

2022-2029

WHERE
*good
times*
GROW

YOLO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT MANAGEMENT DISTRICT PLAN

*Prepared pursuant to the Property and Business Improvement District Law of
1994, Streets and Highways Code section 36600 et seq.*

March 18, 2022

CONTENTS

I.	OVERVIEW	2
II.	BACKGROUND	4
III.	ACCOMPLISHMENTS.....	5
IV.	BOUNDARY	8
V.	SERVICES.....	9
	Marketing & Public Relations	9
	Community Marketing	10
	Administration.....	10
VI.	BUDGET.....	11
	A. Initial Annual Assessment Budget.....	11
	B. Assessment Budget Allocations	12
VII.	ASSESSMENT.....	13
	A. Assessment.....	13
	B. Penalties and Interest.....	13
	C. Time and Manner for Collecting Assessments	14
VIII.	CALIFORNIA CONSTITUTIONAL COMPLIANCE.....	15
	A. Specific Benefit.....	15
	B. Specific Government Service	16
	C. Reasonable Cost	16
IX.	GOVERNANCE.....	17
	A. Owners' Association.....	17
	B. Brown Act and California Public Records Act Compliance.....	17
	C. Annual Report	17
	APPENDIX 1 – LAW.....	18
	APPENDIX 2 – ASSESSED BUSINESSES	29

Prepared by
Civitas



(800)999-7781
www.civitasadvisors.com

I. OVERVIEW

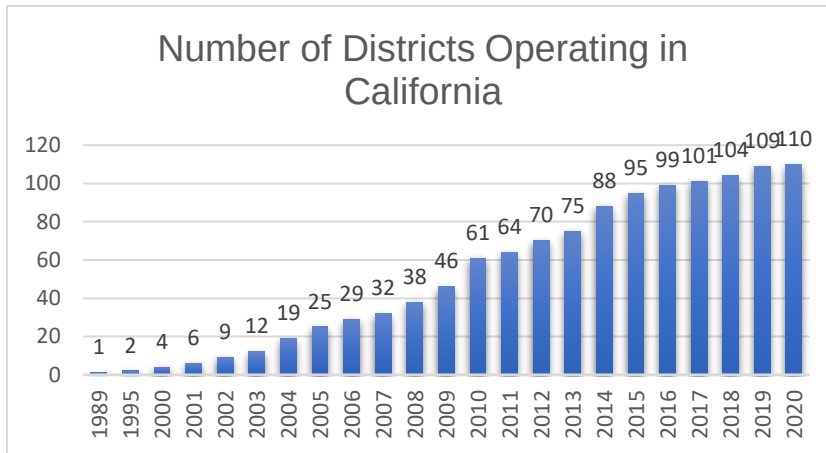
Developed by the Yolo County Visitors Bureau, d.b.a. Visit Yolo, the Yolo County Tourism Business Improvement District (YCTBID) is an assessment district proposed to provide specific benefits to payors, by funding targeted marketing and sales promotion efforts. This approach has been used successfully in other destination areas throughout the country to provide the benefit of additional room night sales directly to payors. The YCTBID was created in 2017 for a five (5) year term. Visit Yolo and Yolo County, Davis, and Winters lodging businesses now wish to renew the YCTBID for a seven (7) year term.

- Location:* The renewed YCTBID includes all lodging businesses, existing and in the future, with four (4) rooms or more located within the boundaries of unincorporated Yolo County (County) and the cities of Davis and Winters (cities), as shown on the map in Section IV.
- Services:* The YCTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. Marketing and public relations and community marketing programs will increase demand for overnight tourism and market payors as premiere destinations for tourists, meetings, and events, thereby increasing demand for room night sales.
- Budget:* The total YCTBID annual assessment budget for the initial year of its seven (7) year operation is anticipated to be approximately \$430,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do, and if the assessment rate is increased or decreased pursuant to this Management District Plan (Plan).
- Cost:* The annual assessment rate shall be two percent (2%) of gross room rental revenue. After the initial year, the assessment rate may be increased annually to a maximum of four percent (4%) of gross short-term room rental revenue as described in Section VI. The assessment rate may also be decreased, but shall never drop below two percent (2%) of gross short-term room rental revenue. The maximum annual assessment increases or decreases shall be one half percent (0.5%) per year. 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.
- Collection:* The County and cities shall be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each assessed lodging business located in the YCTBID, within their respective jurisdictions. The County and the cities shall take all reasonable efforts to collect the assessments from each assessed business.
- Duration:* The YCTBID will have a seven (7) year life, beginning July 1, 2022, or as soon as possible thereafter, and end seven (7) years from its start date. Once per year, beginning on the anniversary of YCTBID renewal, there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a Board of Supervisors hearing on YCTBID termination.

Management: Visit Yolo will continue to serve as the YCTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Board of Supervisors.

