



# COUNTY OF HUMBOLDT

For the meeting of: May 9, 2017

Date: April 10, 2017

To: Board of Supervisors

From: Amy S. Nilsen, County Administrative Officer

Subject: Public Meeting on Renewal of the Humboldt County Tourism Business Improvement District

### RECOMMENDATION(S):

That the Board of Supervisors receive public comment on the proposed renewal of the Humboldt County Tourism Business Improvement District and the assessment to be levied thereunder.

### SOURCE OF FUNDING:

Assessment of Affected Businesses

### DISCUSSION:

California State law, under Streets and Highways Code Sections 36620 *et seq.*, provides that local jurisdictions may establish business improvement districts for the purpose of levying assessments to support activities that enhance the affected businesses. One such type of business improvement district is a tourism business improvement district, which levies assessments on lodging businesses. The assessments are used to promote tourism in the area and thereby attract additional guests to the lodging businesses. The

Prepared by Karen Meynell, Economic Development Specialist      CAO Approval \_\_\_\_\_

REVIEW:	Auditor _____	County Counsel _____	Human Resources _____	Other _____
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TYPE OF ITEM:

Consent

Departmental

Public Hearing

Other \_\_\_\_\_

**BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT**  
 Upon motion of Supervisor Fennell Seconded by Supervisor Wilson

Ayes Fennell, Bass, Wilson

Nays \_\_\_\_\_

Abstain \_\_\_\_\_

Absent Sundberg, Bohn

### PREVIOUS ACTION/REFERRAL:

Board Order No. I-3, C-8

Meeting of: 3-21-17, 3-28-17

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: May 9, 2017

By: [Signature]

Kathy Hayes, Clerk of the Board

assessments are customarily passed along to overnight guests and collected on the guests' bills in a manner similar to the transient occupancy tax.

On March 28, 2017, the Board of Supervisors adopted the Resolution No. 17-28 declaring the intent to renew the Humboldt County Tourism Business Improvement District (District). The proposed renewal of the District is for a 10 year term, beginning July 1, 2017, and ending June 30, 2027. The District includes all lodging businesses located within the unincorporated area of the County of Humboldt, and the cities of Arcata, Eureka, Ferndale, Fortuna, Rio Dell and Trinidad. The Board adopted the Resolution No. 17-27 requesting that the city councils of each of the cities adopt resolutions consenting to the renewal of the District. The Board directed staff to mail the majority protest notices and publish notice of today's Public Meeting and Public Hearing (scheduled for Tuesday, May 16, 2017), as required under Government Code Section 54954.6 prior to formation or renewal of the District.

Pursuant to Government Code Section 54954.6(a) (1), the purpose of today's Public Meeting is to "allow public testimony regarding the proposed new or increased assessment..."

FINANCIAL IMPACT:

The costs associated with the Public Meeting can be recovered from the District assessments if the District is formed.

Approval of staff's recommendations supports the Board's Strategic Framework to facilitate the establishment of local revenue sources to address local needs.

OTHER AGENCY INVOLVEMENT:

City of Arcata, City of Eureka, City of Ferndale, City of Fortuna, City of Rio Dell, City of Trinidad and Humboldt Lodging Alliance

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board could decide to not receive public comment on the proposed renewal of the Humboldt County Tourism Business District. This alternative is not recommended because the Public Meeting for receiving comments is required under State law if the Board wishes to proceed with formation of the District.

ATTACHMENTS:

None