



**Agenda Item A.5**  
**CONSENT CALENDAR**  
**Meeting Date: October 1, 2019**

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**TO:** Mayor and Councilmembers

**FROM:** Vyto Adomaitis, Neighborhood Services and Public Safety Director

**CONTACT:** Jaime A. Valdez, Senior Project Manager

**SUBJECT:** Renewal of the Santa Barbara South Coast Tourism Business Improvement District

**RECOMMENDATION:**

Adopt Resolution No. 2019-\_\_\_, entitled "A Resolution of the City Council of the City of Goleta, California, Granting Consent to the City of Santa Barbara to renew the Santa Barbara South Coast Tourism Business Improvement District."

**BACKGROUND:**

The Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) is a benefit assessment district proposed to continue a revenue source to help fund advertising and public relations, sales, local destination marketing, and related administration and policy development programs for Santa Barbara South Coast lodging businesses. This approach has been used successfully in other destination areas throughout the state to improve tourism and drive additional room nights to assessed lodging businesses.

Lodging business owners (payors) decided to pursue renewal of the SBSCTBID in order to continue a revenue source devoted to marketing Santa Barbara South Coast as a tourist, meeting and event destination. If renewed, the SBSCTBID would generate approximately \$5,700,000 on an annual basis for promotion of travel and tourism specific to the Santa Barbara South Coast.

The Current SBSCTBID was approved in the fall of 2014 to have a six (6)-year term, beginning January 1, 2015 through December 31, 2020. Visit Santa Barbara (VSB) serves as the Owners' Association, manages funds and implements programs in accordance with a Management District Plan (MDP), and must provide annual reports to Goleta's City Council.

The SBSCTBID is designed to provide specific benefits directly to payors by increasing room night sales. It is intended that advertising and communication, sales and marketing, and local destination marketing will increase overnight tourism and market the payors as tourist, meeting and event destinations, thereby increasing room night sales.

The Renewed SBSCTBID will continue to include the cities of Santa Barbara and Goleta, and portions of unincorporated southern Santa Barbara County. Only lodging businesses within the SBSCTBID boundary will be subject to the SBSCTBID assessment. The Goleta City Council must give consent to the Santa Barbara City Council for the City of Goleta to be included in the SBSCTBID.

## **DISCUSSION:**

### *Tourism Business Improvement Districts*

Tourism Business Improvement Districts (TBIDs) utilize the efficiencies of private sector operation in the market-based promotion of tourism. These special assessment districts allow lodging business owners to organize their efforts to increase tourism. Lodging business owners within the TBID fund the TBID, and those funds are used to provide services that are desired by and benefit the lodging businesses within the TBID.

In California, TBIDs are primarily formed pursuant to the Property and Business Improvement District Law of 1994 (94 Law). This law allows for the creation of a special benefit assessment districts to raise funds within a specific geographic area. The key difference between TBIDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the TBID.

