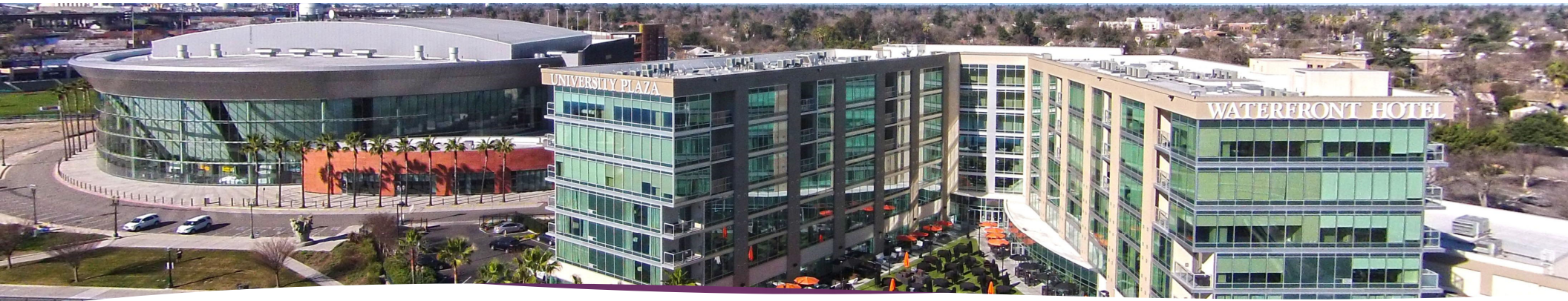




Stockton Tourism Business Improvement District (STBID) Renewal Public Meeting

Stockton City Council
Agenda Item 15.1
November 12, 2024



STBID Background

- ▶ Established in 2010- 5 Year Term
- ▶ Renewed in 2014 for 10-year term
- ▶ Established by City at the request of Lodging Business Community
- ▶ Stockton Convention and Visitor's Bureau was contracted to Manage and provide marketing and tourism attraction services for the STBID.
- ▶ STBID requires that a budget and Management District Plan be created and approved annually by Council



STBID Process

- ▶ Jul - Sept Hoteliers sign petition to renew
- ▶ Oct 1 Council adopted Resolution of Intent to Renew
- ▶ Oct 4 Notice of Intent to renew mailed to Lodging Businesses
- ▶ Nov 2 Notice regarding public meeting and hearing mailed to lodging businesses
- ▶ Nov 12 Hold Public Meeting, receive public testimony – No Action
- ▶ Nov 19 Hold Public Hearing and take action on Renewal Resolutions