

RESOLUTION NO. 20-8512

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF PLUMAS DECLARING ITS INTENTION TO ESTABLISH THE FEATHER RIVER TOURISM MARKETING DISTRICT (FRTMD) 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 County to establish business improvement districts for the purposes of promoting tourism; and

WHEREAS, Feather River Tourism Association, lodging business owners, and representatives from the County of Plumas have met to consider the formation of the Feather River Tourism Marketing District (FRTMD) in a portion of Plumas County; and

WHEREAS, Feather River Tourism Association has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the FRTMD, a service plan and budget, and a proposed means of governance; and

WHEREAS, lodging business who will pay more than fifty percent (50%) of the assessment under the FRTMD have petitioned the Board of Supervisors to establish the FRTMD.

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

1. The recitals set forth herein are true and correct.
2. The Board of Supervisors finds that lodging 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 formation of the FRTMD. The Board of Supervisors accepts the petitions and adopts this Resolution of Intention to establish the FRTMD and to levy an assessment on certain lodging businesses within the FRTMD boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The Board of Supervisors declares its intention to establish the FRTMD and to levy and collect assessments on lodging businesses within the FRTMD boundaries pursuant to the Property and Business Improvement District Law of 1994.
4. The FRTMD shall include all lodging businesses located within the boundaries of western Plumas County, as shown in the map attached as Exhibit A.
5. The name of the district shall be Feather River Tourism Marketing District (FRTMD).
6. The 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 July 1, 2020.

7. The assessments levied for the FRTMD shall be applied toward sales and marketing programs to market assessed lodging businesses in Feather River 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 FRTMD assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
8. The proposed FRTMD will have a five (5) year term, beginning January 1, 2021 through December 31, 2025, unless renewed pursuant to Streets and Highways Code § 36660.
9. Bonds shall not be issued.
10. The time and place for the public meeting to hear testimony on establishing the FRTMD and levying assessments are set for September 15, 2020, at 1:30 PM, or as soon thereafter as the matter may be heard, at the Supervisors Board Room Court House located at 520 Main Street, 3rd Floor, Quincy, CA 95971.
11. The time and place for the public hearing to establish the FRTMD and the levy of assessments are set for October 6, 2020, at 1:30 PM, or as soon thereafter as the matter may be heard, at the Supervisors Board Room Court House located at 520 Main Street, 3rd Floor, Quincy, CA 95971. The Clerk of the Board 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 August 21, 2020.
12. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the FRTMD 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 FRTMD that will pay more than fifty percent (50%) of the estimated total assessment of the entire FRTMD, no further proceedings to establish the FRTMD shall occur for a period of one (1) year.
13. 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.

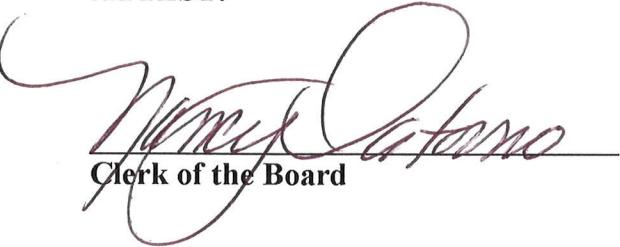
I HEREBY CERTIFY that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the Board of Supervisors on the 18 day of August 2020 by the following vote:

AYES: **Board Members:** SUPERVISORS SIMPSON, THRALL, GOSS
NOES: **Board Members:** SUPERVISOR ENGEL
ABSENT: **Board Members:** NONE
ABSTAIN: **Board Members:** NONE



Chair

ATTEST:



Clerk of the Board

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EXHIBIT A
District Boundaries

