



**CITY OF PACIFICA
COUNCIL AGENDA SUMMARY REPORT**

5/26/2020

SUBJECT:

Resolution of Intention to Continue the Business Improvement District Program and Levy the Annual Assessments for Fiscal Year 2020-2021

RECOMMENDED ACTION:

Adopt the resolution entitled "A Resolution of the City Council of the City of Pacifica Confirming the Annual Report of the Advisory Board of the Pacifica Hotel and Business Improvement District (BID) and Declaring the City Council's Intention to Continue the BID Program and Levy the Annual Assessments for Fiscal Year 2020-2021 at the Same Rate as Levied in Fiscal Year 2019-2020 Without Change" and set the date of June 8, 2020 for the Public Hearing on the annual levy of assessments on hotels within the BID.

STAFF CONTACT:

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BACKGROUND/DISCUSSION:

The attached Pacifica Hotel Business Improvement District (BID) report was filed with the City Clerk on May 20, 2020 as required by the California Streets and Highways Code Section 36533. The report was prepared by the Chamber of Commerce acting as the Managing Agency for the hotels in the BID and on behalf of the Pacifica Hotel BID Advisory Committee.

The report addresses the projected impact of COVID 19 on the Pacifica's hotel industry in 2020-2021. All hotels were contacted April to determine the impact of the Shelter in Place Order. Details are provided in the report.

As required by the statute the report outlines the proposed activities for FY2020-2021. Those activities focus on continued web site development and improvements and continuing marketing programs to tourists and visitors. Some of the specific activities for FY2020-2021 include:

1. Press Fam Tours (tours that host travel agents and expedients, travel media (writers, journalists, bloggers] and other travel partners)
2. Travel Skills Group
3. Journalist Accommodations
4. Postage
5. Special Events (e.g., Tree Lighting)
6. Misc. Advertising
7. Visitor Guide Update and Print
8. Visit Pacifica
9. Pacifica Kiosk

The Pacifica Chamber of Commerce will continue to serve as the Managing Agency for the BID. The proposed assessment is intended to be continued at \$1.00 per room per day occupancy, and is estimated to generate \$55,000 - \$59,000 in revenues for the BID activities in FY2020-2021. In the first 9 months of FY2019-2020, the City collected \$41,884 in BID revenues from the City's seven hotels. The BID revenues collected for the remainder of the 2019-20 fiscal year will be distributed to the Chamber this summer.

Before levying the assessment for the 2020-2021 fiscal year, the statute requires the City Council to adopt a resolution:

1. Approving the annual report filed by the BID;
2. Declaring its intent to levy the annual assessment and the rate at which the assessment will be levied; and
3. Setting the time and place for a public hearing to receive any protests.

The resolution included with this item accomplishes these requirements and sets the public hearing for the June 8, 2020 City Council meeting.

ALTERNATIVE ACTION:

The City Council may elect not to renew the Pacifica Hotel BID for FY2020-21, which would severely impact the Pacifica Chamber of Commerce's goal of promoting Pacifica's hotels and the City of Pacifica as a tourist and visitor-serving destination.

RELATION TO CITY COUNCIL GOALS AND WORK PLAN:

"**Fiscal Sustainability**" includes investing in economic development to increase revenues, funding a reserve/emergency fund, and being well prepared for grant opportunities.

FISCAL IMPACT:

The Chamber of Commerce reports a fund balance of \$19,763.06 remaining from the previous year's BID assessments. The expected BID revenue for FY2019-2020 is \$55,000 - \$59,000. The total cost of planned activities described in the Annual Report for FY2019-20 is \$53,688.31. The City collects no fee for administering the BID.

ORIGINATED BY:

City Manager's Office

ATTACHMENT LIST:

Chamber of Commerce BID Annual Report FY19-20 (PDF)



RESOLUTION NO. _____

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 2020-2021 AT THE SAME RATE AS LEVIED IN FISCAL YEAR 2019-2020 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 2019-2020; 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 2020-2021 at the same amount as levied for the fiscal year 2019-2020; 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 2019-2020 at \$1.00 per room per day of occupancy on the hotels in the City without change for fiscal year 2020-2021.

RESOLVED by the City Council of the City of Pacifica, California, that:

1. Approval of Annual Report. The Annual Report of the Pacifica Hotel Business Improvement District Advisory Committee, filed with the City Clerk on May 20, 2020 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 2020-2021.
3. Public Hearing. The City Council hereby sets Monday, June 8, 2020, 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. Consistent with the provisions of the Governor's Executive Order N-25-20 and N-29-20 which suspend certain requirements of the Brown Act and pursuant to the Orders of the Health Officer of San Mateo County as of May 15, 2020, the June 8, 2020 City Council Meeting will be held via video/teleconference with no physical location open to the public. Members of the public can observe the meeting on local cable

channel 26 or watch a Live Stream of the meeting at <https://www.cityofpacificacalifornia.org/LiveStream> . Public Comments may be submitted by email to: publiccomment@ci.pacificacalifornia.ca.us and clearly indicate the submitter's full name, meeting date and Agenda Item number. Refer to the meeting agenda to be published within 72 hours in advance of the meeting date to confirm meeting format and public participation details.

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.

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PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pacifica, California, held on the 26th day of May 2020, by the following vote:

AYES, Councilmembers:
NOES, Councilmembers:
ABSENT, Councilmembers:
ABSTAIN, Councilmembers:

Deirdre Martin, Mayor

ATTEST:

APPROVED AS TO FORM:

Sarah Coffey, City Clerk

Michelle Kenyon, City Attorney