

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA DECLARING ITS INTENTION TO RENEW 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 City of Pasadena (City) initially created the PTBID in 2003 under the Parking and Business Improvement Area Law of 1989; and

WHEREAS, the PTBID was converted in 2018 under the Property and Business Improvement District Law of 1994 by Resolution No. 9644 for a five (5) year term which ends on June 30, 2023; and

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

WHEREAS, the Pasadena Center Operating Company (PCOC), Pasadena lodging businesses, and representatives from the City have met to consider the renewal of the PTBID; and

WHEREAS, PCOC and Pasadena lodging business owners have 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 businesses who will pay more than fifty percent (50%) of the assessment under the PTBID have petitioned the City Council to renew the PTBID.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PASADENA RESOLVES AS FOLLOWS:

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 renewal of the PTBID. The City Council accepts the petitions and adopts this Resolution of Intention to renew 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 renew the PTBID and to levy and collect assessments on all lodging businesses located within the PTBID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The PTBID shall include all lodging businesses, existing and in the future, 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 Pasadena Tourism Business Improvement District (PTBID).
7. The annual assessment rate is 3.89% in year one (FY 2023 – 24) and 4.89% in years two and through ten (FY 2024 – 25 through FY 2032 – 33) of gross short-term sleeping room rental revenue.
Based on the benefit received, the assessment shall not be collected on: stays of more than 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 & 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 renewed PTBID will have a ten (10) year life, beginning July 1, 2023 or as soon as possible thereafter, and shall end 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 renewing the PTBID and levying assessments to renew the PTBID are set for March 6, 2023, at 5:30 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 100 N Garfield Avenue, Room S249, Pasadena, CA 91101.
12. The time and place for the public hearing to renew the PTBID and the levy of assessments are set for March 27, 2023, at 5:30 PM, or as soon thereafter as the

matter may be heard, at the Council Chambers located at 100 N Garfield Avenue, Room S249, Pasadena, CA 91101. 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. At the conclusion of the public hearing, the City Council may adopt the resolution, renewing the PTBID and levying the assessment.

13. At the public meeting and hearing the testimony of all interested persons for or against the renewal 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 renewed PTBID that will pay more than fifty percent (50%) of the estimated total assessment of the entire PTBID, no further proceedings to renew the PTBID shall occur for a period of one (1) 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.

Adopted at the _____ meeting of the City Council on the _____ day of _____, 2023 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mark Jomsky
City Clerk

Approved as to form:



Lesley Cheung
Assistant City Attorney

EXHIBIT A
District Boundaries