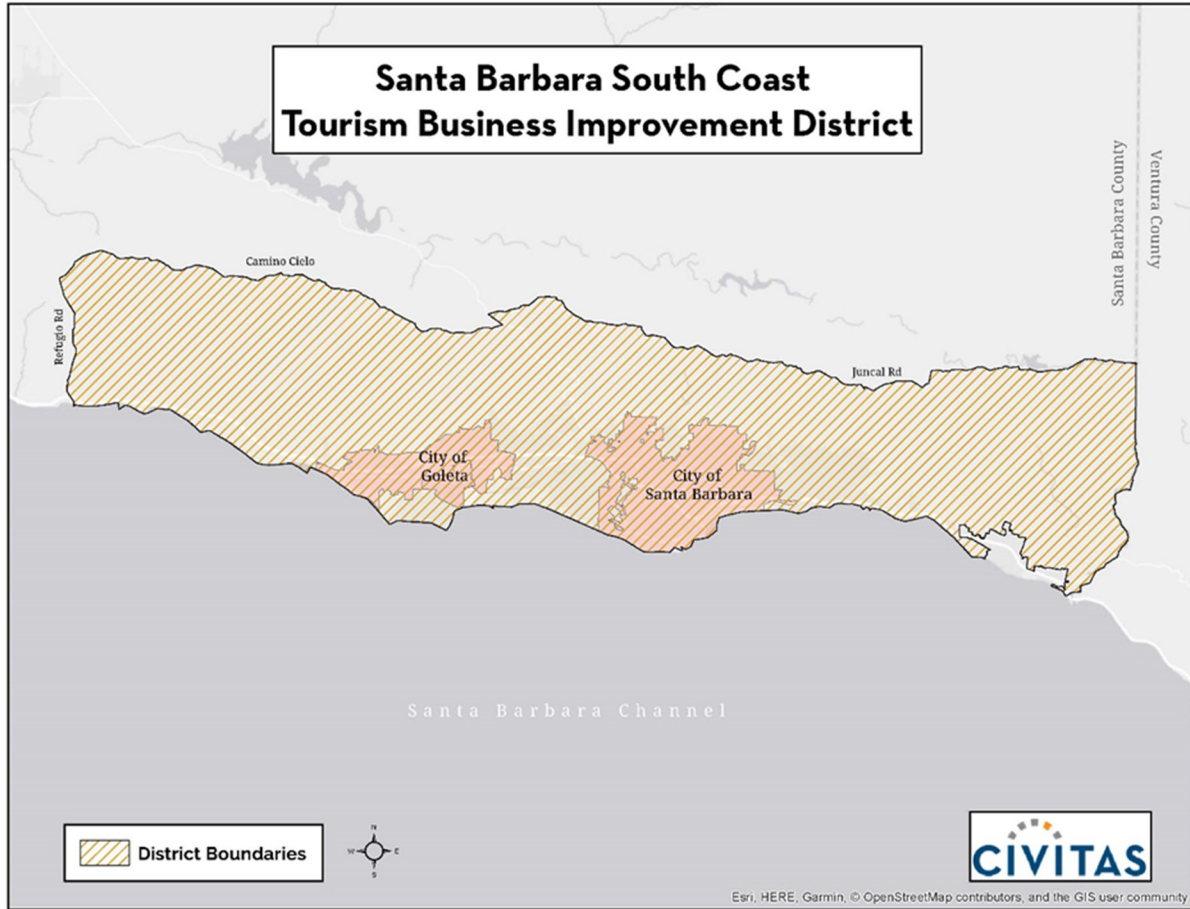
### *SBSCTBID Parameters*

The SBSCTBID will include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the cities of Santa Barbara and Goleta, and portions of unincorporated southern Santa Barbara County.

Pending successful renewal of the SBSCTBID, the term of the current SBSCTBID will be modified to end on December 31, 2019. The Renewed SBSCTBID will have a ten (10) year term, beginning January 1, 2020 through December 31, 2029. The assessment will be implemented beginning January 1, 2020. Once per year beginning on the anniversary of SBSCTBID renewal there is a thirty (30) day period in which business owners paying fifty percent (50%) or more of the assessment may protest and begin proceedings to terminate the SBSCTBID.

VSB will have the responsibility of managing SBSCTBID programs as provided in the Management District Plan (Attachment 1). The City of Goleta and County of Santa Barbara shall be paid a fee equal to one percent (1%) of the amount of assessment collected in their respective jurisdictions to cover their costs of collection and administration, if they collect the District assessments.

The following is a map that defines the Renewed boundary of the SBSCTBID:



The following summarizes the salient changes:

CURRENT PLAN	PROPOSED (RENEWED) PLAN
Santa Barbara, Goleta & SB County	Unchanged geography
All lodging businesses	All lodging businesses
2015 to 2021 term	2020 to 2029 term
\$4.6 million in 2019	\$5.7 million in 2020
10% escalator options every two years	10% escalator options every two years

The following are the proposed assessment changes, Current 2019 versus Proposed 2020:

