


5/21/19

item 7



The seal of the City of Santa Clara, California, is circular. It features a central illustration of a mission-style building with a red roof and a bell tower, set against a blue sky with clouds and green hills. The year "1852" is written below the building. The outer ring of the seal contains the text "CITY OF SANTA CLARA CALIFORNIA" at the top and "THE MISSION CITY" at the bottom.

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

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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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