

**RESOLUTION NO. 2025 - 9072**

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF PLUMAS DECLARING ITS INTENTION TO RENEW THE PLUMAS COUNTY TOURISM MARKETING DISTRICT (PCTMD) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF**

**WHEREAS**, the County of Plumas created the Feather River Tourism Marketing District (FRTMD) on October 13, 2020, by Resolution No. 2020-8528; and

**WHEREAS**, the FRTMD was created for a five (5) year term which ends on December 31, 2025; and

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

**WHEREAS**, Plumas County Tourism (PCT), lodging business owners, and representatives from the County of Plumas have met to consider the renewal of the FRTMD under the updated name, the Plumas County Tourism Marketing District (PCTMD); and

**WHEREAS**, PCT has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the PCTMD, a service plan and budget, and a proposed means of governance; and

**WHEREAS**, lodging businesses who will pay more than fifty percent (50%) of the assessment under the PCTMD have petitioned the Board of Supervisors of the County of Plumas (Board) to renew the PCTMD.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:**

1. The recitals set forth herein are true and correct.
2. The Board finds that assessed businesses that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the renewal of the PCTMD. The Board accepts the petitions and adopts this Resolution of Intention to renew the PCTMD and to levy an assessment on all lodging businesses within the PCTMD boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The Board finds that the Plan satisfies all requirements of Streets and Highways Code §36622.
4. The Board declares its intention to renew the PCTMD and to levy and collect assessments on all lodging businesses within the PCTMD boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The PCTMD shall include all lodging businesses, existing and in the future, available for public

occupancy located within the boundaries of western Plumas County. The PCTMD boundary is the same as the Plumas County boundary to the north and the west, the eastern boundary is longitude 120° 34' 36" W from the Plumas County boundary in the north to latitude 39° 50' 19" N and longitude 121° 0' 0" W from latitude 39° 50' 19" N to latitude 39° 46' 50" N, and the southern boundary is latitude 39° 50' 19" N from longitude 120° 34' 36" W to longitude 121° 0' 0" W and latitude 39° 46' 50" N from longitude 121° 0' 0" W to the Plumas County boundary.

6. The name of the district shall be the Plumas County Tourism Marketing District.
7. The annual assessment rate is three percent (3%) of gross short-term (stays less than 31 days) sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government, which officer or employee is exempt by reason of express provisions of Federal law or international treaty.
8. The assessments levied for the PCTMD shall be applied toward Sales & Marketing and Micro-Zone Marketing programs to market assessed lodging businesses in the PCTMD 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 PCTMD assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The renewed PCTMD will have a ten (10) year term, beginning January 1, 2026 or as soon as possible thereafter, and ending ten (10) years from its start date, 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 PCTMD and levying assessments are set for November 4, 2025, at 10:00 AM, or as soon thereafter as the matter may be heard, at the Supervisors Board Room located at 520 Main Street, Room 308, Quincy, California 95971.
12. The time and place for the public hearing to establish the PCTMD and the levy of assessments are set for December 9, 2025, at 10:00 AM, or as soon thereafter as the matter may be heard, at the Supervisors Board Room located at 520 Main Street, Room 308, Quincy, California 95971. The Clerk of the Board is directed to provide written notice to the assessed 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 September 20, 2025.
13. At the public meeting and hearing the testimony of all interested persons for or against the renewal of the PCTMD may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the assessed businesses within the renewed PCTMD that will pay fifty percent (50%) or more of the estimated total assessment of the entire PCTMD, no further proceedings to renew the PCTMD shall occur for a period of one (1) year.
14. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.

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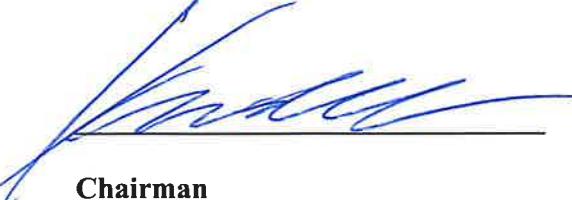
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14. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.