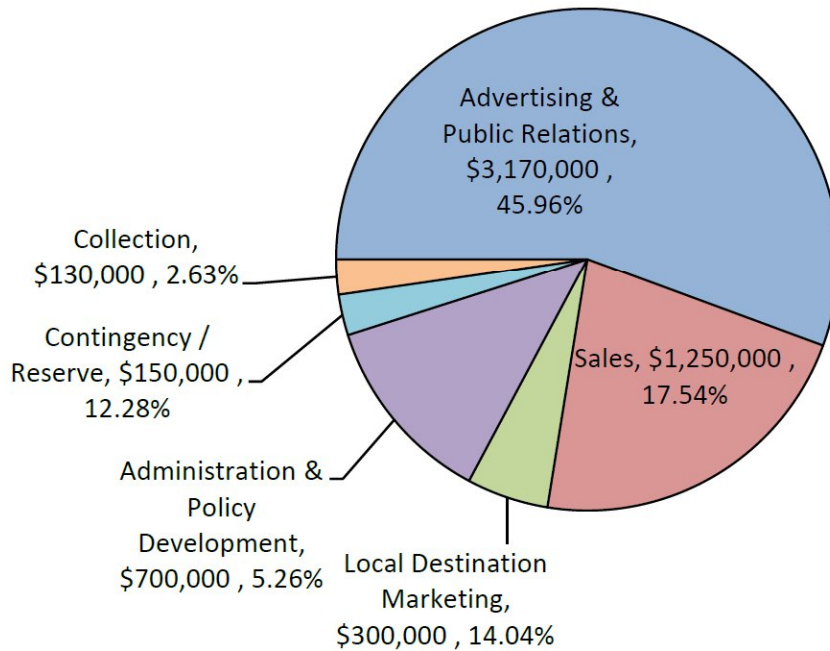
2017 Annual ADR	2019 Assessment Per Night	2018 Annual ADR	Proposed 2020 Assessment Per Night
\$0 to 99.99	\$0.95	\$0 to 99.99	\$1.00
\$100 to 149.99	\$1.85	\$100 to 149.99	\$2.00
\$150 to 199.99	\$2.75	\$150 to 199.99	\$3.00
\$200 to 249.99	\$3.65	\$200 to 249.99	\$4.00
\$250 to 299.99	\$4.25	\$250 to 299.99	\$5.00
\$300+	\$4.85	\$300 to 349.99	\$6.00
Vacation Rentals	\$2.00	\$350+	\$7.00
		Vacation Rentals	\$4.00

The following are the proposed assessment for 2020-2029, assuming the assessment increases are enacted in 2022, 2024, 2026, and 2028:

Annual ADR	2020 & 2021	2022 & 2023	2024 & 2025	2026 & 2027	2028 & 2029
\$0 to 99.99	\$1.00	\$1.10	\$1.21	\$1.33	\$1.46
\$100 to 149.99	\$2.00	\$2.20	\$2.42	\$2.66	\$2.93
\$150 to 199.99	\$3.00	\$3.30	\$3.63	\$3.99	\$4.39
\$200 to 249.99	\$4.00	\$4.40	\$4.84	\$5.32	\$5.86
\$250 to 299.99	\$5.00	\$5.50	\$6.05	\$6.66	\$7.32
\$300 to 349.99	\$6.00	\$6.60	\$7.26	\$7.99	\$8.78
\$350+	\$7.00	\$7.70	\$8.47	\$9.32	\$10.25
Vacation Rentals	\$4.00	\$4.40	\$4.84	\$5.32	\$5.86

The following shows the proposed services based on the initial year:

## Initial Annual Budget - \$5,700,000



In terms of competitive analysis of taxes and assessments across California, the following was calculated on a \$240 room, based on the 2018 Santa Barbara South Coast annual average:

