

RESOLUTION OF INTENTION NO. 30-15

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RICHMOND DECLARING ITS INTENTION TO ESTABLISH THE RICHMOND TOURISM MARKETING DISTRICT (RTMD) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

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

WHEREAS, the Richmond Convention and Visitors Bureau, lodging business owners, members of the business community and representatives from the City of Richmond have met to consider the formation of the Richmond Tourism Marketing District (RTMD); and

WHEREAS, Richmond Convention and Visitors Bureau has drafted a Management District Plan which sets forth the proposed boundary of the RTMD, a service plan and budget, and a proposed means of governance; and

WHEREAS, lodging business that will pay more than fifty percent (50%) of the assessment under the RTMD have petitioned the City Council to establish the RTMD.

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 the lodging businesses that will pay more than fifty percent (50%) of the assessment proposed in the Management District Plan have signed and submitted petitions in support of the formation of the RTMD. The City Council accepts the petitions and adopts this Resolution of Intention to establish the RTMD and to levy an assessment on certain lodging businesses within the RTMD boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Management District Plan satisfies all requirements of Streets and Highways Code § 36622.
4. The City Council declares its intention to establish the RTMD and to levy assessments on lodging businesses within the RTMD boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The RTMD shall include all lodging businesses located within the boundaries of the City of Richmond, as shown in the map, attached as Exhibit A.
6. The name of the district shall be Richmond Tourism Marketing District (RTMD).
7. The annual assessment rate is \$2.00 per paid occupied room per night for lodging establishments with fifty (50) rooms or less and \$2.50 per paid occupied room per night for lodging establishments with fifty-one (51) rooms or more. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days, nor on stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty. The assessment will be collected on a monthly basis by the Richmond Convention and Visitors Bureau.
8. The assessments levied for the RTMD shall be applied toward sales promotion and marketing programs to market assessed lodging businesses in Richmond 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 RTMD assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The RTMD will have a five (5) year term, beginning August 1, 2015, through July 31,

2020, 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 RTMD and levying assessments are set for May 5, 2015, at 6:30 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at the Community Services Building, 440 Civic Center Plaza, Richmond, CA 94804.
12. The time and place for the public hearing to establish the RTMD and the levy of assessments are set for June 2, 2015, at 6:30 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at the Community Services Building, 440 Civic Center Plaza, Richmond, CA 94804. 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 no later than April 10, 2015.
13. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the RTMD 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 proposed RTMD that will pay more than fifty percent (50%) of the estimated total assessment of the entire RTMD, no further proceedings to establish the RTMD shall occur for a period of one year.
14. The complete Management District Plan is on file with the City Clerk and may be reviewed upon request.
15. Resolution 9-15, is hereby rescinded.
16. This resolution shall take effect immediately upon its adoption by the City Council.

I certify that the foregoing resolution was passed and adopted by the Council of the City of Richmond, California at a regular meeting held on April 7, 2015, by the following vote:

AYES: Councilmembers Bates, Beckles, Martinez, McLaughlin, Pimplé, Vice Mayor Myrick, and Mayor Butt.

NOES: None.

ABSTENTIONS: None.

ABSENT: None.

PAMELA CHRISTIAN
CLERK OF THE CITY OF RICHMOND
(SEAL)

Approved:

TOM BUTT
Mayor

Approved as to form:

BRUCE GOODMILLER
City Attorney

State of California }
County of Contra Costa : ss.
City of Richmond }

I certify that the foregoing is a true copy of **Resolution No. 30-15**, finally passed and adopted by the City Council of the City of Richmond at a regular meeting held on April 7, 2015.

EXHIBIT A
District Boundaries