II. BACKGROUND

TBIDs are an evolution of the traditional Business Improvement District. The first TBID was formed in West Hollywood, California in 1989. Since then, over 100 California destinations have followed suit. In recent years, other states have begun adopting the California model – Montana, South Dakota, Washington, Colorado, Texas and Louisiana have adopted TBID laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas and Newark, New Jersey used an existing business improvement district law to form a TBID. And, some cities, like Portland, Oregon and Memphis, Tennessee have utilized their home rule powers to create TBIDs without a state law.



California's TBIDs collectively raise over \$300 million annually for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Yolo County lodging businesses continue to invest in stable, lodging-specific marketing programs.

TBIDs utilize the efficiencies of private sector operation in the

market-based promotion of tourism districts. TBIDs allow lodging business owners to organize their efforts to increase demand for room night sales. Lodging business owners within the TBID pay an assessment and those funds are used to provide services that increase demand for room night sales.

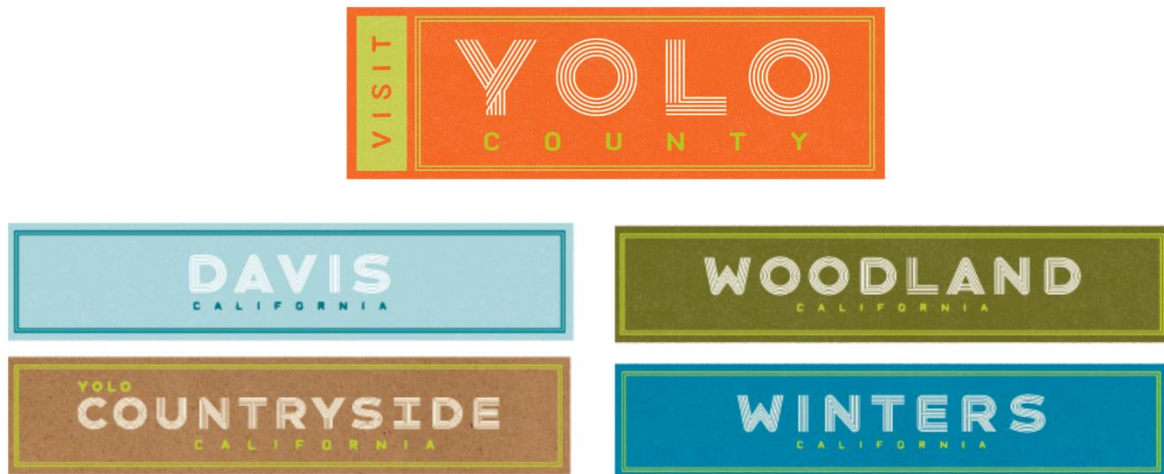
In California, most TBIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. *The key difference between TBIDs and other benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

There are many benefits to TBIDs:

- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are designed, created and governed by those who will pay the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

III. ACCOMPLISHMENTS

In the last five years under the Management District Plan (MDP), Visit Yolo has strived to elevate the recognition of Yolo County as a tourism destination by improving the brand of the destination and raising awareness of the area experiences to generate overnight stays. Through robust marketing of the Visit Yolo brand and our sub-brands Visit Davis, Experience Woodland, Discover Winters and The Yolo Countryside, we have accomplished the following goals and continue to serve as an asset to our communities.



Governance & Policy

During the first full year (2017-2018) of the MDP, Visit Yolo undertook an aggressive effort to evaluate existing governance, human resources, and financial policies. The Board of Directors adopted over 40 recommendations by Consero Solutions including refined financial policies & procedures, new internal controls, established a reserve policy, updated bylaws, board governance structure, developed ethics policy, employee handbook and renewed vision and mission statements.

In 2018, the Board of Directors hired a new executive director with extensive travel industry and destination management leadership experience.

Marketing

- Hired a professional destination marketing and advertising agency to evaluate and modernize the look and feel of the Visit Yolo brand.
- Reimagined, refreshed and updated www.visityolo.com.
- Secured a spot in a UK television food series featuring Michelin Star chef, Tom Kerridge in partnership with Visit CA.
- Dedicated Search Engine Marketing efforts that garnered 200,000+ impressions.
- Initiated digital display ad campaigns resulting in 2.6 million impressions.
- Executed social media efforts resulting in 2 million impressions
- Partnered with Visit CA in a national promotional campaign under their “What IF” umbrella in summer 2020 to all national travelers searching for more well-known wine regions such as Napa Valley. Campaign results included 2.4 million impressions and 2,278 clicks.
- Partnered with Hearst Media, a Greater Bay Area social media ad specialist, using digital platform SF Gateway to attract attention to Yolo County as an overnight destination. The campaign ran for 2.5 months and resulted in 1.9 million impressions and 8.2k link clicks to book hotel rooms.