	Transient Occupancy Tax	California Tourism Assessment Fee	Local TBID	Total Tax & Assessment on a \$240 Average Room	Effective Rate on a \$240 Room
1 - Anaheim	15.00%	0.20%	2.00%	\$41.27	17.20%
2 - Palm Springs	13.50%	0.20%	3.00%	\$40.07	16.70%
3 - San Francisco	15.25%	0.20%	1.00%	\$39.47	16.45%
4 - Huntington Beach	12.00%	0.20%	4.00%	\$38.87	16.20%
5 - Santa Monica Average	14.00%	0.20%	\$4.50	\$38.57	16.07%
6 - Los Angeles	14.00%	0.20%	1.50%	\$37.67	15.70%
7 - Beverly Hills	15.20%	0.20%		\$36.95	15.40%
8 - Napa	12.00%	0.20%	2.00%	\$34.07	14.20%
9 - Santa Barbara Proposed	12.00%	0.20%	\$4.00	\$33.27	13.86%
9 - Santa Barbara 2019	12.00%	0.20%	\$3.65	\$32.92	13.72%
10 - Marina del Rey	12.00%	0.20%	1.50%	\$32.87	13.70%
11 - Half Moon Bay	12.00%	0.20%	\$2.00	\$31.27	13.03%
12 - San Diego	10.50%	0.20%	2.00%	\$30.47	12.70%
13 - Monterey	11.60%	0.20%	\$2.00	\$30.31	12.63%
14 - Palo Alto	12.00%	0.20%	\$1.00	\$30.27	12.61%
15 - Newport Beach	9.00%	0.20%	3.00%	\$29.29	12.20%

The following summarizes the major milestones needed to deliver the Proposed (Renewed) SBSCTBID:

TIMEFRAME	ITEM
MAY 2019	Service Plan Adopted
JUNE 2019	MDP Review and Comment
AUG 2019	MDP Finalized and Submitted
MID AUG TO MID SEP 2019	Petition Drive
SEP 2019	Submit Signed Petitions
SEP TO NOV 2019	Government Approval
DEC 31, 2019	Current TBID Rates Expire
JAN 1, 2020	Proposed (Renewed) TBID Rates Begin

The petition drive ended on Friday, September 13, 2019. District-wide the total percentage signed was 62.44%, well exceeding the 50% legal requirement. CIVITAS and VSB have confirmed that the following eight out of ten hotels in the City submitted petitions of support:

1. Best Western Plus South Coast Inn
2. Courtyard by Marriott Santa Barbara Goleta
3. Hilton Garden Inn
4. Kimpton Goodland
5. Motel 6 Santa Barbara Goleta
6. Residence Inn by Marriott Santa Barbara Goleta
7. Ritz Carlton Bacara
8. Super 8 by Wyndham Goleta Santa Barbara Area

The recommended action, adoption of the resolution (Attachment 2) consenting to the inclusion of Goleta in the Renewed SBSCTBID, will enable the City of Santa Barbara and VSB to move forward with the SBSCTBID renewal process. Upon successful renewal, the SBSCTBID will be governed by the City of Santa Barbara and Visit Santa Barbara.

In conclusion, in order to support SBSCTBID lodging businesses and the tourism economy of the City of Goleta, portions of the County of Santa Barbara, and the City of Santa Barbara, Goleta City Council consideration for continued support for enabling the City of Santa Barbara to proceed with renewal of the SBSCTBID is being requested at this time. The Economic Development and Revitalization Standing Committee received a presentation on this TBID Renewal item at its June 19, 2019 meeting and recommended approval to the full City Council.

#### **ALTERNATIVES:**

The Council could choose not to adopt the Resolution Granting Consent to the City of Santa Barbara to renew the SBSCTBID and include the City of Goleta in the SBSCTBID. Staff does not recommend this option.

**FISCAL IMPACTS:**

None immediately. The City of Goleta will receive a fee of one percent (1%) of the amount collected in their respective jurisdiction to cover its costs of administration if they collect the assessments. Because the SBSCTBID programs are intended to increase visitation to the City of Goleta, there may be an increase in transient occupancy tax and sales tax collections.

