



**CITY OF PACIFICA  
COUNCIL AGENDA SUMMARY REPORT**

**7/10/2017**

**SUBJECT:**

Resolution of Intention to Continue the Business Improvement District Program and Levy the Annual Assessments for Fiscal Year 2017-2018

**RECOMMENDED ACTION REQUESTED:**

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 2017-2018 at the Same Rate as Levied in Fiscal Year 2016-2017 Without Change" and sets the date of July 24, 2017 for the Public Hearing on the annual levy of assessments on hotels within the BID.

**STAFF CONTACT:**

Keith Breskin, Interim City Manager

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650-738-7409

**BACKGROUND/DISCUSSION:**

The attached Pacifica Hotel Business Improvement District (BID) report was filed with the City Clerk 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 HBID and on behalf of the Advisory Committee.

As required by the statute the report outlines the proposed activities for Fiscal Year 2017-18. Those activities focus on web site development while continuing existing marketing programs to travelers, Specific activities include:

- 1) Public Relations and Marketing
- 2) Press Fam Tours
- 3) Trip Advisor
- 4) Twitter Chat
- 5) Visitor Guide Update and Print
- 6) Visit Pacifica
- 7) Pacifica Kiosk
- 8) Advertising - Other

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 will generate approximately \$56,800.00 in revenues for the BID activities.

Before levying the assessment for the 2017-2018 fiscal year, the statute requires the City Council to adopt a resolution:

- (1) approving the annual report filed by the District,
- (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 July 24, 2017 City Council meeting.

**FISCAL IMPACT:**

The Chamber of Commerce reports a fund balance of \$36,901.16 remaining from previous years' BID assessments. In addition, the expected revenue for 2017-18 is estimated to be \$56,800.00. The total cost of planned activities described in the Annual Report is \$28,400.00. The City collects no fee for administering the BID.

**ORIGINATED BY:**

City Clerk

**ATTACHMENT LIST:**

Pacifica Chamber of Commerce Annual Report (PDF)



**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:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

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Mike O'Neill, Mayor

ATTEST:

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Kathy O'Connell, City Clerk  
APPROVED AS TO FORM:

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Michelle Marchetta Kenyon, City Attorney

EXHIBIT A  
ANNUAL REPORT  
PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT

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