- Launched a series of destination “experience” value-add passes featuring wineries, Woodland’s dining scene, Davis’ businesses and Winters partners.
- Introduced a new promotional approach featuring the sunflower bloom period featuring businesses offering special offers, events, experiences associated with the crop. This campaign resulted in delivering 50,000+ website visits during a three-month period and thousands of dollars directly into the economy that would otherwise not have been realized.
- Launched a storytelling campaign featuring local business owners and their unique story as it relates to tourism in Yolo County.
- Facilitated an elevated presence at the Sacramento Farm to Fork Festival that featured all four Local Destination Marketing jurisdictions, the wine association, rice commission, Woodland’s Food Front and use of Yolo products via food preparation demonstrations.
- Sponsored the production of an all-county inclusion in a global arts perspective to raise awareness of Yolo County as an arts and culture destination.
- Provided all Yolo County assessed hotels the opportunity to be featured in Visit Sacramento’s regional partner program which garnered approximately 46 convention and sports group leads resulting in four awards amounting to \$107,699.
- Expanded the success of the sunflower campaign to other seasonal ag bloom periods including the grape harvest, almond blossoms, other.
- Grew awareness and interest in Yolo County as a travel destination through extensive and consistent relationship building with key travel sellers both domestically and internationally.

Local Destination Marketing Efforts

Davis: Established www.VisitDavis.org, management and content creation for Visit Davis Instagram and Facebook pages, launched ‘On Your Left’ Davis Savings pass, created Destination Davis (7 episode) web series, supported local events, and participated in Sacramento Farm to Fork event.

Winters: Established www.DiscoverWinters.com, management and content creation for Discover Winters Instagram and Facebook pages, event support for Tractor Parade and Albarino Wine Stroll, launch of Discover Winters savings pass, creation of Winters map, and participation at Sacramento Farm to Fork event.

Woodland: Established www.ExperienceWoodland.com, management and content creation for Experience Woodland Instagram and Facebook pages, financial support of local events (California Honey Festival, Yolo Brewfest, Holiday events, Dinner on Main, etc), participation in Sacramento Farm to Fork event.

Countryside: Management and content creation of The Yolo Countryside Instagram and Facebook pages, participation in Sacramento Farm to Fork event, preparation for anticipated launch of Yolo Countryside website in late 2022, creation of video and photography assets.

Community Events Supported by TBID Funds

Davis: Zombie Bike Parade, Cherry Blossom Festival, Ceramics Conference, Art of Painting, Davis Art Studio Tour, Davis Music Festival, Village Feast, Summer on the Green, Davis Shakespeare Festival, Pentathlon.

Woodland: Yolo Brewfest, California Honey Festival, Holiday Events, First Friday, One Love One Heart Reggae Festival, Downtown Music Series, Woodland Celtic Games, Illuminate Woodland, Dinner on Main.

Winters: Albarino Wine Stroll, Winters Tractor Parade.

Partnerships

- Established relations with the Yolo County Farm Bureau and Ag Commission in relation to the ag bloom campaigns.
- Introduced Yolo County to Visit CA's international offices in the UK, Scandinavia, Mexico, France and Germany and entered into a contract agreement with Visit CA Germany for representation services in the country beginning January 1, 2022.
- Educated key Visit CA staff on the virtues of the undiscovered tourism product "next door", many of which had never realized Yolo County as a destination.
- Partnered with Visit Sacramento on several regional cooperative initiatives.
- Established and maintained leadership position with Central Valley Tourism Association.
- Reconstituted a formal partnership with neighboring Napa, Sonoma and Mendocino Counties in support of and promotion of Highway 128, Wine to Waves, by making valuable updates to the website, pitching the route as a fly/drive itinerary to international market audiences, other.
- Established voluntary TBID assessment agreements with two West Sacramento lodging properties.
- Strengthened relationships with the chambers of commerce and downtown business associations in Davis, Winters and Woodland.