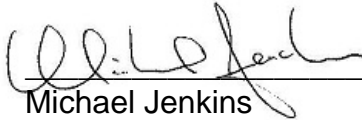
**Reviewed By:**

**Legal Review By:**

**Approved By:**



Kristine Schmidt  
Assistant City Manager



Michael Jenkins  
City Attorney



Michelle Greene  
City Manager

**ATTACHMENTS:**

1. SBSCTBID Management District Plan, Dated August 19, 2019
2. Resolution No. 2019-\_\_, A Resolution of the City Council of the City of Goleta, California, Granting Consent to the City of Santa Barbara to renew the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID)





# **ATTACHMENT 1**

SBSCTBID Management District Plan, Dated August 19, 2019





## **SANTA BARBARA SOUTH COAST TOURISM BUSINESS IMPROVEMENT DISTRICT MANAGEMENT DISTRICT PLAN**

*Prepared pursuant to the Property and Business Improvement District Law of  
1994, Streets and Highways Code section 36600 et seq.*

**August 19, 2019**

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## I. OVERVIEW

Developed by Visit Santa Barbara (VSB), a non-profit public benefit corporation whose members are individuals and entities with an interest in promoting convention and visitor businesses in Santa Barbara County, and Santa Barbara South Coast lodging businesses, the Santa Barbara South Coast Tourism Business Improvement District (SBSTBID) is an assessment district proposed to continue providing specific benefits to payors, by funding programs that specifically benefit assessed businesses. The SBSTBID was created in 2011 and renewed in 2014; lodging businesses now wish to renew it for an additional ten (10) years.

**Location:** The SBSTBID includes the cities of Santa Barbara and Goleta, and portions of unincorporated southern Santa Barbara County, as shown on the map in Section IV. Only lodging businesses within the SBSTBID boundary will be subject to the SBSTBID assessment.

**Services:** The SBSTBID is designed to provide specific benefits directly to payors by increasing room night sales. Advertising and public relations, sales, local destination marketing, and related administration and policy development programs will increase room night sales.

**Budget:** The total SBSTBID annual budget for the initial year of its ten (10) year operation is anticipated to be approximately \$5,700,000. Assessment rate increases in 2022, 2024, 2026, and 2028, if implemented, are projected to result in budget increases as detailed in Section V.

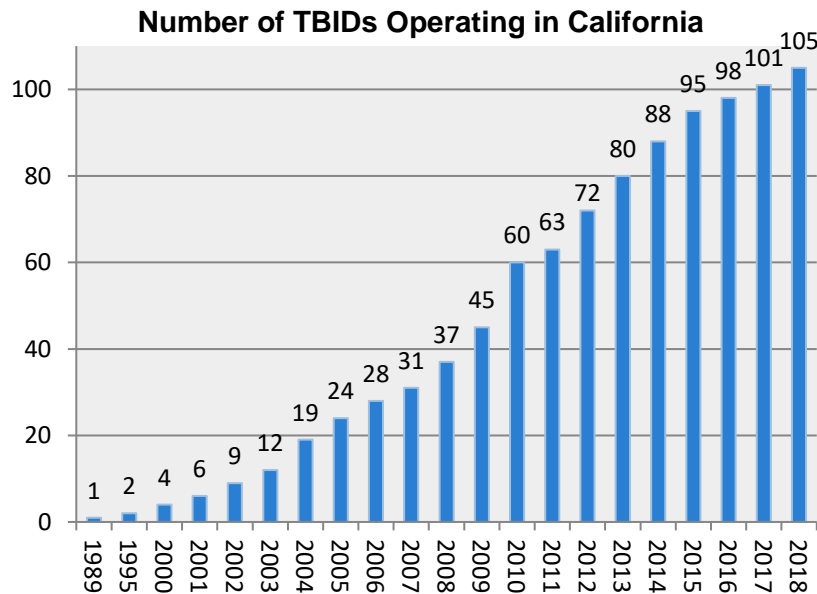
**Cost:** The annual assessment rate for the first year of operation is as follows: hotels, inn, motels, studio hotels, bachelor hotels, lodging houses, rooming houses, dormitories, hostels, public or private clubs or similar structures (hereinafter “hotels”) will be assessed a fix amount per paid occupied room per night based on the average daily rate (ADR) as shown in the table below. Tourist homes or houses, apartment houses, mobile homes, and house trailers, (hereinafter “vacation rentals”) will be assessed a fixed amount on a per paid unit per night basis. The hostel assessment rate is based on the ADR of the rental. Assessments will not be collected on stays of more than thirty (30) consecutive days. The ADR figures will be updated annually. The assessment rates may be increased in 2022, 2024, 2026, and 2028 as described in Section V.

