

Before the Board of Supervisors County of Placer, State of California

In the matter of: A Resolution of Intention to set a time and date for a public hearing to consider establishing the North Lake Tahoe Tourism Business Improvement District.

Resolution No.: 2020-271

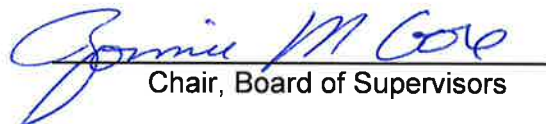
The following Resolution was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held December 15, 2020, by the following vote:

Ayes: WEYGANDT, HOLMES, UHLER, GUSTAFSON, GORE

Noes: NONE

Absent: NONE

Signed and approved by me after its passage.


Chair, Board of Supervisors

Attest:


Clerk of said Board

WHEREAS, the Property and Business Improvement District Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the County to establish business improvement districts; and

WHEREAS, the North Lake Tahoe Resort Association, lodging, restaurant, retail, activities and attractions business owners, and representatives from the County of Placer have met to consider the formation of the North Lake Tahoe Tourism Business Improvement District (NLTTBID); and

WHEREAS, the North Lake Tahoe Resort Association has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the NLTTBID, a service plan and budget, and a proposed means of governance; and

WHEREAS, the proposed NLTTBID includes all lodging, restaurant, retail, activities and attractions businesses located within the boundaries of the eastern portion of unincorporated Placer County; and

WHEREAS, lodging, restaurant, retail, activities and attractions businesses who will pay more than fifty percent (50%) of the assessment under the NLTTBID have petitioned the Board of Supervisors to establish the NLTTBID.

BE IT RESOLVED, by the Board of Supervisors, County of Placer, State of California, as follows:

1. The Board of Supervisors finds that lodging, restaurant, retail, activities and attractions businesses that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the formation of the NLTTBID. The Board of Supervisors accepts the petitions and adopts this Resolution of Intention to establish the NLTTBID and to levy an assessment on certain businesses within the NLTTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.

2. The Board of Supervisors declares its intention to establish the NLTTBID and to levy and collect assessments on lodging, restaurant, retail, activities and attractions businesses within the NLTTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.

3. The NLTTBID shall include all lodging, restaurant, retail, activities and attractions businesses located within the boundaries of the eastern portion of unincorporated Placer County, as shown in the map attached as Exhibit A.

4. The name of the district shall be North Lake Tahoe Tourism Business Improvement District.

5. Lodging businesses will be assessed two percent (2%) of gross short-term room rental revenue in benefit zone 1 and one percent (1%) of gross short-term room rental revenue in benefit zone 2. Lodging businesses are assessed at the retail, restaurant, and activities and attractions tourism businesses (RRAA businesses) rate for their tier for sales or rentals of non-lodging goods and services.

RRAA businesses are divided into three (3) tiers:

- Tier 1 RRAA businesses are those with \$150,000 or more in annual gross revenue. The annual assessment rate for tier 1 RRAA businesses is one percent (1%) of gross revenue;
- Tier 2 RRAA businesses are those with more than \$50,000 but less than \$150,000 in annual gross revenue. The annual assessment rate for tier 2 RRAA businesses is \$250 per year;
- Tier 3 RRAA businesses are those with \$50,000 or less in annual gross revenue. The annual assessment rate for tier 3 RRAA businesses is \$50 per year.

Businesses located within other businesses, such as restaurants located within a hotel, will be assessed at the rate for that business type and not at the rate of the other business in which they are located. Businesses that receive twenty-percent (20%) or less of their revenues from visitors shall not be assessed. A visitor is defined as any individual whose length of stay within the NLTTBID is thirty (30) consecutive days or less. Non-profit corporations and internet or wholesale businesses shall not be assessed based on the benefit received, as described in the Plan.

6. The assessments levied for the NLTTBID shall be applied toward marketing, promotions, and special events; visitor services & visitor centers operations; business support and advocacy; economic development and transportation; and sustainability and mitigation of tourism impacts programs to market assessed lodging, restaurant, retail, activities and attractions businesses in North Lake Tahoe as tourist, meeting, and event destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent

years in which NLTTBID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.

7. The proposed NLTTBID will have a five (5) year term, beginning on or after April 1, 2021 through March 31, 2026, unless renewed pursuant to Streets and Highways Code § 36660.

8. Bonds shall not be issued.

9. The time and place for the public meeting to hear testimony on establishing the NLTTBID and levying assessments is set for January 26, 2021, at 9:00 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at County Administrative Center, 175 Fulweiler Avenue, Auburn, CA 95603.

10. The time and place for the public hearing to establish the NLTTBID and the levy of assessments is set for March 9, 2021, at 9:00 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at County Administrative Center, 175 Fulweiler Avenue, Auburn, CA 95603.

11. The Clerk of the Board is directed to provide written notice to the lodging, restaurant, retail, activities and attractions businesses subject to assessment of the date and time of the public meeting and public hearing, and to provide that notice as required by Streets and Highways Code § 36623.

12. At the public meeting and public hearing the testimony of all interested persons for or against the establishment of the NLTTBID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging, restaurant, retail, activities and attractions businesses within the proposed NLTTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire NLTTBID, no further proceedings to establish the NLTTBID shall occur for a period of one (1) year.

13. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.