15. This resolution shall take effect immediately upon its adoption by the Board of Supervisors.

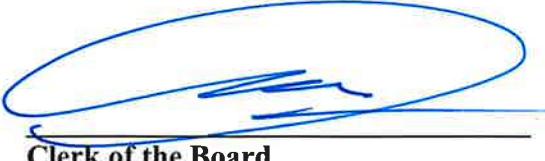
**I HEREBY CERTIFY** that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the Board of Supervisors on the 21st day of October, 2025 by the following vote:

**AYES:**           Board Members:  
**NOES:**           Board Members:  
**ABSENT:**        Board Members:  
**ABSTAIN:**       Board Members:



Chairman

**ATTEST:**



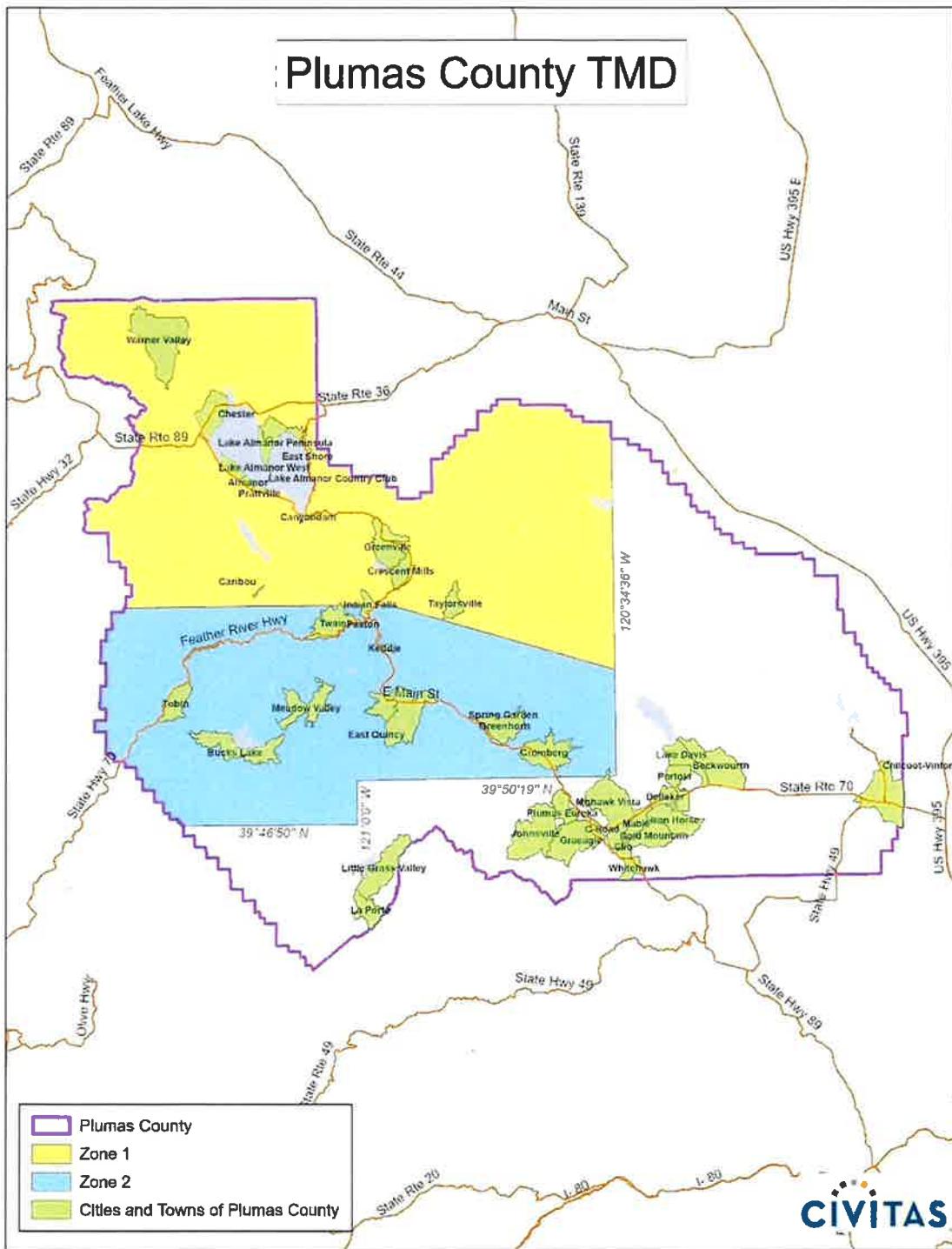
Clerk of the Board

Approved as to form:



Joshua Brechtel, Attorney  
County Counsel's Office

**EXHIBIT A**  
**District Boundaries**





91 Bradley St.  
Quincy, CA 95971  
530.283.4735  
[sweetsforyou@sbcglobal.net](mailto:sweetsforyou@sbcglobal.net)

October 9, 2025

To the Honorable Board of Supervisors,

IT MATTERS. As a business owner in Quincy, I write in strong support of Plumas County Tourism (PCT) and the Tourism Marketing District that funds their essential work.

