

**PETITION TO THE CITY OF HEALDSBURG
TO RENEW THE HEALDSBURG TOURISM IMPROVEMENT DISTRICT**

We petition you to initiate proceedings to renew the Healdsburg Tourism Improvement District (HTID) in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Lodging Establishment

Business Owner

Owner/Owner Representative Name (printed)

Title

Owner/Owner Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Carla Howell, Executive Director
Healdsburg Chamber of Commerce
217 Healdsburg Avenue
Healdsburg, CA 95448
(707) 433-6935

EXHIBIT A
MANAGEMENT DISTRICT PLAN SUMMARY

- Location:* The renewed HTID includes all lodging businesses located within the boundaries of the City of Healdsburg, as shown on the map below.
- Services:* The HTID is designed to provide specific benefits directly to payors by increasing room night sales. Marketing and sales promotions and district development programs will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.
- Budget:* The total HTID annual budget for the initial year of its ten (10) year operation is anticipated to be approximately \$600,209. This budget is expected to fluctuate as room sales do and as businesses open and close.
- Cost:* The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any federal or state officer or employee when on official business; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays by any person who has signed an agreement in writing for occupancy in a lodging business for more than thirty (30) days.
- Collection:* The City will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the HTID. The City shall take all reasonable efforts to collect the assessments from each lodging business.
- Duration:* The renewed HTID will have a ten (10) year life, beginning January 1, 2018 through December 31, 2027. Once per year, beginning on the anniversary of district renewal, there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a City Council hearing on district termination.
- Management:* The Healdsburg Chamber of Commerce will continue to serve as the HTID'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 City Council.

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MANAGEMENT DISTRICT PLAN SUMMARY

Boundary Map:

