

November 30, 2010

Board of Supervisors
Civic Center
San Rafael, CA 94903

SUBJECT: Request Conduct Public Hearing and Adoption of Proposed Ordinance 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. Hold the public hearing regarding the increased assessment
2. Adopt proposed ordinance to modify the Marin County Tourism Business Improvement District assessment rate in accordance with Streets and Highways Code #36540

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.

On October 5, 2010 the Board of Supervisors adopted the 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.

On October 26, 2010 the Board of Supervisors held a public meeting to allow public testimony regarding the increased assessment and conducted the first reading on the proposed ordinance. There were no protests and one public testimony in favor of the ordinance.

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.

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| REVIEWED BY: | <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

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