

Resolution No.

STOCKTON CITY COUNCIL

RESOLUTION APPROVING THE 2021 STOCKTON TOURISM BUSINESS IMPROVEMENT DISTRICT BUDGET AND SERVICE PLAN, AND 2020 ANNUAL REPORT

In December 2010, the City Council established the formation of the Stockton Tourism Business Improvement District (“District”) to provide services to the District, including the promotion of Stockton as a business, conference, sports, and visitor destination; and

The District expired in 2015, but was renewed for an additional ten years and set to expire on December 31, 2025; and

City of Stockton (“City”) has contracted with the Stockton Convention and Visitors Bureau (“Visit Stockton”) to manage the District’s funds and deliver the services; and

The contract requires that Visit Stockton annually submit to the City for review, comment, and approval by the City Council, a report describing the District services, activities, and proposed budget for each year of operation; and

The contract requires review and approval of the prior year’s activities as described in the 2020 Annual Report; and

The District serves as an important economic development tool to grow and enhance not only the tourism sector in Stockton, but a positive image of the community to visitors; now, therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. The City Council hereby approves the 2021 Annual Service Plan and Operating Budget, incorporated herein as Exhibits 1 and 3 respectively, in the amount of \$1,538,055 and Annual Assessment of 4% fee per hotel room, per night, as proposed by the Stockton Convention and Visitors Bureau (Visit Stockton) for marketing and promotion of Stockton as a tourist, meeting, and event destination.

2. The City Council hereby approves the 2020 Annual Report for activities performed by Visit Stockton in 2020, incorporated herein as Exhibit 2.

3. The proposed amounts are in compliance with “Property and Business District Law of 1994” and the charge is levied without regard to property valuations.

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4. The City Manager is hereby authorized to take whatever actions are necessary and appropriate to carry out the purpose and intent of this Resolution.

PASSED, APPROVED, and ADOPTED March 23, 2021.

KEVIN J. LINCOLN II
Mayor of the City of Stockton

ATTEST:

ELIZA R. GARZA, CMC
City Clerk of the City of Stockton