COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 7/7/2026

To: Board of Supervisors
Department or Agency Name(s): Economic Development Collaborative, County Executive's Office
Staff Name and Phone Number: Ethan Brown, Andrew Sturmfels (707) 565-2431
Vote Requirement: Majority
Supervisorial District(s): Countywide

Title:
Business Improvement Assessment Ad Hoc Committee Charter

Recommended Action:
Approve the Business Improvement Assessment Ad Hoc Committee Charter.

Executive Summary:
The Board of Supervisors established the Business Improvement Assessment Ad Hoc Committee on May 12, 2026 and appointed Supervisors Rabbitt and Hopkins.

This item seeks full Board approval of the Ad Hoc Charter.

Discussion:
The Board of Supervisors established the Business Improvement Assessment Ad Hoc Committee (BIA Ad Hoc Committee) on May 12, 2026 and appointed Supervisors Rabbitt and Hopkins.

The Sonoma County Tourism Business Improvement Area was established in 2004 by Ordinance No. 5525 and is codified in Sonoma County Code Chapter 33. The BIA is assessed in the Sonoma County Tourism Business Improvement Area (Area). The boundaries of the Area are the same as the boundaries of the County of Sonoma but does not include the area of any incorporated city that has not consented to participate in the Area, which currently includes the cities of Sonoma and Healdsburg. Under the Ordinance, lodging establishments within the boundaries of the Area that generate total rent of greater than $350,000 during the preceding fiscal year must pay an assessment, the Business Improvement Assessment (BIA), equal to 2% of the rent charged. BIA revenue can only be used to pay for marketing and other efforts to increase overnight visitors to the county and as authorized by the Ordinance. The Ordinance designated Sonoma County Tourism (SCT) as the contractor to carry out the services, activities, and programs funded through BIA revenue.

The Board has shown an interest in considering modification of the revenue threshold and/or rate of assessment. The BIA Ad Hoc Committee, with County staff, will evaluate potential modifications to the BIA and develop a recommendation for consideration, with the goal of decreasing SCT's dependency on the County's General Funds. The Transient Occupancy Tax (TOT) allocations, including the Community Investment Fund Policy, are not in the scope of the BIA Ad Hoc Committee.

Staff seeks approval of the Ad Hoc Charter.

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Strategic Plan:
N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?
No

Prior Board Actions:
5/12/2026 - The Board established the Business Improvement Assessment Ad Hoc Committee and appointed Supervisors Rabbitt and Hopkins.

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:
N/A

Narrative Explanation of Staffing Impacts (If Required):
N/A

Attachments:
Business Improvement Assessment Ad Hoc Charter

Related Items "On File" with the Clerk of the Board:
None