Covid-19 Pandemic

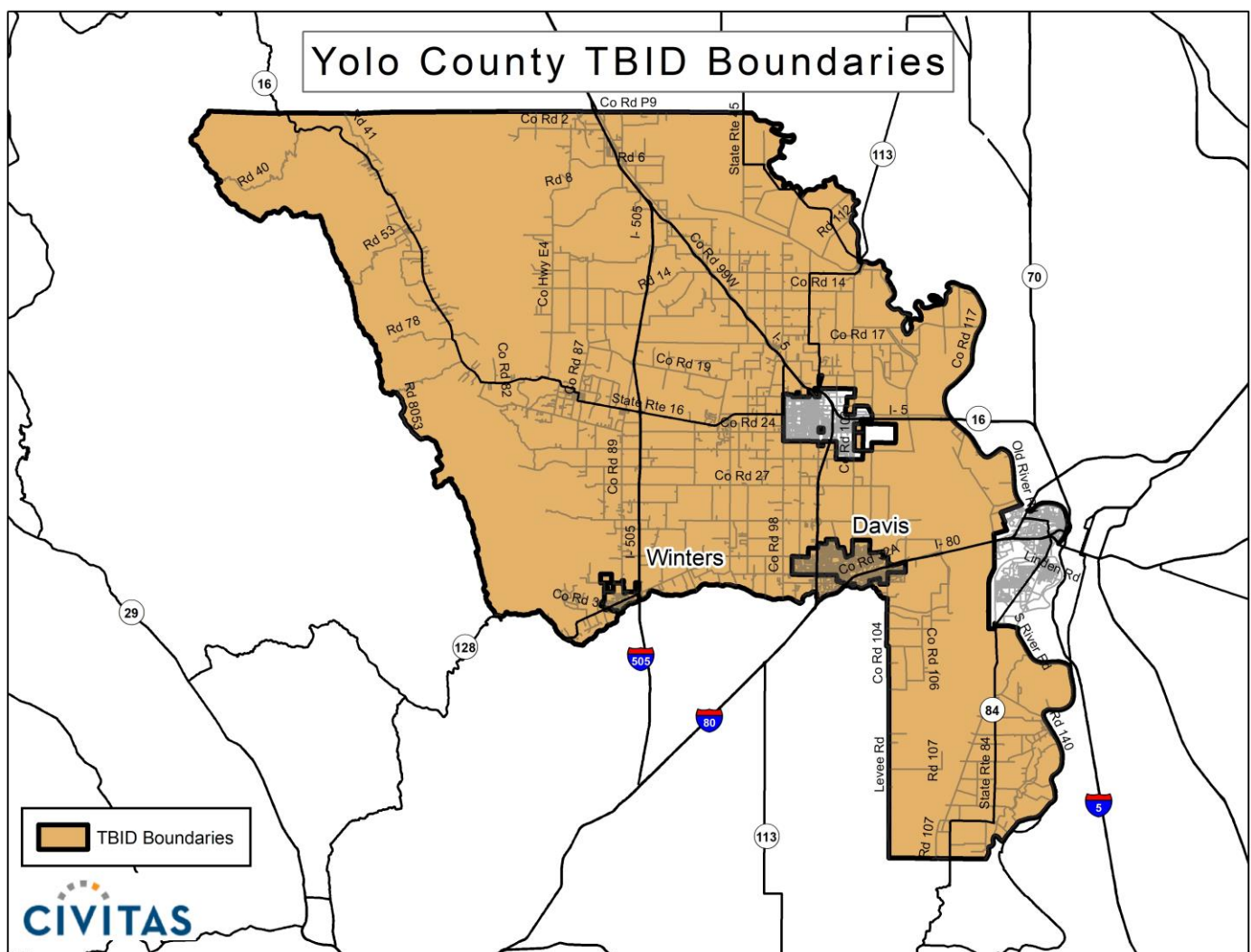
- During the Covid-19 pandemic, Visit Yolo expanded social media tactics to further support local businesses, create resource page to provide comprehensive information for locals and visitors alike, development of the Yolo Strong campaign, My Yolo, Instagram focus, other.
- When the lodging industry began receiving visitors again under local guidelines, we ran an SEM campaign focused on "we are open" and driving visitors back to our lodging specials page.
- Initiated a safety protocol and "when you are ready" campaign during the pandemic to entice travelers seeking a safe destination experience

IV. BOUNDARY

The YCTBID shall include all lodging businesses, existing and in the future, with four (4) rooms or more located within the boundaries of unincorporated Yolo County and the cities of Davis and Winters.

As used herein, lodging business means: any structure, or any portion of any structure, which is occupied, or intended or designed for occupancy, by transients for dwelling, lodging, or sleeping purposes and shall include any hotel, inn, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, or other similar structure, or portion thereof.

The boundary, as shown in the map below, currently includes nineteen (19) lodging businesses. A listing of lodging businesses within the renewed YCTBID can be found in Appendix 2.



V. SERVICES

Assessment funds will be spent on specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the County of conferring the benefits or granting the privileges. The privileges and services provided with the YCTBID funds are marketing and public relations programs available only to assessed businesses, which are designed to increase room night sales and revenue therefrom. A description of the proposed activities for the initial year of operation is below; the same activities are proposed for subsequent years.

