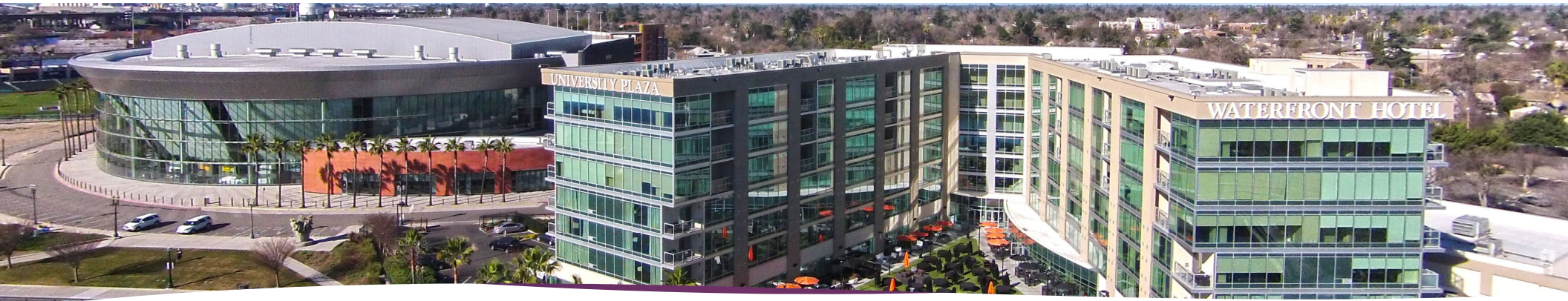




# Stockton Tourism Business Improvement District (STBID) Renewal Public Hearing

Stockton City Council  
Agenda Item 16.1  
November 19, 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
- ▶ Nov 19 Hold Public Hearing and take action on Renewal Resolutions



## Resolution Actions:

- ▶ Modify the current Management District Plan to end early on December 31, 2024;
- ▶ Declaring the results of the protest period - the majority supports the renewal and modification;
- ▶ Approving the modified Management District Plan to include a 1% assessment increase to 5%, with 0.5% increase in year six to 5.5%;
- ▶ Approving the renewal of the STBID, effective January 1, 2025 through December 31, 2035; and
- ▶ Approving an amendment to the management agreement with Stockton Convention and Visitors Bureau modifying the term to extend through December 31, 2035.