

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2020-137-137

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LODI DECLARING ITS INTENTION TO RENEW THE LODI TOURISM BUSINESS IMPROVEMENT DISTRICT (LTBID) AND SETTING THE TIME AND PLACE OF A PUBLIC MEETING ON JULY 15, 2020 AND A PUBLIC HEARING ON AUGUST 5, 2020 ON THE RENEWAL OF THE LODI TOURISM BUSINESS IMPROVEMENT DISTRICT (LTBID) AND THE LEVY OF ASSESSMENTS ON LODGING BUSINESSES IN THE CITY OF LODI

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WHEREAS, the City of Lodi created the LTBID on October 2, 2015 by Resolution No. 2015-159; and

WHEREAS, the LBTID was created for a five (5) year term which ends on September 30, 2020; and

WHEREAS, the Property and Business Improvement Law of 1994, Streets and Highways Code §36600 et seq., authorizes the City to renew business improvement districts for the purposes of promoting tourism; and

WHEREAS, Visit Lodi! Conference and Visitors Bureau, lodging business owners, and representatives from the City of Lodi have met to consider the renewal of the LTBID; and

WHEREAS, Visit Lodi! Conference and Visitors Bureau has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the LTBID, a service plan and budget, and a proposed means of governance; and

WHEREAS, lodging businesses who will pay the assessment within the boundaries of the LTBID have petitioned the City Council to renew the LTBID.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL THAT:

1. The recitals set forth herein are true and correct.
2. The City Council finds that lodging businesses that will pay the assessment proposed in the Plan have signed and submitted petitions in support of the renewal of the LTBID. The City Council accepts the petitions and adopts this Resolution of Intention to renew the LTBID and to levy an assessment on lodging businesses within the LTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Plan satisfies all requirements of Streets and Highways Code §36622.
4. The City Council declares its intention to renew the LTBID and to levy and collect assessments on lodging businesses within the LTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The LTBID shall include all lodging businesses located within the boundaries of the City of Lodi and a portion of the unincorporated area of San Joaquin County referred to as County Service Area #31, also known as "Flag City", as shown in the map available in the City Clerk's Office.
6. The name of the district shall be Lodi Tourism Business Improvement District (LTBID).
7. The annual assessment rate is four and one half percent (4.5%) for lodging businesses in the City of Lodi, and three percent (3%) for lodging businesses in the unincorporated area of San Joaquin County, of gross short-term (stays less than 31 days) room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. Assessments pursuant to the LTBID shall not include room rental revenue resulting from stays pursuant to contracts executed prior to October 2, 2015.

8. The assessments levied for the LTBID shall be applied toward sales, marketing, and communications and visitor service enhancements programs to market assessed lodging businesses in Lodi as tourist, meeting, and event destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which LTBID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The renewed LTBID will have a ten (10) year term, beginning October 1, 2020 through September 30, 2030, unless renewed pursuant to Streets and Highways Code §36660.
10. Bonds shall not be issued.
11. The time and place for the public meeting to hear testimony on establishing the LTBID and levying assessments are set for July 15, 2020, at 7:00 p.m., or as soon thereafter as the matter may be heard, at the Council Chambers located at 305 West Pine Street, Lodi, CA 95240.
12. **The time and place for the public hearing to establish the LTBID and the levy of assessments are set for August 5, 2020, at 7:00 p.m., or as soon thereafter as the matter may be heard, at the Council Chambers located at 305 West Pine Street, Lodi, CA 95240.** The City Clerk is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code §36623.
13. At the public meeting and hearing the testimony of all interested persons for or against the renewal of the LTBID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the renewed LTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire LTBID, no further proceedings to renew the LTBID shall occur for a period of one (1) year.
14. The complete Plan is on file with the City Clerk and may be reviewed upon request.
15. This resolution shall take effect immediately upon its adoption by the City Council.

Dated: June 17, 2020

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I hereby certify that Resolution No. 2020-137 was passed and adopted by the City Council of the City of Lodi in a regular meeting held June 17, 2020 by the following vote:

AYES: COUNCIL MEMBERS – Chandler, Mounce, Nakanishi, and Mayor Kuehne

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

DOUG KUEHNE, Mayor

ATTEST:

PAMELA M. FARRIS
Assistant City Clerk