

October 5, 2010

Board of Supervisors  
Civic Center  
San Rafael, CA 94903



**SUBJECT: Request to Adopt a Resolution of Intention To Modify The Marin County Tourism Business Improvement District Assessment Rate in Accordance with Streets and Highways Code #36540**

Dear Supervisors:

**RECOMMENDATION:** It is recommended that your Board:

1. Adopt a Resolution of Intention to modify the MCTBID pursuant to the Parking and Business Improvement Area Law of 1989, Streets and Highways Code #36540. The modification will increase the assessment from 1% of gross room rental revenue to 2% of gross room rental revenue.
2. Set the matter for public meeting and first reading on the proposed modification on October 26, 2010.
3. If there are less than 50% protests at the October 26, 2010 public meeting, set the proposed modification for public hearing and adoption on November 30, 2010.

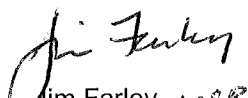
**SUMMARY:** Since February of 2004, the Marin Convention and Visitors' Bureau has received one percent assessment of room rental revenue from participating properties for the purpose of collectively advertising and increasing tourism in Marin County. The revenues, less a .75% County of Marin Administrative fee, are collected by the Department of Cultural and Visitor Services and distributed to the Marin County Convention and Visitors' Bureau on a quarterly basis.

As the appointed advisory board of the MCTBID, the MCVB has determined it would be prudent to increase the district's assessment from one percent of gross room rental revenue to two percent of gross room rental revenue. The advisory board has determined that the increase is necessary to provide adequate tourism marketing services to assessed businesses and meet the district's goal of increased room rental revenue.

**FISCAL IMPACT:** The recommended action would increase by 1% the revenues received by the Marin Convention and Visitors' Bureau. The revenues accrue in the County of Marin, Fund 70150, Fund Center 5300021000, Cost Center 5300021125, GL 4120410 and are distributed quarterly to the MCVB.

<b>REVIEWED BY:</b>	<input type="checkbox"/> Auditor-Controller	<input checked="" type="checkbox"/> N/A
	<input checked="" type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
	<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Respectfully submitted,

  
Jim Farley  
Director

  
Marion Boyd  
Deputy Director

Cc: Matthew Hymel, County Administrator  
Brian Rockwell, Administrative Analyst  
Mark Essman, Marin Convention and Visitors' Bureau  
Pat Sorber, Marin Convention and Visitors' Bureau

MARIN CENTER • MARIN COUNTY FAIR • CIVIC CENTER GIFT SHOP AND TOURS  
G:\OFFICE\ADMIN\MCENTER\MCTBID 2% assessment increase 10.5.10  
Jim Farley Director

10 Avenue of the Flags • San Rafael California 94903 • PH: 415.499.6400 • FX: 415.499.3700  
E-MAIL: jfarley@co.marin.ca.us • WEB: marincenter.org • marinfair.org