Marketing & Public Relations

A district-wide marketing and public relations program will promote assessed businesses as tourist, meeting, and event destinations. The marketing and public relations program will have a central theme of promoting the district as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include the following activities:

- Internet marketing efforts, including advertising and social media, to increase awareness and optimize Internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Grants to community organizations that engage in marketing of overnight visitation to the YCTBID;
- Attendance of trade shows, professional industry conferences, and affiliation events to promote assessed businesses;
- Sales support services for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Coordinated promotions with visitor-attracting businesses, events, and attractions targeted at increasing overnight visitation to assessed businesses;
- Sponsorship and promotion of special events marketed to overnight visitors encouraging them to stay at assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Lodging business General Managers to initiate meetings with partners to plan and coordinate tourism promotion efforts for assessed businesses;
- Development and maintenance of a website designed to promote assessed businesses;
- Education of hospitality staff on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits to assessed businesses;
- Education of lodging business management on marketing strategies best suited to meet assessed businesses' needs;
- Sports and outdoor recreation marketing programs with a central theme of promoting assessed businesses as a desirable place for overnight visits by highlighting the sports and outdoor recreation opportunities in Yolo County;
- Student and youth marketing programs designed to increase overnight visitation at assessed businesses;
- Operation and staffing of a visitor's center to direct travelers to assessed businesses; and
- Partnerships with other organizations that attract visitors to Yolo County.

Community Marketing

A percentage of the assessment collected in each jurisdiction is dedicated to individual communities for community-specific tourism improvement activities. The activities provided in each community shall be marketing and public relations as described above, but focused on that particular community. These programs are an exclusive privilege and shall provide a direct specific benefit to assessed businesses in each community, incremental room night sales. Community funds may be returned to the County-wide marketing and public relations program if desired by the respective community.

Administration

In order to provide the marketing and public relations services, Visit Yolo will incur various administrative costs, such as staffing, rent, advocacy, insurance, legal, accounting fees, and actual county and city collection costs.

Contingency / Reserve

In order to ensure effective provision of services, a contingency will be established to account for uncollected assessments or unanticipated program costs. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of Visit Yolo. The contingency/reserve portion of the budget may also be utilized for expenditures relating to unforeseen circumstances, including but not limited to those arising out of natural disaster, pandemic, or economic crisis. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the reserve fund shall be set by Visit Yolo. The reserve fund may be spent on programs described in this Plan in any proportion deemed appropriate by Visit Yolo.

VI. ASSESSMENT BUDGET

A. Initial Annual Assessment Budget

The total seven (7) year budget is projected at approximately \$430,000 annually, or \$8,751,029.57 through 2032 if maximum assessment rates are applied. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do, and if the assessment rate is increased or decreased pursuant to this Plan.

The annual assessment rate shall be two percent (2%) of gross room rental revenue. After the initial year, the assessment rate may be increased annually to a maximum of four percent (4%) of gross short-term room rental revenue. The assessment rate may also be decreased, but shall never drop below two percent (2%) of gross short-term room rental revenue the maximum annual assessment increases or decreases shall be one half percent (0.5%) per year.

The table below demonstrates the maximum total assessment with the assumption that assessment rates will be increased by one half percent (0.5%) in each fiscal year until the maximum assessment rate of four percent (4%) has been reached, as it is a required disclosure, it is not the anticipated course of action. If the maximum annual assessment increases are adopted by Visit Yolo, the estimated annual budget will increase as shown in the table below. Additionally, a three percent (3%) annual increase in the total budget is shown, to account for estimated increased room night sales as a result of YCTBID efforts. This three percent (3%) annual increase is a conservative estimate based on the effect of similarly sized TBID budgets.

Year	Marketing and Public Relations	Community Marketing	Administration	Contingency/ Reserve	Total
2022/23	\$172,000.00	\$172,000.00	\$64,500.00	\$21,500.00	\$430,000.00
2023/24	\$221,450.00	\$221,450.00	\$83,043.75	\$27,681.25	\$553,625.00
2024/25	\$273,712.20	\$273,712.20	\$102,642.08	\$34,214.03	\$684,280.50
2025/26	\$328,892.03	\$328,892.03	\$123,334.51	\$41,111.50	\$822,230.08
2026/27	\$387,167.42	\$387,167.42	\$145,187.78	\$48,395.93	\$967,918.56
2027/28	\$398,782.45	\$398,782.45	\$149,543.42	\$49,847.81	\$996,956.12
2028/29	\$410,745.92	\$410,745.92	\$154,029.72	\$51,343.24	\$1,026,864.80
Total	\$2,192,750.02	\$2,192,750.02	\$822,281.26	\$274,093.76	\$5,481,875.06

The table below demonstrates the annual improvement and service plan budget with the assumption that the rates will not be increased during the YCTBID's seven (7) year term. Additionally, a three percent (3%) annual increase in the total budget is shown, to account for estimated increased room night sales as a result of YCTBID efforts.

