

**RESOLUTION NO. 20-8866**

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA  
LEVYING AN ANNUAL ASSESSMENT FOR THE SANTA  
CLARA TOURISM IMPROVEMENT DISTRICT FOR THE 2020/21  
FISCAL YEAR**

**BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, tourism is an important contributor to the economy of the City and the promotion of the City's tourist hotel establishments serves an important public purpose;

**WHEREAS**, the Parking and Business Improvement Area Law of 1989 ("PBIAL"), sections 36500 et seq. of the Streets and Highways Code, authorizes cities to establish business improvement districts for several purpose, one of which is promotion of tourism;

**WHEREAS**, the Santa Clara Tourism Improvement District was established in January, 2005 and incorporated into the Santa Clara Municipal Code ("SCCC") under Chapter 16.10;

**WHEREAS**, in accordance with the requirements of PBIAL Section 36530 and SCCC 16.10.1140, an Advisory Board was established to provide oversight, guidance, and recommendations regarding the use of the assessment funds;

**WHEREAS**, the SCCC and the PBIAL required the Advisory Board to prepare and submit an annual report ("Annual Report") stating proposed changes, improvements and activities for the fiscal year;

**WHEREAS**, the Advisory Board Annual Report was filed and approved by the Santa Clara City Council May 26, 2020;

**WHEREAS**, in accordance with the procedures contained in PBIAL Section 36534, on May 26, 2020, the City Council adopted a Resolution of Intention to levy an annual assessment for the Santa Clara Tourism Improvement District for the 2020/21 fiscal year and set a public hearing for June 23, 2020 to consider the annual assessment and hear any oral or written protests; and,

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**WHEREAS**, the City Council held a duly noticed Public Hearing on June 23, 2020 to allow protests, as required by PBIAL Section 36524, and, sufficient written or oral protests were not received from hotel properties in the District which pay fifty percent (50%) or more of the assessment.

**NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

1. That the City Council hereby continues the Santa Clara Tourism Improvement District (“TID”) in accordance with Santa Clara Municipal Code Chapter 16.10 and Streets and Highway Code Sections 36500 et seq. and levies assessments for Fiscal Year 2020/21.
2. That the Annual Report for Fiscal Year 2019/20 for the Santa Clara Tourism Improvement District is hereby confirmed.
3. That the boundaries of the area included in the TID are unchanged.
4. That the types of activities funded by the continued levy of assessment on businesses in the TID are those activities that will promote tourism.
5. That the assessment will not be increased for the 2020/21 fiscal year and will remain \$1.00 per occupied room per night for all transient occupancies.
6. That the assessment will be levied and allocation by the City of Santa Clara.

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7. That the assessment for Fiscal Year 2020/21 shall be levied on all hotel properties within the TID boundaries and shall be based on \$1.00 per occupied room per night for all transient occupancies. The assessment shall be collected quarterly, based on \$1.00 per occupied room per night for the previous quarter.

8. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 23<sup>RD</sup> DAY OF JUNE, 2020, BY THE FOLLOWING VOTE:

AYES:	COUNCILORS:	Chahal, Davis, Hardy, O'Neill, and Watanabe, and Mayor Gillmor
NOES:	COUNCILORS:	None
ABSENT:	COUNCILORS:	None
ABSTAINED:	COUNCILORS:	None

ATTEST:   
NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference: None