Our communities have benefited from PCT's marketing efforts—both online and through the Bandwango Pass, an innovative tool that attracts and tracks visitation. Tourism is a critical driver of my business's viability, and PCT's outreach goes far beyond what I could achieve on my own.

Since its founding five years ago, PCT has made remarkable progress despite limited resources and a reliance on volunteer efforts. Their work is gaining traction in promoting a region that has traditionally gone without coordinated and cohesive marketing support.

Now is not the time to step back. We must dig deep and sustain the momentum of an effort that holds tremendous potential for all of us. As a business owner, I rely on this support. As a county, we need it to ensure the long-term economic vitality of our communities. Discontinuing the Tourism Marketing District would be a significant setback.

I respectfully urge you to vote in favor of continuing this county-wide effort. PCT is not only vital to my business—it's essential to the economic resilience and future of Plumas County.

Respectfully,

Amy Carey

Local Business Owner (31 years)



November 8-2025

**To the Honorable Board of Supervisors,**

As the owner of **Mountain Ventures LLC**, and as an investor deeply committed to the revitalization of Chester and the greater Lake Almanor Basin, we are writing in **strong support of renewing the Plumas County Tourism Business Improvement District (TBID)** and the essential work of **Plumas County Tourism (PCT)**.

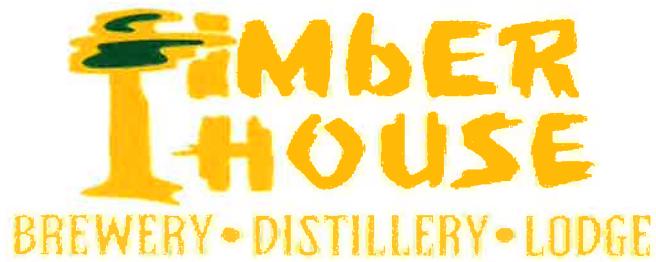
Our company is currently developing **The Fun Depot**, a 12,000-square-foot **Family Entertainment Center** featuring mini golf, arcade, duckpin bowling, and more—alongside our **new Lassen Laundromat**, which will serve both locals and visitors traveling through the area. These projects represent significant private investment in the economic future of our community, but their success depends heavily on attracting consistent year-round visitation to the Lake Almanor region.

The marketing and outreach efforts funded by the TBID have played a vital role in elevating Plumas County's visibility as a destination. The progress made by PCT over the past five years—despite limited resources and heavy reliance on volunteer leadership—has been impressive and is just beginning to gain measurable traction. For businesses like ours, which rely on both tourism and local economic vitality, that progress must continue.

Discontinuing the TBID would be a serious setback for the County's tourism economy and for business owners investing in its future. The coordinated promotion, destination branding, and digital marketing supported by PCT are not luxuries—they are **critical tools** for sustaining and growing our visitor base.

We respectfully urge you to **vote in favor of renewing the Tourism Business Improvement District**, ensuring that the County continues to build on the momentum we've all worked so hard to create. This investment benefits every business in Plumas County, from lodging and dining to recreation and retail, and helps ensure a resilient, thriving economy for years to come.

**Respectfully,**  
**Mark and Mary Lilley**  
Mountain Ventures LLC  
Developer of *The Fun Depot* and *Lassen Laundromat*  
Chester, California



October 10, 2025

To the Honorable Board of Supervisors,

As a business owner in Chester, I strongly support the Plumas County Tourism (PCT) and the Tourism Marketing District that funds their essential work.

Being in the restaurant and lodging business I see firsthand the deep impacts that seasonal changes on my business. The ability to sustain in the off season is a struggle each year. Marketing and promotion of Plumas County as a “must visit location” is imperative for the survival of our businesses and towns. PCT has worked hard given their limited resources to promote this Plumas County and have finally gained momentum that our business has benefited from.

We cannot stop now. If the Tourism Marketing District ceases to continue their promotion and marketing, all the work and advances will be for nothing and the positive impact on the county will be lost.

As a business owner who depends on year-round demand, I urge you to vote in support of this organization that is working so diligently to create a long-lasting future for Plumas Count. PCT is a key tool for my business and for the long-term economic resilience of Plumas County.

Respectfully,

A handwritten signature in black ink, appearing to read "Berton Bertagna".

Berton Bertagna



October 8, 2025

To the Honorable Board of Supervisors,

We write in strong support of the continued existence of Plumas County Tourism (PCT) and the Tourism Marketing District that sustains their work.

The Almanor Foundation has partnered with PCT as a key ally in advancing economic development across Plumas County. Together, we've worked to empower our communities through initiatives that strengthen the local economy, foster unity, and strategically allocate resources where they're needed most.