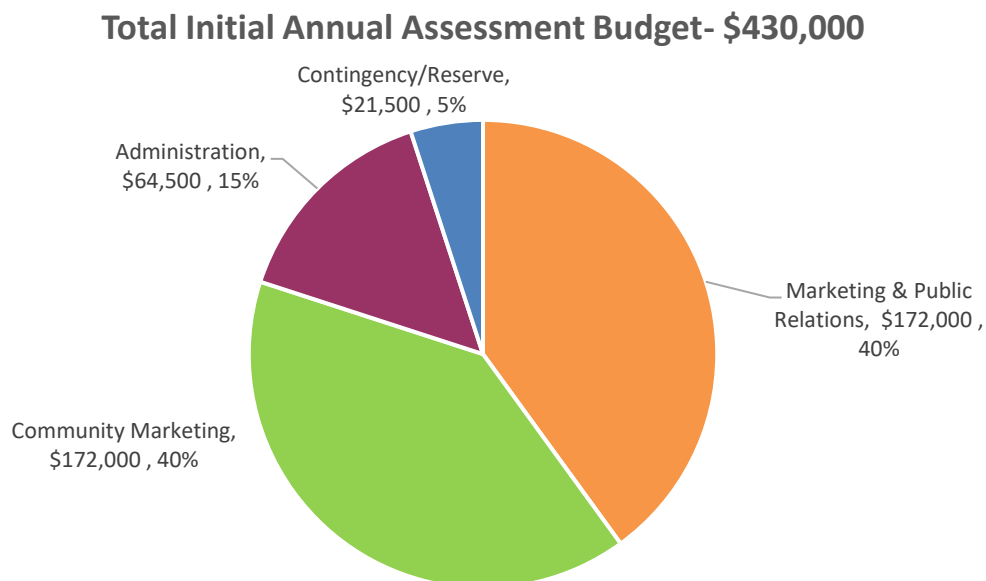
Year	Marketing and Public Relations	Community Marketing	Administration	Contingency/ Reserve	Total
2022/23	\$172,000.00	\$172,000.00	\$64,500.00	\$21,500.00	\$430,000.00
2023/24	\$177,160.00	\$177,160.00	\$66,435.00	\$22,145.00	\$442,900.00

2024/25	\$182,474.80	\$182,474.80	\$68,428.05	\$22,809.35	\$456,187.00
2025/26	\$187,949.04	\$187,949.04	\$70,480.89	\$23,493.63	\$469,872.61
2026/27	\$193,587.52	\$193,587.52	\$72,595.32	\$24,198.44	\$483,968.79
2027/28	\$199,395.14	\$199,395.14	\$74,773.18	\$24,924.39	\$498,487.85
2028/29	\$205,377.00	\$205,377.00	\$77,016.37	\$25,672.12	\$513,442.49
Total	\$1,317,943.50	\$1,317,943.50	\$494,228.81	\$164,742.93	\$3,294,858.74

B. Assessment Budget Allocations

The assessment budget allocations for the initial year are shown below. Although actual annual revenues will fluctuate due to market conditions and assessment rate changes, the proportional allocations of the budget shall remain consistent; however, the County and Visit Yolo shall have the authority to adjust categorical allocations by up to fifteen percent (15%) of the total budget each year. In the event of a legal challenge against the YCTBID, any and all assessment funds may be used for the costs of defending the YCTBID, the County and Visit Yolo related to the YCTBID.

The initial annual budget of \$430,000 will be allocated as follows:



Each budget category includes all costs related to providing that service. For example, the marketing and public relations budget includes the cost of staff time dedicated to overseeing and implementing the marketing and public relations program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The staffing levels necessary to provide the services below will be determined by Visit Yolo on an as-needed basis.

VII. ASSESSMENT

A. Assessment

The annual assessment rate shall be two percent (2%) of gross room rental revenue. After the initial year, the assessment rate may be increased annually to a maximum of four percent (4%) of gross short-term room rental revenue as described in Section VI. The assessment rate may also be decreased, but shall never drop below two percent (2%) of gross short-term room rental revenue. The maximum annual assessment increases or decreases shall be one half percent (0.5%) per year. Based on the benefit received, the assessment shall not be collected on: stays of more than thirty (30) consecutive days or stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor, or otherwise, including all receipts, cash, credits, property, and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes. The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to customers. The amount of assessment, if passed on to each customer, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each customer shall receive a receipt for payment from the business. The assessment shall be disclosed as the “YCTBID Assessment.” The assessment is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to customers.

Bonds shall not be issued.

B. Penalties and Interest

The County and cities shall be responsible for collection of delinquent assessments. The YCTBID shall reimburse the County and cities for any costs associated with collecting unpaid assessments. If sums in excess of the delinquent YCTBID assessment are sought to be recovered in the same collection action by the County or cities, the YCTBID shall bear its pro rata share of such collection costs. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

1. Original Delinquency: Any lodging business which fails to remit any assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. Continued Delinquency: Any lodging business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.
3. Fraud: If the County or a city determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in paragraphs 1 and 2 of this section.