Annual ADR	Assessment Per Night
\$0 to 99.99	\$1.00
\$100 to 149.99	\$2.00
\$150 to 199.99	\$3.00
\$200 to 249.99	\$4.00
\$250 to 299.99	\$5.00
\$300 to 349.99	\$6.00
\$350+	\$7.00
Vacation Rentals	\$4.00

- Collection:** The cities and County 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 SBSCTBID, within their respective jurisdictions.
- Duration:** The SBSCTBID will have a ten (10) year renewal period, beginning January 1, 2020 through December 31, 2029. Once per year, beginning on the anniversary of SBSCTBID renewal, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Santa Barbara City Council hearing on SBSCTBID termination.
- Management:** Visit Santa Barbara will continue to serve as the SBSCTBID'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 Santa Barbara City Council.

## II. BACKGROUND

TBIDs are an evolution of the traditional Business Improvement District. The first TBID was formed in West Hollywood, California in 1989. Since then, over 100 California destinations have followed suit. In recent years, other states have begun adopting the California model – Montana, South Dakota, Washington, Colorado, Texas and Louisiana have adopted TBID laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas and Newark, New Jersey used an existing business improvement district law to form a TBID. And, some cities, like Portland, Oregon and Memphis, Tennessee have utilized their home rule powers to create TBIDs without a state law.



California's TBIDs collectively raise over \$275 million annually for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Santa Barbara South Coast lodging businesses continue to invest in stable, lodging-specific marketing programs.

TBIDs utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. TBIDs allow lodging business owners to organize their efforts to increase room night sales. Lodging

business owners within the TBID pay an assessment and those funds are used to provide services that increase room night sales.

In California, TBIDs can be formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area.

