

RESOLUTION NO. ____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
DECLARING ITS INTENTION TO ESTABLISH THE PASADENA TOURISM
BUSINESS IMPROVEMENT DISTRICT (PTBID) 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 City to establish business improvement districts for the purposes of promoting tourism; and

WHEREAS, the Pasadena Center Operating Company, lodging business owners, and representatives from the City of Pasadena have met to consider the formation of the Pasadena Tourism Business Improvement District (PTBID); and

WHEREAS, the Pasadena Center Operating Company has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the PTBID, 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 PTBID have petitioned the City Council to establish the PTBID.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL THAT:

1. The recitals set forth herein are true and correct.
2. The City Council 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 PTBID. The City Council accepts the petitions and adopts this Resolution of Intention to establish the PTBID and to levy an assessment on certain lodging businesses within the PTBID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Plan satisfies all requirements of Streets and Highways Code § 36622.
4. The City Council declares its intention to establish the PTBID and to levy and collect assessments on lodging businesses within the PTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The PTBID shall include all lodging businesses located within the boundaries of the City of Pasadena, as shown in the map attached as Exhibit A.
6. The name of the district shall be the Pasadena Tourism Business Improvement District (PTBID).

7. The annual assessment rate shall be 2.89% of gross room rental revenue. Based on the benefit received, the assessment shall not be collected on: stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.
8. The assessments levied for the PTBID shall be applied toward sales promotion and marketing programs to market assessed lodging businesses in Pasadena 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 PTBID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The proposed PTBID will have a five (5) year term, beginning July 1, 2018 through June 30, 2023, 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 PTBID and levying assessments are set for March 12, 2018, at 7:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 100 N. Garfield Avenue, Room S-249, Pasadena, CA 91109.
12. The time and place for the public hearing to establish the PTBID and the levy of assessments are set for April 16, 2018, at 7:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 100 N. Garfield Avenue, Room S-249, Pasadena, CA 91109. The City Clerk 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 March 1, 2018.
13. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the PTBID 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 PTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire PTBID, no further proceedings to establish the PTBID shall occur for a period of one year.
14. The complete Plan is on file with the City Clerk and may be reviewed upon request.
15. This resolution shall take effect immediately upon its adoption by the City Council.

I HEREBY CERTIFY that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the City Council on the _____ day of _____ 2018 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Mark Jomsky
City Clerk

APPROVED AS TO FORM



Ann Sherwood Rider
Assistant City Attorney

EXHIBIT A
District Boundaries