4. Interest: In addition to the penalties imposed, any lodging business which fails to remit any assessment imposed shall pay interest at the rate of one-half of one percent (0.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.
5. Penalties Merged with Assessment: Every penalty imposed and such interest as accrues under the provisions of this section shall become a part of the assessment herein required to be paid.

C. Time and Manner for Collecting Assessments

The YCTBID assessment will be implemented beginning beginning July 1, 2022, or as soon as possible thereafter, and end seven (7) years from its start date. The County and cities will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business. The County and cities shall take all reasonable efforts to collect the assessments from each lodging business. The County and cities shall forward the assessments collected to the Owners' Association.

VIII. CALIFORNIA CONSTITUTIONAL COMPLIANCE

The YCTBID is subject to certain provisions of the California Constitution. Although it levies an assessment, the YCTBID is not a property-based assessment subject to the requirements of Article XIII D of the Constitution (“Proposition 218”). The Court has found, “Proposition 218 limited the term ‘assessments’ to levies on real property.”¹ Rather, the YCTBID assessment is a business-based assessment, and is subject to Article XIII C of the Constitution (“Proposition 26”). Pursuant to Proposition 26 all County levies are a tax unless they fit one of seven exceptions. Two of these exceptions apply to the YCTBID, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the County of conferring the benefits or providing the services.

A. Specific Benefit

Proposition 26 requires that assessment funds be expended on, “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”² The services in this Plan are designed to provide targeted benefits directly to assessed lodging businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are tailored not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific lodging businesses within the YCTBID. The activities described in this Plan are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the YCTBID, and are narrowly tailored. YCTBID funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assesses. Assessment funds shall not be used to feature non-assessed lodging businesses in YCTBID programs, or to directly generate sales for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

The assessment imposed by the YCTBID is for a specific benefit conferred directly to the payors that is not provided to those not charged. The specific benefit conferred directly to the payors is an increase in room night sales and revenue therefrom. The specific benefit of an increase in room night sales for assessed lodging businesses will be directly provided only to lodging businesses paying the YCTBID assessment, with marketing and public relations programs promoting only those lodging businesses paying the assessment. The marketing and public relations programs will be designed to increase room night sales at each assessed lodging business. Because they are necessary to provide the marketing and public relations programs that specifically benefit the assessed lodging businesses, the administration and contingency expenditures also provide the specific benefit of increased room night sales to the assessed lodging businesses.

Although the YCTBID, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, “A specific benefit is not excluded from classification as a ‘specific benefit’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor.”³

¹ Jarvis v. the City of San Diego 72 Cal App. 4th 230

² Cal. Const. art XIII C § 1(e)(1)

³ Government Code § 53758(a)

B. Specific Government Service

The assessment may also be utilized to provide, “a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product.”⁴ The legislature has recognized that marketing and promotions services like those to be provided by the YCTBID are government services within the meaning of Proposition 26⁵. Further, the legislature has determined that “a specific government service is not excluded from classification as a ‘specific government service’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor.”⁶

C. Reasonable Cost

YCTBID services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by Visit Yolo, and reports submitted on an annual basis to the County. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from district-funded activities, be featured in advertising campaigns, and directly benefit from other YCTBID-funded services. Non-assessed lodging businesses will not directly receive these, nor any other, YCTBID-funded services and benefits.

The YCTBID-funded programs are all targeted directly at and feature only assessed businesses. It is, however, possible that there will be a spill over benefit to non-assessed businesses. If non-assessed lodging businesses receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-YCTBID funds. YCTBID funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which directly generates incidental room nights for non-assessed businesses.

⁴ Cal. Const. art XIII C § 1(e)(2)

⁵ Government Code § 53758(b)

⁶ Government Code § 53758(b)

IX. GOVERNANCE

A. Owners' Association

The Yolo County Board of Supervisors, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the YCTBID as defined in Streets and Highways Code §36612. The Yolo County Board of Supervisors has determined that the Yolo County Visitors Bureau, d.b.a. Visit Yolo, will continue to serve as the Owners' Association for the YCTBID.

