

## RESOLUTION NO. 36-2024

### A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA CONFIRMING THE ANNUAL REPORT OF THE ADVISORY BOARD OF THE PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT (BID) AND DECLARING THE CITY COUNCIL'S INTENTION TO CONTINUE THE BID PROGRAM AND LEVY THE ANNUAL ASSESSMENTS FOR THE FISCAL YEAR 2024-2025 AT THE SAME RATE AS LEVIED IN THE FISCAL YEAR 2023-2024 WITHOUT CHANGE

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**WHEREAS**, pursuant to California Streets and Highways Code sections 36500 et. seq., the City Council of the City of Pacifica adopted Ordinance No. 714-C.S. in 2004, creating the Pacifica Hotel Business Improvement District and levying an annual assessment of \$1.00 per room per day of occupancy on the hotels in the City; and

**WHEREAS**, the Pacifica Hotel Business Improvement District ("BID") has been operating and levying an annual assessment of \$1.00 per room per day of occupancy on the hotels in the City continuously since 2004, including the fiscal year 2023-2024; and

**WHEREAS**, pursuant to Streets and Highways Code section 36533, the Pacifica Hotel Business Improvement District Advisory Committee has prepared and filed with the City Clerk an annual report regarding the District's operations that proposes to continue the program and assessments for the fiscal year 2024-2025 at the same amount as levied for the fiscal year 2023-2024; and

**WHEREAS**, the City Council desires to adopt this Resolution to acknowledge the Advisory Committee's report and declare its intent to continue the BID program and assessments as levied in the fiscal year 2023-2024 at \$1.00 per room per day of occupancy on the hotels in the City without change for the fiscal year 2024-2025;

**RESOLVED** by the City Council of the City of Pacifica, California, that:

1. Declaration of Intent to Levy Annual Assessment. The City Council hereby declares its intent to continue the BID program and levy and collect the assessment of \$1.00 per room per day of occupancy on the hotels in the City of Pacifica without change for the fiscal year 2024-2025.
2. The District shall continue to be called the "Pacifica Hotel Business Improvement District." The boundaries of the district shall continue to include the city limits of the City of Pacifica.
3. Improvements and Activities. The assessment from the funds levied by the businesses shall continue to be used to promote lodging at the hotels within the district, administer marketing programs that increase overnight lodging, fund related activities, and staffing and administration for the district as directed by the district and filed with the City Clerk.
4. Public Hearing. The City Council hereby sets Monday, June 24, 2024, as the date for the public hearing on the annual levy of assessments on hotels within the BID. The public hearing will be held at 7:00 p.m. or as soon after that as practicable. Public Comments may be submitted by email to [publiccomment@pacificagov](mailto:publiccomment@pacificagov) and clearly

indicate the submitter's full name, meeting date, and Agenda Item number. Refer to the meeting agenda to be published within 72 hours in advance of the meeting date to confirm the meeting format and public participation details.

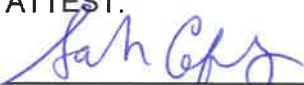
5. Protest Procedures. Written and oral protests to the levy of the annual assessments may be made at the public hearing in the form and manner prescribed in Sections 36624 and 36625 of the California Streets and Highways Code.
6. Notice of Hearing. The City Clerk is directed to provide notice of the public hearing on the proposed annual levy of assessments within the BID in the manner prescribed by California Streets and Highways Code section 36534 and by mailing copies of said notice and this Resolution to each business subject to the assessment.
7. Effective Date and Certification. The City Clerk is directed to certify the adoption of this Resolution. The Resolution shall take effect immediately upon its adoption by the City Council.


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**PASSED AND ADOPTED** at a regular meeting of the City Council of the City of Pacifica, California, held on the 22<sup>nd</sup> day of April, 2024, by the following vote:

- AYES**, Councilmembers: *Beckmeyer, Bier, Bigstycck, Boles, Vaterlaus.*
- NOES**, Councilmembers: *n/a*
- ABSENT**, Councilmembers: *n/a*
- ABSTAIN**, Councilmembers: *n/a*

  
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Sue Vaterlaus, Mayor

ATTEST:  
  
\_\_\_\_\_  
Sarah Coffey, City Clerk

APPROVED AS TO FORM:  
  
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For Michelle Kenyon, City Attorney