

RESOLUTION NO. 34-2017

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA CONFIRMING THE ANNUAL REPORT OF THE ADVISORY BOARD OF THE PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT (BID) AND DECLARING THE CITY COUNCIL'S INTENTION TO CONTINUE THE BID PROGRAM AND LEVY THE ANNUAL ASSESSMENTS FOR FISCAL YEAR 2017/2018 AT THE SAME RATE AS LEVIED IN FISCAL YEAR 2016/2017 WITHOUT CHANGE

WHEREAS, pursuant to California Streets and Highways Code sections 36500 *et. seq.*, the City Council of the City of Pacifica adopted Ordinance No. 714-C.S. in 2004 creating the Pacifica Hotel Business Improvement District and levying an annual assessment of \$1.00 per room per day of occupancy on the hotels in the City; and

WHEREAS, the Pacifica Hotel Business Improvement District ("BID") has been operating and levying an annual assessment of \$1.00 per room per day of occupancy on the hotels in the City continuously since 2004, including fiscal year 2016-2017; and

WHEREAS, pursuant to Streets and Highways Code section 36533, the Pacifica Hotel Business Improvement District Advisory Committee has prepared and filed with the City Clerk an annual report regarding the District's operations that proposes to continue the program and assessments for fiscal year 2017/2018 at the same amount as levied for the fiscal year 2016/2017; and

WHEREAS, the City Council desires to adopt this Resolution to confirm the Advisory Committee's report as submitted and declare its intent to continue the BID program and assessments as levied in fiscal year 2016-2017 at \$1.00 per room per day of occupancy on the hotels in the City without change for fiscal year 2017-2018.

NOW, THEREFORE, BE IT RESOLVED, by the City Council for the City of Pacifica, that:

1. Approval of Annual Report. The Annual Report of the Pacifica Hotel Business Improvement District Advisory Committee, filed with the City Clerk on June 23, 2017 and attached to this Resolution as Exhibit A, is hereby confirmed as submitted.
2. Declaration of Intent to Levy Annual Assessment. The City Council hereby declares its intent to continue the BID program and levy and collect the assessment of \$1.00 per room per day of occupancy on the hotels in the City of Pacifica without change for fiscal year 2017/2018.

3. Public Hearing. The City Council hereby sets Monday, July 24, 2017, as the date for the public hearing on the annual levy of assessments on hotels within the BID. The public hearing will be held at 7:00 p.m. or as soon thereafter as practicable in the City of Pacifica Council Chambers located at 2212 Beach Boulevard, Pacifica, California, 94044.

4. Protest Procedures. Written and oral protests to the levy of the annual assessments may be made at the public hearing in the form and manner prescribed in Sections 36624 and 36625 of the California Streets and Highways Code.

5. Notice of Hearing. The City Clerk is directed to provide notice of the public hearing on the proposed annual levy of assessments within the BID in the manner prescribed by California Streets and Highways Code section 36534 and by mailing copies of said notice and this Resolution to each business subject to the assessment.

6. Effective Date and Certification. The City Clerk is directed to certify the adoption of this Resolution. The Resolution shall take effect immediately upon its adoption by the City Council.

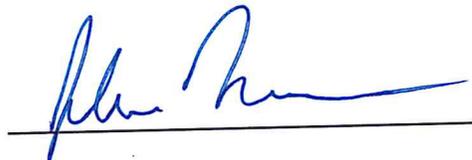
PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pacifica, California, held on the 10th day of June 2017, by the following vote of the members thereof:

AYES, Councilmembers: Martin, Vaterlaus, Digre, Keener

NOES, Councilmembers: None

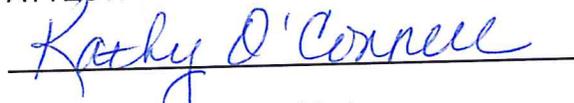
ABSENT, Councilmembers: O'Neill

ABSTAIN, Councilmembers: None



John Keener, Mayor Pro Tem

ATTEST:



Kathy O'Connell, City Clerk

APPROVED AS TO FORM:



Michelle Marchetta Kenyon, City Attorney

Chad Herrington, Deputy City Attorney

EXHIBIT A

ANNUAL REPORT

PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT

PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT
REPORT OF RESOURCES AND USES - PROJECTED - working draft
JULY 1, 2017 - JUNE 30, 2018

Projected Resources:

Projected BID Assessments	\$56,800.00	
Previous Fund Balance (Note 1)	36,901.16	
Total Projected Resources		\$93,701.16

Recommended Uses: (allocate \$30,000)

Public Relations & Marketing		
Press Fam Tours		
Trip Advisor		
Twitter Chat		
Visitor Guide Update and Print		
Visit Pacifica		
Pacifica Kiosk		
Advertising - Other		
Managing Agency (Note 2)	28,400.00	
Total Projected Uses		28,400.00

Resources in Excess of Uses (Fund Balance)

\$65,301.16

Note 1: Previous Fund Balance represents the previous year's carryforward resources in excess of uses.

Note 2: The Pacifica Chamber of Commerce is the managing agency. Managing Agency funds offset compensation and other expenses to enable the following:

- a. Staffing the Visitor Center during the weekdays. On average, approximately 1/3 of the Chamber's staff time is spent with visitors
- b. Planning the itineraries for the Press Fam Tours which occur usually twice a year.

