



Agenda Report

TO: City Council June 2, 2014

FROM: Pasadena Center Operating Company

SUBJECT: RESOLUTION APPROVING ANNUAL REPORT OF THE ADVISORY BOARD OF THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT ("DISTRICT"), DECLARING ITS INTENTION TO LEVY ASSESSMENTS AGAINST HOTEL AND MOTEL BUSINESSES WITHIN THE DISTRICT FOR FISCAL YEAR 2015 AND SETTING A PUBLIC HEARING ON THE LEVY OF THE ASSESSMENTS FOR June 16, 2014 AT 7:00 P.M.

RECOMMENDATION:

It is recommended that the City Council adopt a Resolution approving the annual report of the Advisory Board of the Pasadena Tourism Business Improvement District (the "District") for Fiscal Year 2015, declaring its intention to levy assessments against hotel and motel businesses within the District for Fiscal Year 2015 and setting a Public Hearing on the levy of the assessments on June 16, 2014 at 7:00 pm.

BACKGROUND:

On July 18, 2006, the City Council approved the Convention Center Expansion Project and financing plan. The project has been funded through Certificates of Participation (COP's) issued by the City of Pasadena. The debt service on the COP's will be repaid from operating and transient occupancy tax revenues. In order to maximize available revenues, the City Council established the Tourism Business Improvement District (TBID), which allows for an assessment of up to 2.89% on hotel/motel room revenue pursuant to the Parking and Business Improvement Area Law of 1989. Assessments from the District are being used to pay for marketing and promotional efforts of the Convention and Visitors Bureau and Convention Center as discussed in the Annual Report, thus freeing up other revenues to be used to cover the debt service on the Certificates.

The Tourism Business Improvement District was initially established by the City Council in March of 2003. The City Council has renewed the District annually since 2003. The current levy of assessment is in place until June 30, 2014. In order to continue the assessment, there are a series of actions required on an annual basis. The required actions are as follows:

At a public meeting, the City Council must approve the Annual Report of the Advisory Board of the District, which is the Pasadena Center Operating Company (PCOC), and

declare its intention to levy and collect assessments within the District for the following fiscal year. The City Council must also schedule a public hearing on the levying of the assessment. At the conclusion of the public hearing, in the absence of a majority protest against the levy of the assessment, the City Council may enact the assessment.

By ordinance, the City Council can levy an assessment of up to 2.89% on hotel/motel room revenue on an annual basis. For each year that the assessment is levied, the City Council must adopt a resolution of intention to levy an assessment. Then, at a subsequent meeting, the Council will hold a public hearing and, in the absence of a majority protest by owners of Hotel and Motel Businesses, may adopt a resolution levying the assessment.

For Fiscal Years 2003 through 2006, the assessment rate was set at 2.39%. For Fiscal Years 2007 through 2014, the assessment rate was set at 2.89%.

At May 28, 2014 meeting, the PCOC Board, serving as the Advisory Board with regard to the District, approved the annual report for Fiscal Year 2015. The report recommends the assessment rate to continue at 2.89% for Fiscal Year 2015, which would be in effect from July 1, 2014 through June 30, 2015. The assessment is estimated to generate approximately \$3,000,000.

The PCOC has discussed the assessment rate with hotel and motel operators within the City of Pasadena and has received broad based support. No letters have been received in protest of the 2015 assessment.

FISCAL IMPACT:

The fiscal impact of continuing the assessment rate of 2.89% for fiscal year 2015 will generate \$3,000,000 in revenues to be used for the promotion of tourism.

Respectfully submitted,



Michael Ross
Chief Executive Officer