

**PETITION TO THE CITY OF SANTA CLARA  
TO FORM THE SANTA CLARA TOURISM IMPROVEMENT DISTRICT**

We petition you to initiate proceedings to form a Tourism Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

**Lodging Establishment**

**Business Owner**

Avatar  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Skyline Avatar House, CP  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Richard C. Bond  
Owner Representative/Owner Name (printed)

authorized Signatory  
Title

  
Owner/Representative Signature

2-28-20  
Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Nancy Thome, Assistant to the City Manager  
City of Santa Clara  
City Manager's Office  
1500 Warburton Avenue  
Santa Clara, CA 95050  
408.615.2210

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Lodging Establishment

Business Owner

Biltmore Hotel @ Suites  
2151 LAURELWOOD Rd.  
SANTA CLARA, CA 95054.

KANG FAMILY PARTNERS LLC.

Jon Siebring  
Owner Representative/Owner Name (printed)

GENERAL MANAGER  
Title

  
Owner/Representative Signature

2-26-20.  
Date

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**Lodging Establishment**

**Business Owner**

Element Santa Clara

Mission Park Hotel LP

1950 Wyatt Drive

600 University Street, Suite 2820

Santa Clara, CA 95054

Seattle, WA 98101

David Millard

Executive Vice President

Owner Representative/Owner Name (printed)

Title

*David Millard*

2/26/2020

Owner/Representative Signature

Date

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Lodging Establishment

Business Owner

EMBASSY SUITES SANTA CLARA

ASHFORD TRS SANTA CLARA LLC

PETER HART

Owner Representative/Owner Name (printed)

GENERAL MANAGER

Title

  
Owner/Representative Signature

2/20/2020

Date

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Lodging Establishment

Business Owner

Santa Clara Hyatt House RLJ  
3915 Rivermark Plaza  
Santa Clara, CA  
95054

Alan Mass  
Owner Representative/Owner Name (printed)

General Manager  
Title

Alan Mass  
Owner/Representative Signature

2/27/20  
Date

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Lodging Establishment

Business Owner


HYATT REGENCY SANTA CLARA  
5101 GREAT AMERICA PARKWAY  
SANTA CLARA, CA 95054

XENIA HOTELS & RESORTS INC.  
200 S. ORANGE AVE  
STE 2700  
ORLANDO FLORIDA

ERON HODGES General Manager

Owner Representative/Owner Name (printed)

Title



Owner/Representative Signature

2.25.20

Date

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Lodging Establishment

Business Owner

Santa Clara Marriott  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

~~Hotel~~  
CCMH SANTA CLARA  
LLC DBA  
SANTA CLARA  
MARRIOTT Hotels

CALLETTE NIELSEN  
Owner Representative/Owner Name (printed)

GENERAL MANAGER  
Title

  
Owner/Representative Signature

March 3, 2020  
Date

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**Lodging Establishment**

**Business Owner**

The Plaza Suites

Sierra Santa Clara

*Daniel Kaplan*

Owner Representative/Owner Name (printed)

*CEO*

Title

*D. Kaplan*

Owner/Representative Signature

*2/26/20*

Date

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**EXHIBIT A**  
**MANAGEMENT DISTRICT PLAN SUMMARY**

- Location:** The proposed SCTID includes all lodging businesses with ten (10) rooms or more located within the boundaries of a portion of the City of Santa Clara, as shown on the following map.
- Services:** The SCTID is designed to provide specific benefits directly to payors by increasing room night sales. Convention sales, incentives, and services and marketing and communication programs will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.
- Budget:** The total SCTID annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$2,812,500.
- Cost:** The annual assessment rate is one and one-half of one percent (1.5%) of gross short-term room rental revenue. After the initial year of the SCTID's five (5) year term the assessment rate may be increased in any year by the Owners' Association's Board to a maximum of two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on stays by any officer or employee of a foreign government who is exempt by reason of express provision of Federal law or international treaty. Additionally, assessments will not be collected on stays by any Federal or State of California officer or employee on official business who shall provide one of the following; a warrant or check drawn on the Treasury of the United States; a copy of the official travel orders indicating the issuing governmental agency and the employee's full name; or, a copy of a letter on the official letterhead of an exempt governmental agency requesting exemption and listing the employee's name and stating that the stay is for official government business. The dates of occupancy must also be included. These requirements must be demonstrated by the guest at the time of registration. Failure to satisfy these requirements will result in no assessment exemption. Copies of the documentation for each exemption claimed must be submitted to the Director of Finance with each remittance of assessments.
- Collection:** Each lodging business located in the boundaries of the SCTID shall be responsible for remitting the assessments to the City in accordance with this Management District Plan. The City will be responsible for collecting the assessment on a quarterly basis or at the close of any shorter reporting period as established by the Director of Finance (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the SCTID. The City shall take all reasonable efforts to collect the assessments from each lodging business.
- Duration:** The proposed SCTID will have a five (5) year life, beginning July 1, 2020 through June 30, 2025. Once per year, beginning on the anniversary of SCTID formation, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a City Council hearing on SCTID termination.
- Management:** The Silicon Valley/Santa Clara DMO, Inc. (DMO) will serve as the SCTID's Owners' Association. The Owners' Association is charged with managing funds and implementing

**EXHIBIT A**

**MANAGEMENT DISTRICT PLAN SUMMARY**

programs in accordance with this Plan and must provide annual reports to the City Council.

**EXHIBIT A**  
**MANAGEMENT DISTRICT PLAN SUMMARY**

***Boundary Map***

