

5/21/19

item 7



City Council Meeting

Item #7. Public Hearing: Action on a Resolution to Levy an Annual Assessment for the Santa Clara Tourism Improvement District (TID) for Fiscal Year 2019/20

May 21, 2019



City of Santa Clara
The Center of What's Possible

Background

- Santa Clara Tourism Improvement District (TID) was formed in January 2005
 - To promote tourism in the TID area
 - Currently consists of nine hotels
 - ***Two new hotels will be added into the TID during FY 19/20***
 - City receives \$3,000 annually from the TID to cover administrative costs for collecting and disbursing the assessment

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POST MEETING MATERIAL



Background

- The TID Assessment has historically been set at \$1.00 for each occupied hotel/motel room night
- State Code and City Code requires the TID Advisory Board to submit to the City Council an Annual Report
- Annual Report is due by April 1st of each year
- Annual Report includes improvements and activities during the current fiscal year, surplus/ deficit carried over and a budget for the following fiscal year

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Background (cont.)

- There is currently a fund balance and reserve of **\$977,028**
- State Law requires a two-step process for levying an assessment
 1. Approval of the TID Annual Report and Adoption of a Resolution of Intention to levy and collect assessments and setting the date for a Public Hearing
 2. Public Hearing to approve the levy of the assessment
- ***Step 1 was completed at the April 9, 2019 City Council meeting***

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Public Hearing

- State Law requires a public hearing to levy the assessment
- The assessment for FY19/20 is \$1.00 per occupied hotel/motel room night
- TID includes nine hotels located near the Santa Clara Convention Center:

1. Avatar Hotel
2. Biltmore Hotel & Suites
3. Embassy Suites
4. Hilton Santa Clara
5. Hyatt House
6. Hyatt Regency
7. Marriott Santa Clara
8. The Plaza Suites
9. TownPlace Suites by Marriott

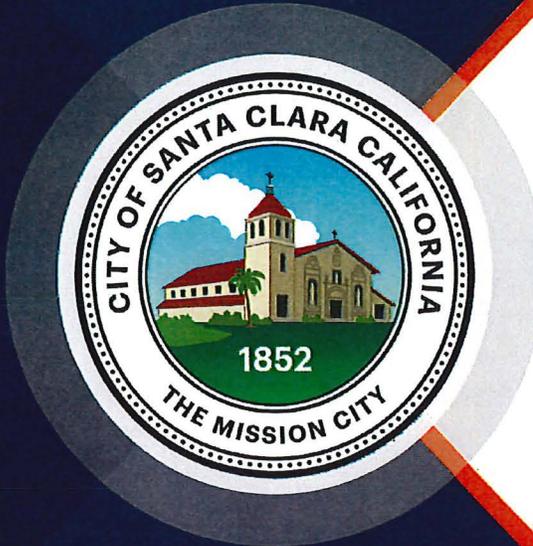
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Recommendation

- Adopt a Resolution to levy an annual assessment for the Santa Clara Tourism Improvement District (TID) for Fiscal Year 2019/20 if there is no legally sufficient protest.

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