Section 33-5(a) of the Ordinance imposed an assessment on lodging establishments equal to 2% of the rent charged. The assessment only applies to lodging establishments that generate over \$350,000 in the preceding fiscal year (July 1 to June 30). Assessment proceeds may only be used to pay for marketing activities that increase overnight visits to Sonoma County. In the 15 years since the assessment began, tourism in Sonoma County has dramatically increased, with TOT funds rising more than 63% surpassing \$48 million annually, economic impact reaching \$2.3 billion, and employment in the tourism and hospitality sectors topping 22,200.
- (c) During the last few years, natural disasters have taken a heavy toll on the tourism industry in Sonoma County. The Tubbs Fire in 2017, Russian River floods and the Kincaid Fire in 2019, and the COVID-19 pandemicCorona virus in 2020, have changed travel plans for millions of potential visitors and consequently stressed local hospitality businesses. to Moreover, evolving trends in tourism have also stressed resources within Sonoma County, highlighting the breaking point. The resultimportance of fewer overnightattracting responsible visitors has been a decrease in assessments generated that will engage in sustainable tourism, respecting both the natural resources and local residents of Sonoma County. The increased assessment proposed by the Ordinance at precisely this amendment will allow the same time that marketing dollars are critically needed Sonoma County Tourism Bureau to perform its evolving destination stewardship role and is hence referred to restartas the tourism industry following the economic shut down caused by the pandemic Responsible Tourism Assessment ("RTA").
- (d) In recognition of the need to increase marketing efforts, the same hoteliers who spearheaded adoption of the original assessment have joined again to propose amendments an amendment to the Ordinance designed to increase available funding. Specifically, this proposed amendment to the Ordinance wouldwill remove the \$350,000.00 threshold for collection of the assessment.
- (e) Pursuant to the Act, on ______,October 4, 2022, this Board adopted Resolution No. XXX,______, entitled "Resolution of the Sonoma County Board of Supervisors Declaring its Intention to Amend the Ordinance Establishing a Tourism Business Improvement



SECTION III:

If any section, subsection, sentence, clause, or phrase of this Ordinance is for any reason held to be unconstitutional and invalid, such decision shall not affect the validity of the

remaining portion of this Ordinance. The Board of Supervisors hereby declares that it would have passed this Ordinance, and every section, subsection, sentence, clause or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared unconstitutional or invalid.

SECTION IV:

This Ordinance shall be, and the same is hereby declared to be in full force and effect from and after 30 days after its passage, and shall be published once before the expiration of 15 days after said passage, with the names of the Supervisors voting for or against the same in a newspaper of general circulation published in the County of Sonoma, State of California.

	2022, ar	nd finally p ass	ed and adopted this <u>—</u>	nty Sonoma introduced on the 13 th day of d by the following vote:	
SUPERVISORS:					
Gorin	Rabbitt	_ Coursey	Hopkins	Gore	
Ayes	Noes		Abstain	Absent	
			SO ORDERED		
			By: Chair, Board County of S State of Cali	onoma	