



**JOINT NOTICE OF PUBLIC MEETINGS AND PUBLIC HEARING
BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ**

Notice is hereby given pursuant to Government Code Section 54954.6 that the Santa Cruz County Board of Supervisors will consider the renewal of the Santa Cruz County Tourism Marketing District at its following meetings:

- May 11, 2021 - Public meeting to accept testimony in support of and in opposition to the District's renewal and to consider adoption of a Resolution of Intention to renew the District.
- June 8, 2021 - Public meeting to accept testimony in support of and in opposition to the District's renewal.
- June 29, 2021 - Public hearing to accept testimony in support of and in opposition to the District's renewal, to tabulate lodging business/assessee ballots in support of and in opposition to the District's renewal, and to consider a Resolution of Formation effecting renewal of the District and levying assessments on District lodging businesses.

The foregoing schedule is contingent upon the Board of Supervisors' receipt, prior to May 11, 2021, of written renewal petitions signed by lodging business owners, or their duly authorized representatives, in the proposed District who will pay more than fifty percent (50%) of the assessments proposed to be levied within the District.

The proposed method and basis of levying the assessment that would be levied upon renewal of the District is as follows;

<u>RevPAR</u>	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>
Amount	Less than \$50.00	\$50.00 to \$74.99	\$75.00 to \$99.99	\$100.00+
Assessment	\$2.10	\$2.75	\$3.10	\$4.00

RevPAR, or revenue per available room, is a widely used performance metric in the lodging industry. For the purposes of the District Plan, RevPAR is calculated by dividing the total guestroom revenue of a Lodging Business for the prior fiscal year by the room count, and by the number of days in the period being measured, in this case one year. Given that the actual “guestroom” or unit inventory may vary by month or season for Vacation Rental Management Companies (making RevPAR calculations challenging) VRMC's will be assessed at the Tier 3 rate in year one of the new District and assessed at the Tier 4 rate thereafter without calculation of RevPAR.

A general description of the purpose and programs the assessment will fund is as follows:

The annual budget will support the existing and ongoing marketing and promotions efforts. All marketing and promotions activities will be designed and implemented with the goal of attracting overnight visitors with a primary focus on visits during the non-summer season. Budget categories include all costs related to providing the related service. Sales and Marketing budgets include the cost of staff time dedicated to implementation of various initiatives. Staff time focused specifically on administrative tasks is allocated to the administrative category of the budget. One staff member's time may be allocated to multiple budget categories as appropriate in accordance with generally accepted accounting principles. Staffing levels for various services are determined through the annually approved budget under the leadership of the Owner's Association. Activities may include any or all of the following initiatives:

- Direct Advertising
- On-line/Web Based Promotional Programs
- Trade Shows/Sales Blitzes
- Familiarization Tours
- Collateral Material Development
- Professional Industry Conferences/Affiliation Fees
- Contract Consulting Fees
- Special Event Promotion Funding
- Visitor Services
- Research
- Staffing Costs
- Public, Community and Media Relations
- Social Media Promotions
- Trade Shows/ Media Events
- Website Development
- Electronic Newsletters and On-line Marketing Programs
- Collateral Material Development

Lodging businesses which oppose the District's renewal may mail a protest to Visit Santa Cruz County, 303 Water Street, Suite 100, Santa Cruz, CA 95060 or electronically mail a protest to Visit Santa Cruz County at www.santacruz.org. Protests should certify that the person lodging the protest on behalf of the lodging business is duly authorized to do so. A majority protest will cause the proposed District renewal and assessment to be abandoned.

The telephone number and address of the person and organization that interested persons may contact to receive additional information concerning the District renewal and assessment is as follows: Maggie Ivy, C.E.O., Visit Santa Cruz County, 303 Water Street, Suite 100, Santa Cruz, CA 95060; mivy@santacruz.org; (831) 425-1234.

Notice is further given that one or more members of the Board of Supervisors may attend this meeting telephonically or virtually.

**County of Santa Cruz - Board of Supervisors
Public Participation Guidelines**

January 2021 (COB)

Pursuant to the provisions of California Governor's Executive Order N-29-20, meetings of the Board of Supervisors will be held virtually -- by teleconference only - beginning January 1, 2021. No physical location will be available for these teleconference meetings; however, members of the public will be able to participate in the meetings via Zoom by telephone or using the supplied link, and online streaming will continue as normal.

Board of Supervisors (BOS) meetings are broadcast via **live audio/video stream**:

- Meeting Portal website: www.santacruzcountyca.iqm2.com
- County's Facebook page: <https://www.facebook.com/countyofsantacruz/>
- Community Television (CTV) of Santa Cruz County: www.communitytv.org/watch

PUBLIC COMMENT

Spoken comments will be accepted during the teleconference meetings. To address the Board, click on the link provided to access a Zoom-based meeting, or call the telephone number provided on the agenda. If you only wish to watch the meeting and not address the Board, the Clerk requests that you stream the meeting rather than joining by Zoom.

Participating by Phone:

To address the Board, dial the telephone number provided and you will be prompted to enter the meeting ID number. After that, you will be able to listen to the meeting and speak, during public comment as announced by the Chair. The Clerk will call on people by the last four digits of their phone number.

The following commands can be entered using your phone's dial pad while in a Zoom meeting:

- *6 - Toggle mute/unmute
- *9 - Raise hand

Participating online via Zoom:

You may download the Zoom client or connect to the meeting in-browser. If using your browser, make sure you are using a current, up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer.

You will be asked to enter an email address and name. **Please identify yourself by name** as this appears online and is how we notify you when it is your turn to speak.

When the Board Chair calls for the item on which you wish to speak, click on "raise hand." The Clerk will activate and unmute speakers in turn. Speakers will be notified shortly before they are called to speak.

When called, please limit your remarks to the time limit allotted.

If you only wish to watch the meeting and not address the Board, the Clerk requests that you stream the meeting rather than joining by Zoom.

RELATED CORRESPONDENCE

Web Agenda Comments

To comment on specific agenda items prior to the meeting, please use the "Add Comment" tool on the Meeting Portal webpage. Click on the **meeting date**, scroll down to the agenda item, and click the bubble icon located at the end of the item description. Please adhere to the [Acceptable Use Rules](#)* for web commenting.

Written comments on agenda items may also be submitted to the Board by email or US Mail

Email: BoardOfSupervisors@santacruzcounty.us

- Emailed documents may take up to 24 hours to be posted
- Please include the agenda item number

U.S. Mail:

Santa Cruz County Board of Supervisors
701 Ocean Street, Room 500
Santa Cruz, CA 95060

Comments received after 5 p.m. Monday and before the end of the meeting will be included with the minutes record. General comments not related to topics on the agenda will be included with the next Written Correspondence Listing.

For the latest COVID-19 updates,
please visit the County Health
Services Agency website at:

<http://santacruzhealth.org>

*Published in the PDF agenda, and available online at:
<https://www.santacruzcounty.us/Departments/ClerkoftheBoard.aspx>