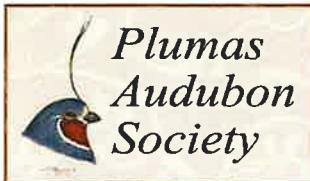
Following the Dixie Fire, PCT led the effort that we joined in producing video content that reminded visitors, and residents, that Plumas County remained vibrant and welcoming despite being the most impacted region. PCT has also supported our fundraising efforts for tourism infrastructure in the Almanor Basin and continues to be a trusted collaborator in broader economic development strategies.

As a foundation committed to serving all of Plumas County, not just one region, we rely on organizations like PCT that share this county-wide vision. While some areas have opted out of unified efforts, we remain hopeful that collaboration across communities is not only possible, but essential.

We respectfully urge you to vote in favor of continuing the Tourism Marketing District. It is a vital tool for economic resilience, regional unity, and the future of Plumas County.

With appreciation,

  
Josh Huddleston  
The Almanor Foundation



**Board of Directors**

Mitch Poling  
*President*

Darryl Swarm  
*Vice President*

Faith Strailey  
*Secretary*

Terri Rust  
*Treasurer*

Piers Strailey  
*Director*

Rocki Erickson  
*Director*

**Staff**  
Elizabeth Ramsey  
*Executive Director*

Lauren James  
*Field Operations Manager  
& Development Assistant*

Ellie Hinrichs  
*Outreach Coordinator &  
Administrative Assistant*

Mikayla Eager  
*Education Coordinator &  
Outreach Assistant*

September 8, 2025

**Re: Plumas County Tourism Renewal**

To Whom It May Concern,

Plumas Audubon Society (PAS) appreciates its continuing partnership with Plumas County Tourism. The support PAS receives as a recipient of funding from the Plumas County Tourism Microzone Grant program is incredibly valuable. PAS's annual fundraiser and eco-tourism event, The Grebe Festival, is a three-day event bringing travelers to Plumas County on an annual basis. Grant funding from the program greatly impacts the quality of the event offerings and PAS's advertising and marketing efforts, in-turn increasing overall attendance at the event.

Sincerely,

Elizabeth Ramsey  
*Executive Director*

Plumas Audubon Society

## **Letter of Support—Plumas County Tourism Microzone Grant**

The Plumas County Tourism Microzone Grant has greatly supported Sierra Buttes Trail Stewardship's mission to strengthen Lost Sierra mountain communities by providing critical support to promote events like Lost and Found Gravel Festival and Mountains to Meadows Endurofest to a wide audience.

Lost and Found Gravel Festival is held each year in June in Portola, and this year, our marketing outreach efforts through print, social media and digital ads, which were supported by the Tourism Grant, helped us bring more than 1,000 racers to Portola, with each racer spending an average of \$310 in the area during their weekend visit, according to our post-race survey.

The Grant also supported SBTS' marketing efforts around a new race event this September held in Quincy: Mountains to Meadows Endurofest, which brought more than 400 racers to the Plumas Sierra County Fairgrounds for the weekend. Throughout the weekend, racers, volunteers and supporters explored the trails on Mt. Hough and the South Park trail network, as well as patronized local establishments like Quintopia and Rich Bar. Some stayed after the event to further explore the area.

These race weekends pulled visitors from regional hubs like Truckee/Tahoe, Reno and the Bay Area, but also Colorado, Utah, Oregon, Washington, Arizona, Idaho and as far away as Florida and New York, exposing Plumas County to folks who may never otherwise visit the area and who are more likely to return to race again or further experience the recreation opportunities.

We're so appreciative of the support from the Plumas County Tourism Microzone Grant and look forward to continuing the work together in the future.

Nicole Formosa  
Marketing/Communications Manager  
Sierra Buttes Trail Stewardship

To Whom It May Concern,

The Plumas County Tourism Microzone Grant has been instrumental in the success of the Lost Sierra Plein Air Art Festival. This funding has been essential in helping the Lost Sierra Plein Air Festival reach a national audience through advertising and promotion, drawing up to 60 artists from across the nation and around the world to Plumas County for a full week each May. Their presence and the visitors they draw not only elevates our county's reputation as a cultural destination, but also generates substantial economic benefits by staying at our local hotels and rentals, eating at our restaurants, and shopping in town. We are grateful for this investment in tourism and the arts, which strengthens both our economy and our community.

Sincerely,

Mark V Reynolds

Owner of Bear Creek Frames and founder of

The Lost Sierra Plein Air Art Festival

On behalf of the Johnsville Historical Society, I am writing this letter of support for Plumas County Tourism and the Microzone Grant Program they are hoping to renew.

