




**City Council Meeting**

Item #8. Public Hearing: Action on a Resolution to Levy an Annual Assessment for the Santa Clara Tourism Improvement District (TID) for Fiscal Year 2020/21 (RTC # 20-227)

June 23, 2020

1



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

## Background

- Santa Clara TID was formed in 2005 pursuant to the Parking and Business Improvement Area Law of 1989:
  - To promote tourism in the TID area
  - Currently consists of 11 hotels
  - City receives \$3,000 annually from the TID to cover administrative costs for collecting and disbursing the assessment.

2

2



## Background (cont.)

- 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 Reporting includes improvements and activities during the current fiscal year, surplus/deficit carried over and a budget for the following fiscal year.
- TID Fund Balance of \$1.67 million.

3

3



## Background (cont.)

- State Law required two-step process required 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. Hold Public Hearing to approve the levy of the Assessment.
- *Step 1 was completed at the May 26, 2020 City Council Meeting*

4

4



## Summary

- No change in current TID boundaries and includes 11 lodging businesses.
- The proposed assessment is to remain the same at \$1.00 per occupied room night.
- Total FY 2020/21 Proposed Operating Budget is \$1,244,060, with additional funds to support identified one-time costs, for a year 1 total of \$1,321,060.
  - Four staff, continued organizational development, start-up equipment and supplies, City administrative costs of \$3,000.
- Includes proposed FY 2021/22 at the same proposed assessment.

5

5



## Recommendation

1. Adopt a Resolution to levy an annual assessment for the Santa Clara Tourism Improvement District (TID) for Fiscal Year 2020/21 if there is no legally sufficient protest.

6

6





**City Council Meeting**

Item #. Public Hearing: Action on a Resolution to Levy an Annual Assessment for the Santa Clara Tourism Improvement District (TID) for Fiscal Year 2020/21 (RTC # 20-227)

June 23, 2020

7



**City Council Meeting**

Item #8. Public Hearing: Action on a Resolution to Levy an Annual Assessment for the Santa Clara Tourism Improvement District (TID) for Fiscal Year 2020/21 (RTC # 20-227)

June 23, 2020

8