

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE  
ESTABLISHMENT OF THE WEST HOLLYWOOD TOURISM IMPROVEMENT DISTRICT  
AND TO LEVY AN ASSESSMENT ON CERTAIN LODGING BUSINESSES WITHIN THE  
DISTRICT**

**NOTICE IS HEREBY GIVEN** that on August 5, 2013, the City Council (the "Council") of the City of West Hollywood (the "City") adopted a Resolution of Intention to establish the West Hollywood Tourism Improvement District ( "District") and to levy an assessment on certain lodging businesses within the District as set forth in the attached Resolution of Intention.

**NOTICE IS HEREBY FURTHER GIVEN** that at 6:30 p.m. on September 16, 2013, at West Hollywood Park Public Meeting Room - Council Chambers located at 625 N. San Vicente Boulevard, West Hollywood, CA 90069, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the establishment of the District and the levy of assessments therein as set forth in the enclosed resolution of intention and pursuant to Government Code section 54954.6.

**NOTICE IS HEREBY FURTHER GIVEN** that at 6:30 p.m. on October 7, 2013, at West Hollywood Park Public Meeting Room - Council Chambers located at 625 N. San Vicente Boulevard, West Hollywood, CA 90069, has been set as the time and place for a public hearing at which time the Council proposes to establish the District and to levy the proposed assessment as set forth in the Resolution of Intention.

**Boundaries:** The proposed District includes all lodging businesses located within the boundaries of the City of West Hollywood.

**Assessment:** The annual assessment rate is 3% of gross short term (stays less than 31 days) room rental revenue. Based on the benefit received, assessments will not be collected on: stays by any federal or State of California officer or employee when on official business; stays by or any officer or employee of a foreign government who is exempt from payment of transient occupancy taxes by reason of express provision of federal law or international treaty; or stays longer than 30 consecutive calendar days. Assessments pursuant to the District shall not include room rental revenue resulting from stays pursuant to contracts executed prior to January 1, 2014.

**Budget:** The total District annual budget for the initial year of its five-year operation is anticipated to be approximately \$4,000,000. This budget is expected to fluctuate as room sales do, but is not expected to significantly change over the District's term.

**Purpose:** The District is designed to provide specific benefits directly to payers by increasing room night sales. Marketing and sales promotions will increase overnight tourism and market payers as tourist, meeting and event destinations, thereby increasing room night sales.

**Collection:** The District assessment will be implemented beginning January 1, 2014 and will continue for five years through December 31, 2018. The City will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the District.

**Protest:** Any owner of a lodging business within the proposed District that will be subject to the assessment may protest the establishment of the District. If written protests are received from the owners of lodging businesses in the proposed the District who represent 50 percent (50%) or more of the estimated annual assessments to be levied, the District shall not be established and the assessment shall not be imposed.

You may mail a written protest to:

Office of the City Clerk  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

You may also appear at the public hearing and submit a written protest at that time.

**Information:** Should you desire additional information about this proposed District or assessment contact:

Mr. Brad Burlingame  
Visit West Hollywood  
8687 Melrose Avenue, Suite M38  
West Hollywood, CA 90069  
(310)289-2525

Dated: \_\_\_\_\_

8/7/13



\_\_\_\_\_  
City Clerk

RESOLUTION NO. 13-4886

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DECLARING ITS INTENTION TO ESTABLISH THE WEST HOLLYWOOD TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON

THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DOES HEREBY RESOLVE AS FOLLOWS:

WHEREAS, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes cities to establish property and business improvement districts for the purposes of promoting tourism; and

WHEREAS, Visit West Hollywood, lodging business owners, members of the business community and representatives from the City of West Hollywood have met to consider the formation of the West Hollywood Tourism Improvement District (the District); and

WHEREAS, Visit West Hollywood has drafted a Management District Plan which sets forth the proposed boundary of the District, a service plan and budget, and a proposed means of governance; and

WHEREAS, a majority of the lodging business owners subject to assessment under the District have petitioned the City Council to establish the District:

NOW, THEREFORE, BE IT RESOLVED by the City Council as follows:

1. The recitals set forth herein are true and correct.
2. The City Council finds that the lodging businesses that will pay more than fifty percent (50%) of the assessment proposed in the Management District Plan have signed and submitted petitions in support of the formation of the District. The City Council accepts the petitions and adopts this resolution of intention to establish the District and to levy an assessment on certain lodging businesses within the District boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The City Council finds that the Management District Plan satisfies all requirements of Streets and Highways Code § 36622.

4. The City Council declares its intention to establish the District and to levy and collect assessments on lodging businesses within the District boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The boundaries of the District shall be the boundaries of the City of West Hollywood. Please see the attached map, incorporated herein as Attachment A.
6. The name of the district shall be the West Hollywood Tourism Improvement District (the District).
7. The annual assessment rate is 3% of gross short term (stays less than 31 days) room rental revenue. Based on the benefit received, assessments will not be collected on: stays by any federal or State of California officer or employee when on official business; stays by or any officer or employee of a foreign government who is exempt from payment of transient occupancy taxes by reason of express provision of federal law or international treaty; or stays longer than 30 consecutive calendar days. Assessments pursuant to the District shall not include room rental revenue resulting from stays pursuant to contracts executed prior to January 1, 2014.
8. The assessments levied for the District shall be applied toward sales promotion and marketing programs to market assessed businesses as tourist, meeting and event destinations. Programs will be designed to provide a specific benefit, increased room night sales, directly and only to assessed businesses, in accordance with the Management District Plan. Funds remaining at the end of any year may be used in subsequent years in which the District assessments are levied as long as they are used consistent with the requirements of this resolution.
9. The District will have a five-year term, beginning January 1, 2014 and ending December 31, 2018, unless renewed pursuant to Streets and Highways Code § 36660.
10. Bonds will not be issued.
11. The time and place for the public meeting to hear testimony on establishing the District and levying the assessments are set for **Monday, September 16, 2013, at 6:30 p.m.**, or as soon thereafter as the matter may be heard, at the **West Hollywood Park Public Meeting Room - Council Chambers located at 625 N. San Vicente Boulevard, West Hollywood, CA 90069.**