The Johnsville Historical Society received one of the first Plumas County Tourism Microzone Grants last year. The grant funds were instrumental in the JHS launching its first historical walking tour event in Johnsville last July. This event was held in conjunction with Gold Discovery Days at the Plumas Eureka State Park.

Those who attended the JHS event were very enthusiastic about the walking tour and several participants commented on how much they learned about Johnsville and its history.

The JHS also had a wide array of traditional games played during the mining era in Johnsville. The children who attended the event had a great time making paper dolls, coloring illustrations of the wildlife found in Plumas County, and playing with an old fashioned wooden train set, among other activities. Parents got involved as well and commented on how much fun they and their children were having.

Several people who attended the event asked if we were going to have the event in 2026 and if so, they wanted to bring friends and other family members.

Given the success of the JHS event in July, thanks in part to the grant we received from Plumas County Tourism, we are in full support of Plumas County Tourism's efforts to renew their funding for another year.

Signed,

Colleen McKeown  
Johnsville Historical Society Board Member

**PETITION TO THE COUNTY OF PLUMAS  
TO RENEW THE PLUMAS COUNTY TOURISM MARKETING DISTRICT**

We petition you to initiate proceedings to renew the Plumas County Tourism Marketing District (PCTMD) in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

**Business Establishment & Address**

**Business Owner**

Cedar Lodge 1487 County Rd 324 Oliver Vane

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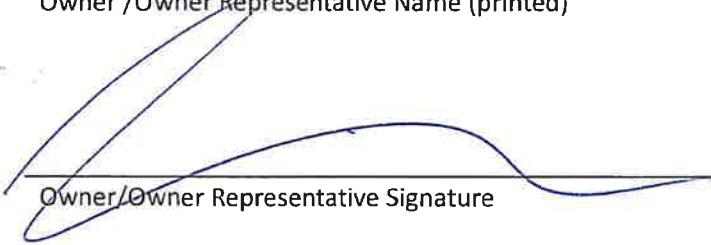
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**The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.**

Oliver Vane Owner  
Owner /Owner Representative Name (printed) Title  
  
Oliver Vane 8/9/25  
Owner/Owner Representative Signature Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

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**Business Establishment & Address**

*Antlers Inn*

**Business Owner**

*Mark & Mary Lille*

**The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.**

*Mark Lille*

Owner/Owner Representative Name (printed)

*Owner*

Title

*Mark Lille*  
Owner/Owner Representative Signature

*6-23-2025*

Date

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Business Establishment & Address

Business Owner

Creekview Guest House  
(Airbnb)

Matt Berry

48792 Hwy 70  
Quincy CA 95971

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Matt Berry  
Owner /Owner Representative Name (printed)

Owner  
Title

Matt Berry  
Owner/Owner Representative Signature

9/11/25  
Date

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Business Establishment & Address

Rental 735 Jackson  
Quincy  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business Owner

John Sheehan  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

John Sheehan  
\_\_\_\_\_  
Owner /Owner Representative Name (printed)

9/4/25  
\_\_\_\_\_  
Title

\_\_\_\_\_  
Owner/Owner Representative Signature

\_\_\_\_\_  
Date

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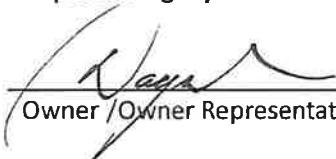
**Business Establishment & Address**

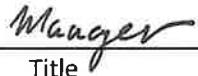
River Ranch RV  
42331 Highway 70  
Quincy CA 95971

**Business Owner**

River Ranch RV, LLC  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

  
\_\_\_\_\_  
Owner / Owner Representative Name (printed)

  
\_\_\_\_\_  
Title

Dayne Lewis  
\_\_\_\_\_  
Owner/Owner Representative Signature

7-30-25  
\_\_\_\_\_  
Date

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**Business Establishment & Address**

### **Business Owner**

## Pine Aire Resort & Motel

Victor M. Rangel

26110 Hwy 70, Tustin CA.

95884 - 530-283-1730

**The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.**

Victor Ray  
Owner /Owner Representative Name (printed)

Dane

---

Owner/Owner Representative Signature

7-1-25

Owner/Owner Representative Signature

Date

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**Business Establishment & Address**

Pioneer RV Park  
1326 Pioneer Road  
Quincy, CA 95971

**Business Owner**

Pioneer RV Park  
1326 Pioneer Road  
Quincy, CA 95971

**The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.**

Thomas Pacelli  
Owner /Owner Representative Name (printed)