B. Brown Act and California Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association acts as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the Visit Yolo board and certain committees wherein the YCTBID is discussed must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

C. Annual Report

Visit Yolo shall present an annual report at the end of each year of operation to the Yolo County Board of Supervisors pursuant to Streets and Highways Code §36650 (see Appendix 1). A copy of the report shall be provided and presented to the cities of Davis and Winters. The report shall include the prior year's expenditures and programs. Further, pursuant to Streets and Highways Code §36650 (Appendix 1), the annual report shall include the items below for the upcoming fiscal year:

- Any proposed changes in the boundaries of the improvement district or in any benefit zones or classification of businesses within the district.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

APPENDIX 1 – LAW

*** THIS DOCUMENT IS CURRENT THROUGH THE 2021 SUPPLEMENT ***
(ALL 2020 LEGISLATION)

STREETS AND HIGHWAYS CODE DIVISION 18. PARKING PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

CHAPTER 1. General Provisions

ARTICLE 1. Declarations

36600. Citation of part

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

36601. Legislative findings and declarations; Legislative guidance

The Legislature finds and declares all of the following:

- (a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.
- (b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.
- (c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.
- (d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.
- (e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:
 - (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
 - (2) Job creation.
 - (3) Business attraction.
 - (4) Business retention.
 - (5) Economic growth.
 - (6) New investments.
- (f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.
- (g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.
- (h) The act amending this section is intended to provide the Legislature’s guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.
 - (1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.
 - (2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the incidental or collateral effects of those special benefits are inherently part of those special benefits. The

mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions

36606. “Activities”

“Activities” means, but is not limited to, all of the following that benefit businesses or real property in the district:

- (a) Promotion of public events.
- (b) Furnishing of music in any public place.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

36606.5. “Assessment”

“Assessment” means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. “Business”

“Business” means all types of businesses and includes financial institutions and professions.

36608. “City”

“City” means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. “City council”

“City council” means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. “Clerk”

“Clerk” means the clerk of the legislative body.

36609.5. “General benefit”

“General benefit” means, for purposes of a property-based district, any benefit that is not a “special benefit” as defined in Section 36615.5.

36610. “Improvement”

“Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the district.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

36611. “Management district plan”; “Plan”

“Management district plan” or “plan” means a proposal as defined in Section 36622.

36612. “Owners’ association”

“Owners’ association” means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners’ association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners’ association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners’ association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

36614. “Property”

“Property” means real property situated within a district.

36614.5. “Property and business improvement district”; “District”

“Property and business improvement district,” or “district,” means a property and business improvement district established pursuant to this part.

36614.6. “Property-based assessment”

“Property-based assessment” means any assessment made pursuant to this part upon real property.

36614.7. “Property-based district”

“Property-based district” means any district in which a city levies a property-based assessment.

36615. “Property owner”; “Business owner”; “Owner”

“Property owner” means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. “Business owner” means any person recognized by the city as the owner of the business. “Owner” means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. “Special benefit”

“Special benefit” means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

36616. “Tenant”

“Tenant” means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law

36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment

36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceedings; Petition of property or business owners in proposed district

- (a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that

is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

- (1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.
- (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

(e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy

assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) (1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.

(2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.

(l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.

(m) In a property-based district, the total amount of general benefits, if any.

(n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.

(o) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments

36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in an action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36625. An appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

- (1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.
- (2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.
- (b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

CHAPTER 3.5. Financing

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

- (a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.
- (b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.
- (c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance

36650. Report by owners' association; Approval or modification by city council

- (a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.
- (b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:
 - (1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.
 - (2) The improvements, maintenance, and activities to be provided for that fiscal year.

- (3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.
 - (4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.
 - (5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
 - (6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.
 - (c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.
- The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

- (a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.
- (b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.
- (c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment

36670. Circumstances permitting disestablishment of district; Procedure

- (a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:
 - (1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.
 - (2) During the operation of the district, there shall be a 30-day period each year in which assesseees may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.
- (b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on

disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – ASSESSED BUSINESSES

Business Name	Address	City, State, ZIP
Abbey House Inn	101 Abbey St.	Winters, CA 95694
Aggie Inn	245 1 st St.	Davis, CA 95616
Americas Best Value Inn	3930 B County Rd. 89	Dunnigan, CA 95695
Best Western Palm Court	234 D St.	Davis, CA 95616
Best Western University Lodge	123 B St.	Davis, CA 95616
Days Inn	4100 Chiles Rd.	Davis, CA 95618
Dunnigan Inn & Suites	3930 A County Rd. 89	Dunnigan, CA 95937
Fairfield Inn & Suites	702 Matsumoto Lane	Winters, CA 95694
Hilton Garden Inn	110 F St.	Davis, CA 95616
Holiday Inn Express	1640 Research Park Dr.	Davis, CA 95618
Hotel Winters	114 Abbey St.	Winters, CA 95694
Hyatt House	2750 W Covell Blvd.	Davis, CA 95616
Hyatt Place	173 Old Davis Rd.	Davis, CA 95616
Inn at Park Winters	27850 County Rd. 26	Winters, CA 95694
La Quinta Inn & Suites	1771 Research Park Dr.	Davis, CA 95616
Oyo Hotel	4835 Chiles Rd.	Davis, CA 95618
Residence Inn by Marriott	4647 Fermi Place	Davis, CA 95618
The Vine Inn	221 D St	Davis, CA 95616
University Inn & Suites	1111 Richards Blvd.	Davis, CA 95616