County of Sonoma
Business Improvement Assessment (BIA) Ad Hoc Committee Charter

Background
On May 12, 2026, the Board of Supervisors (Board) established the Business Improvement Assessment (BIA) Ad Hoc Committee 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. Under the Ordinance, lodging establishments within the boundaries of the Area, which includes all unincorporated and incorporated areas of the County, except the cities of Sonoma and Healdsburg, 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 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. At this time, the cities of Sonoma and Healdsburg do not participate in the Area.

The Board has shown an interest in modifying the revenue threshold that determines which properties are subject to the BIA. Additionally, Sonoma County Tourism staff have suggested that the current 2% assessment rate could be raised to generate additional revenue to be used for marketing and advertising efforts.

Committee Members
David Rabbitt, Second District Supervisor
Lynda Hopkins, Fifth District Supervisor

Committee Duration
The BIA Ad Hoc Committee will be convened for a limited term through December 31, 2026. Ad Hoc activities may conclude earlier, depending on timing of next steps.

County Department, Resources

The following County staff will support the work of the BIA Ad Hoc Committee:

- Andrew Sturmfels, County Executive's Office
- Ethan Brown, Economic Development Collaborative
- Erick Roeser and Brooke Koop, Auditor-Controller-Treasurer-Tax Collector
- Kristin Horrell, County Counsel
- McCall Miller, County Executive's Office

Subject matter experts from Sonoma County Tourism may provide additional support as needed.

Purpose and Scope

The BIA Ad Hoc Committee, with County staff, will evaluate potential modifications to the BIA and develop a recommendation for Board consideration with the goal of decreasing Sonoma County Tourism's dependency on the County's General Funds.

The Transient Occupancy Tax (TOT), including the Community Investment Fund Policy, allocations are not in the scope of the BIA Ad Hoc Committee.