Property Manager  
Title

Thomas Pacelli  
Owner/Owner Representative Signature

09/02/2025  
Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

**PETITION TO THE COUNTY OF PLUMAS  
TO RENEW THE PLUMAS COUNTY TOURISM MARKETING DISTRICT**

We petition you to initiate proceedings to renew the Plumas County Tourism Marketing District (PCTMD) in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

**Business Establishment & Address**

**Business Owner**

Lake Almanor 452 Peninsula Drive  
Brokers Vacation Rentals Lake Almanor, CA  
96137

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

William Taylor

Owner /Owner Representative Name (printed)

Broker

Title

William Taylor  
Owner/Owner Representative Signature

3-3-25  
Date

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**Business Establishment & Address**

Leisure RV 124 Feather River Dr Chester CA

**Business Owner**

Travis and Kacie Broussard

**The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.**

Kacie Broussard

Owner /Owner Representative Name (printed)

Owner

Title



6/23/25

Owner/Owner Representative Signature

Date

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Business Establishment & Address

Business Owner

Quincy Courtyard Suites  
436-438 Main St  
Quincy, CA 95971

Riccardo Jacobs

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Riccardo Jacobs

Owner /Owner Representative Name (printed)

OWNER

Title

Riccardo Jacobs

6/3/25

Owner/Owner Representative Signature

Date

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Business Establishment & Address

Airbnb  
316 Baker Way  
Quincy CA 95971

Business Owner

Mava & Darren  
Beatty

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Mava Beatty  
Owner /Owner Representative Name (printed)

owner  
Title

Mava Beatty  
Owner/Owner Representative Signature

6/23/25  
Date

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**Business Establishment & Address**

Plumas Pines Resort  
3000 Almanor Dr. West  
Canyon Dam CA 95923

**Business Owner**

Todd Geer

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Todd Geer  
Owner /Owner Representative Name (printed)

Manager/owner  
Title

Todd Geer  
Owner/Owner Representative Signature

5-7-25

Date

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Quincy, CA 95971  
530-280-7187

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**Business Establishment & Address**

Coldwell Banker  
Property Management  
244 Main St, Chester  
PO Box 556 96020

**Business Owner**

Timothy O'Brien

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Timothy O'Brien  
Owner/Owner Representative Name (printed)

President  
Title

  
Owner/Owner Representative Signature

6/24/25  
Date

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Quincy, CA 95971  
530-280-7187

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**Business Establishment & Address**

**Business Owner**

BEST WESTERN Rose Quartz Inn Gulam Fareed  
306 Main ST. Chester, CA 96020

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Gulam Fareed

Owner /Owner Representative Name (printed)

G. P

Title

Gulam Fareed

Owner/Owner Representative Signature

6-20-2025

Date

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Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

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**Business Establishment & Address**

RANCHITO MOTEL

2020 E. MAIN ST

QUINCY, CA 95971

**Business Owner**

TRACY WIXTED

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

TRACY WIXTED  
Owner /Owner Representative Name (printed)

OWNER  
Title

Tracy Wixted  
Owner/Owner Representative Signature

6-24-25  
Date

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Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

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**Business Establishment & Address**

Gold Pan Lodge  
700 Crescent St Quincy  
CA 95971

**Business Owner**

Ghulam Faried

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Ghulam Faried  
Owner /Owner Representative Name (printed)

*President*  
6-20-2025  
Title

Ghulam Faried  
Owner/Owner Representative Signature

6-20-2025  
Date

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Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

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**Business Establishment & Address**

**Business Owner**

Timber House 501 Main St

Berton Bertagna

Lake Almanor Lodge 545 Martindale

Berton Bertagna

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Berton Bertagna

Owner /Owner Representative Name (printed)

Owner

Title



6/24/25

Owner/Owner Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

**PETITION TO THE COUNTY OF PLUMAS  
TO RENEW THE PLUMAS COUNTY TOURISM MARKETING DISTRICT**

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Business Establishment & Address

Lakeshore Resort

Business Owner

Jason Sterrett

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Jason Sterrett  
Owner/Owner Representative Name (printed)

Owner  
Title

Jason Sterrett  
Owner/Owner Representative Signature

8/13/25  
Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, CA 95971  
530-280-7187

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE  
RENEWAL OF THE PLUMAS COUNTY TOURISM MARKETING DISTRICT (PCTMD)  
AND LEVY OF AN ASSESSMENT ON LODGING BUSINESSES WITHIN THE PCTMD**

**NOTICE IS HEREBY GIVEN** that on October 21, 2025, the Board of Supervisors (Board) of the County of Plumas (County) adopted a Resolution of Intention to renew the Plumas County Tourism Marketing District (PCTMD) and to levy an assessment on lodging businesses within the PCTMD as set forth in the Resolution of Intention.