12. The time and place for the public hearing to establish the District and the levy of assessments are set for **Monday, October 7, 2013, at 6:30 p.m.**, or as soon thereafter as the matter may be heard, at the **West Hollywood Park Public Meeting Room - Council Chambers located at 625 N. San Vicente Boulevard, West Hollywood, CA 90069**. The City Clerk is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing and to provide that notice as required by Streets and Highways Code § 36623.
13. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the District may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the lodging businesses within the proposed the District that will pay fifty percent (50%) or more of the estimated total assessment of the entire the District, no further proceedings to establish the District shall occur.
14. The complete Management District Plan is on file with the City Clerk and may be reviewed upon request.
15. This resolution shall take effect immediately upon its adoption by the City Council.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 5<sup>th</sup> day of August, 2013 by the following vote:

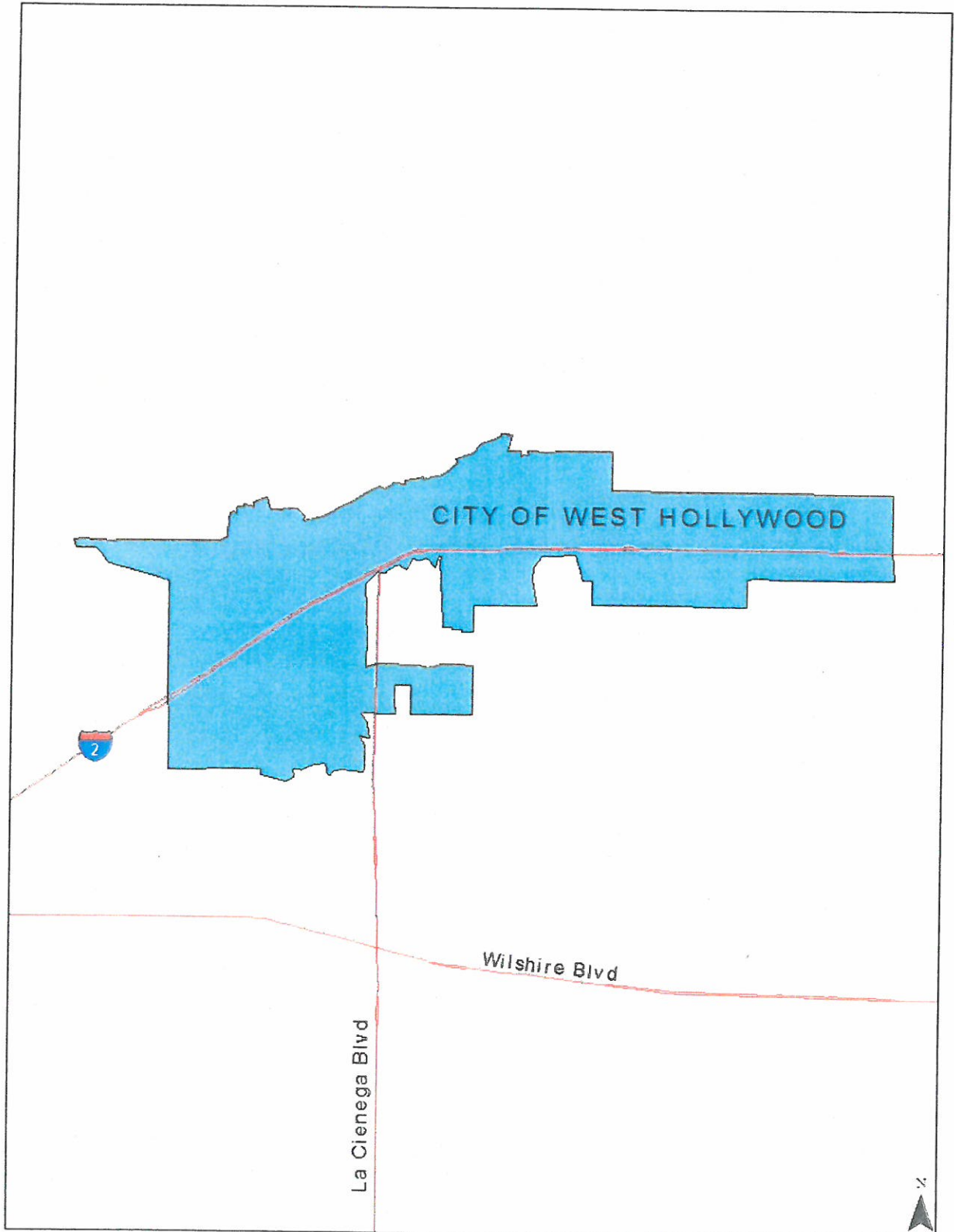
AYES:	Councilmember:	Duran, Heilman, Prang, Mayor Pro Tempore D'Amico and Mayor Land.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

  
\_\_\_\_\_  
ABBE LAND, MAYOR

ATTEST:

  
\_\_\_\_\_  
COREY SCHAFFER, CITY CLERK

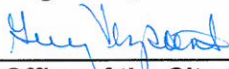
### ATTACHMENT A District Boundaries



AFFIDAVIT OF POSTING  
State of California )  
County of Los Angeles )  
City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this notice on:

Date: **August 12, 2013**

Signature:   
**Office of the City Clerk**