


12/11/18

Item #9



**Appointment of the
Tourism Improvement
District (TID) Board and
Authorize the City
Manager with Approval
Authority to Pay TID
Invoices**

December 11, 2018



**City of
Santa Clara**
The Center of What's Possible

OVERVIEW

- **Parking and Business Improvement Area State Law**
 - Became law in 1989
 - To “promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent erosion of the business districts”
- **Santa Clara Tourism Improvement District (Chapter 16.10)**
 - Adopted in 2005
 - Established the Tourism Improvement District (“TID”) and its boundaries

2

POST MEETING MATERIAL



TID Ordinance Requirements

- Establish a District Advisory Board to administer the affairs of the TID
- Appoint a TID Board as required by State law
- Advisory board shall be constituted of representatives of businesses within the district
 - The TID is currently made up of nine hotels near the Santa Clara Convention Center
 - City Council may limit the membership of the advisory board

3



TID Advisory Board Responsibilities

- Make recommendation to the City Council
 - Expenditure of revenues derived from the levy of assessments,
 - Method and basis of levying the assessments
- TID Advisory Board meetings will require Brown Act compliance

4



Proposed TID Advisory Board

Board Member	Title	Hotel
Mark Salquist	General Manager	Avatar Hotel
Jon Siebring	General Manager	Biltmore Hotel & Suites
Peter Hart	General Manager	Embassy Suites
Joseph Eustice	General Manager	Hilton Santa Clara
Alan Mass	General Manager	Hyatt House
Eron Hodges	General Manager	Hyatt Regency
Callette Nielsen	General Manager	Marriott Santa Clara
Jean-Philippe Rolle	General Manager	The Plaza Suites
Virginia Scimeca	General Manager	TownPlace Suites by Marriott



TID Funds

- The TID removed the Chamber of Commerce ("Chamber") as fiscal agent and forwarded reserve funds in the amount of approximately \$570,000 to the City for fiscal safekeeping (legally restricted)
- City currently has possession of the fourth quarter (April-June 2018) TID revenue in the amount of \$202,000 (legally restricted)
- City is in possession of legally collected funds in the amount of \$95,000
- Staff is requesting that the City Manager be given the authority to pay TID invoices
 - within the authority of the City Council approved TID budget



Recommendation

- Appoint the Tourism Improvement District (TID) Advisory Board
- Authorize the City Manager with the Approval Authority to pay TID invoices