**NOTICE IS HEREBY FURTHER GIVEN** that at 10:00 AM on November 4, 2025, at the County of Plumas Board Chambers, 520 Main Street, Room 308, Quincy, California 95971, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the PCTMD and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

**NOTICE IS HEREBY FURTHER GIVEN** that at 10:00 AM on December 9, 2025, at the County of Plumas Board Chambers, 520 Main Street, Room 308, Quincy, California 95971, has been set as the time and place for a public hearing at which time the Board proposes to renew the PCTMD and to levy the proposed assessment as set forth in the Resolution of Intention.

**Location:** The renewed PCTMD includes all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of western Plumas County. The PCTMD boundary is the same as the Plumas County boundary to the north and the west, the eastern boundary is longitude 120° 34' 36" W from the Plumas County boundary in the north to latitude 39° 50' 19" N and longitude 121° 0' 0" W from latitude 39° 50' 19" N to latitude 39° 46' 50" N, and the southern boundary is latitude 39° 50' 19" N from longitude 120° 34' 36" W to longitude 121° 0' 0" W and latitude 39° 46' 50" N from longitude 121° 0' 0" W to the Plumas County boundary.

**Services:** The PCTMD is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. PCTMD Sales & Marketing and Micro-Zone Marketing programs will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

**Budget:** The total PCTMD annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$390,000. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do, and as businesses open and close.

**Cost:** The existing annual assessment rate is two percent (2%) 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; stays by any officer or employee of a foreign government, which officer or employee is exempt by reason of express provisions of Federal law or international treaty; and stays pursuant to contracts executed prior to January 1, 2021.

The proposed annual assessment rate is three percent (3%) of gross short-term (stays less than 31 days) sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government, which officer or employee is exempt by reason of express provisions of Federal law or international treaty.

**Collection:** The County will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, interest, and overdue charges) from each assessed lodging business located in the boundaries of the PCTMD. The County shall take all reasonable efforts to collect the assessments from each assessed lodging business.

**Duration:** The renewed PCTMD will have a ten (10) year life, beginning January 1, 2026, or as soon as possible thereafter, and ending ten (10) years from its start date. After ten (10) years, the PCTMD may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. (94 Law) if assessed lodging business owners support continuing the PCTMD programs.

**Management:** Plumas County Tourism (PCT) shall continue to serve as the PCTMD's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan and must provide annual reports to the Board of Supervisors.

**Protest:** Any owner of a lodging business within the renewed PCTMD that will be subject to the assessment may protest the renewal of the PCTMD. If written protests are received from the owners of lodging businesses in the renewed PCTMD who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the PCTMD shall not be renewed, and the assessment shall not be imposed.

You may mail a written protest to:

Office of the Clerk of the Board of Supervisors  
County of Plumas  
520 Main Street, Room 309  
Quincy, California 95971

You may also appear at the public meeting or hearing and submit a written protest at that time.

**Information:** Should you desire additional information about this proposed PCTMD or assessment contact:

Shannon Greer  
Plumas County Tourism  
PO Box 1307  
Quincy, California 95971  
(530) 280-7187

# MEMORANDUM

**DATE:** November 4, 2025

**TO:** Honorable Chairman and Board Members

**FROM:**

**SUBJECT:** Public Meeting to Renew the Plumas County Tourism Marketing District

---

## **RECOMMENDATION**

Hold a public meeting to renew the Plumas County Tourism Marketing District (PCTMD).

## **RESULT OF RECOMMENDED ACTION**

Holding this public meeting will result in a public hearing on December 9, 2025 on the renewal of the PCTMD and the levy of assessments on lodging businesses.

## **BACKGROUND**

The PCTMD is a benefit assessment district proposed to continue a revenue source to help fund Sales & Marketing and Micro-Zone Marketing efforts for western Plumas County lodging businesses. This approach has been used successfully in other destination areas throughout the state to improve tourism and drive additional room nights to assessed businesses. The renewed PCTMD includes all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of western Plumas County. The PCTMD boundary is the same as the Plumas County boundary to the north and the west, the eastern boundary is longitude 120° 34' 36" W from the Plumas County boundary in the north to latitude 39° 50' 19" N and longitude 121° 0' 0" W from latitude 39° 50' 19" N to latitude 39° 46' 50" N, and the southern boundary is latitude 39° 50' 19" N from longitude 120° 34' 36" W to longitude 121° 0' 0" W and latitude 39° 46' 50" N from longitude 121° 0' 0" W to the Plumas County boundary.

Lodging business owners decided to pursue renewal of the PCTMD in order to continue a revenue source devoted to marketing western Plumas County as a tourist, meeting and event destination. If renewed, the PCTMD would generate approximately \$390,000 on an annual basis for promotion of travel and tourism specific to western Plumas County.

## ***TOURISM MARKETING DISTRICTS***

Tourism Marketing Districts (TMDs) utilize the efficiencies of private sector operation in the market-based promotion of tourism. These special assessment districts allow assessed business owners to organize their efforts to increase tourism. Business owners within the TMD fund the TMD, and those funds are used to provide services that are desired by and benefit the assessed businesses within the TMD.

TMD benefits:

- Funds cannot be diverted for other government programs;
- They are customized to fit the needs of each destination;
- They allow for a wide range of services; including: destination marketing, tourism promotion, and sales lead generation;
- They are designed, created and governed by those who will pay the assessment; and
- They provide a stable funding source for tourism promotion.

In California, TMDs are primarily formed pursuant to the Property and Business Improvement District Law of 1994 (94 Law). This law allows for the creation of special benefit assessment districts to raise funds within a specific geographic area. The key difference between TMDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the TMD.

*MANAGEMENT DISTRICT PLAN*

The Management District Plan (**Attachment 1**) includes the proposed boundary of the PCTMD, a service plan and budget and a proposed means of governance. The PCTMD will include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of western Plumas County. The PCTMD boundary is the same as the Plumas County boundary to the north and the west, the eastern boundary is longitude 120° 34' 36" W from the Plumas County boundary in the north to latitude 39° 50' 19" N and longitude 121° 0' 0" W from latitude 39° 50' 19" N to latitude 39° 46' 50" N, and the southern boundary is latitude 39° 50' 19" N from longitude 120° 34' 36" W to longitude 121° 0' 0" W and latitude 39° 46' 50" N from longitude 121° 0' 0" W to the Plumas County boundary.

The annual assessment rate is three percent (3%) of gross short-term (stays less than 31 days) sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government, which officer or employee is exempt by reason of express provisions of Federal law or international treaty.

The renewed PCTMD will have a ten (10) year term, beginning January 1, 2026, or as soon as possible thereafter, and ending ten (10) year from its start date. Once per year beginning on the anniversary of PCTMD renewal there is a thirty (30) day period in which business owners paying fifty percent (50%) or more of the assessment may protest and begin proceedings to terminate the PCTMD.

The County will be responsible for collecting the assessment on a quarterly basis from each assessed business. The County shall forward the assessments to Plumas County Tourism (PCT), which will have the responsibility of managing PCTMD programs as provided in the Management District Plan. The County shall retain a fee equal to two percent (2%) of the amount of assessment collected to cover its costs of collection and administration.

## **PCTMD RENEWAL PROCESS**

October 21, 2025	<b>RESOLUTION OF INTENTION HEARING (COMPLETED)</b> Upon the submission of a written petition, signed by the business owners in the renewed PCTMD who will pay more than fifty percent (50%) of the assessments proposed to be levied, the Board of Supervisors (Board) may initiate proceedings to renew the PCTMD by the adoption of a resolution expressing its intention to renew the PCTMD.  <i>Petition Status:</i> Petitions in favor of PCTMD renewal were submitted by assessed businesses which represent more than fifty percent (50%) of the total PCTMD assessment. This majority petition allows the Board to initiate proceedings for PCTMD renewal at the September 16, 2025 meeting.
No later than October 24, 2025	<b>NOTICE (COMPLETED)</b> The 94 Law requires the County to mail written notice to the owners of all businesses proposed to be assessed within the PCTMD. Mailing the notice begins a mandatory forty-five (45) day period in which assessed business owners may protest PCTMD renewal.
November 4, 2025	<b>PUBLIC MEETING</b> Allow public testimony on the renewal of the PCTMD and levy of assessments. No Board action required.
December 9, 2025	<b>FINAL PUBLIC HEARING</b> If written protests are received from the owners of businesses in the renewed PCTMD which will pay fifty percent (50%) or more of the assessments proposed to be levied, and protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment against such businesses shall be taken for a period of one (1) year from the date of the finding of a majority protest by the Board.  If the Board, following the public hearing, decides to establish the renewed PCTMD, the Board shall adopt a resolution of formation.

## **ALTERNATIVES**

The Board could choose not to hold the public meeting. Staff does not recommend this option.

## **FISCAL IMPACT**

None immediately. The County will receive a fee of 2% of the amount collected to cover its costs of administration. Because the PCTMD programs are intended to increase visitation to the County, there may be an increase in transient occupancy tax and sales tax collections.