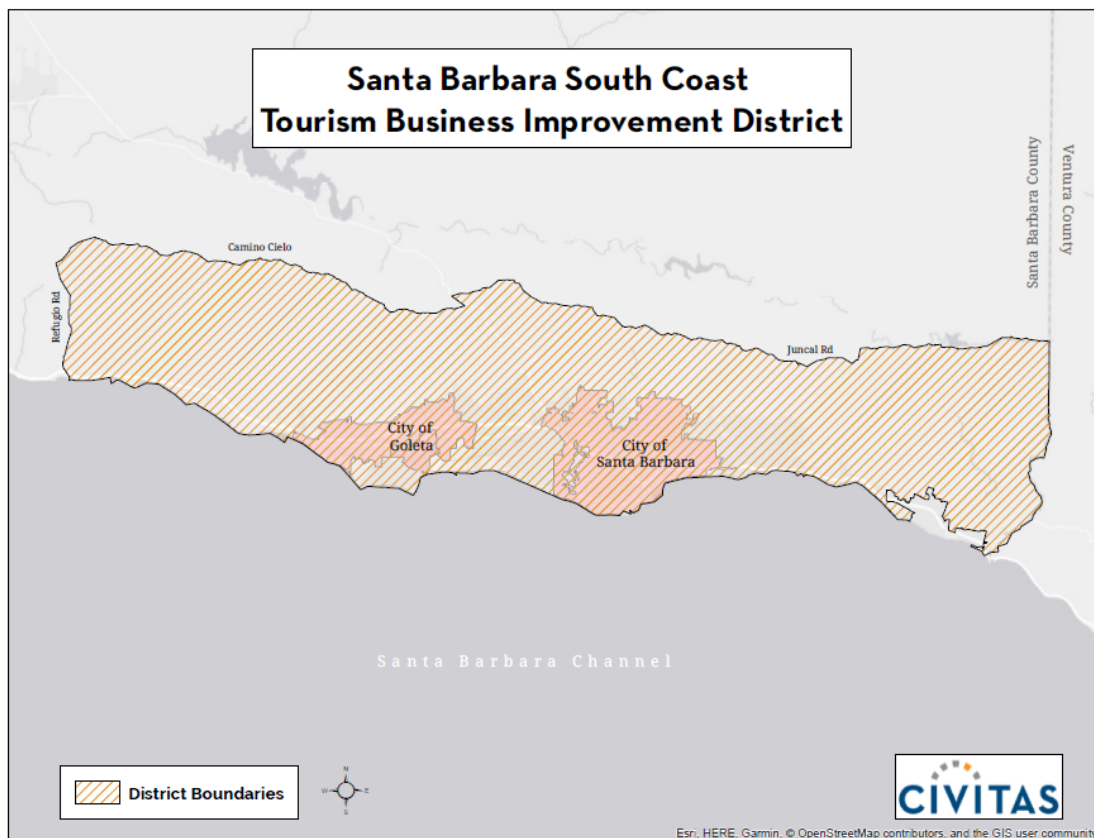


### III. BOUNDARY

The SBSCTBID encompasses all territory within the boundaries of cities of Santa Barbara and Goleta, and portions of unincorporated southern Santa Barbara County. In connection with the SBSCTBID, an assessment is levied against all lodging businesses, including both existing lodging businesses and lodging businesses that open during the existence of the SBSCTBID.

Lodging business means: any structure, or any portion of any structure, which is occupied or intended for occupancy by transients for dwelling, lodging, or sleeping purposes, and includes and hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed location, or other similar structure or portion thereof. As used herein, the term “transient” means: any person who exercises occupancy or is entitled to occupancy by reason of concession, permit, right of access, license or other agreement for a period of thirty (30) consecutive calendar days or less, counting portions of calendar days as full days. Any such person so occupying space in a lodging business will be deemed a transient until the period of thirty (30) days has expired unless there is an agreement in writing between the lodging business operator and the occupant providing for a longer period of occupancy; provided that the occupant of an apartment unit, constructed under a building permit as such, or in building which have been legally converted into apartments, will not be deemed to be a transient if his or her occupancy is for a period of more than thirty (30) days and with or without such written agreement.

The boundary, as shown in the map below, currently includes 323 lodging businesses. A complete listing of lodging businesses within the SBSCTBID can be found in Appendix 2.





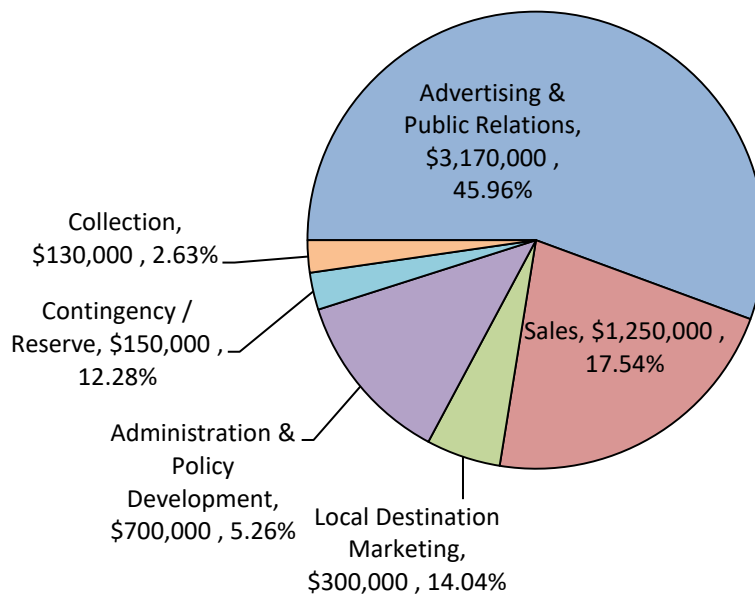
## IV. BUDGET AND SERVICES

### A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred, and services provided, directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the City of conferring the benefits. The services provided with the SBSCTBID funds are advertising and public relations, sales, and related administration and policy development programs available only to assessed businesses. These expenditures generate the specific benefit of increased room night bookings at assessed lodging businesses.

A service plan budget, set forth below, has been developed to deliver services that benefit the assessed businesses. A detailed annual budget will be developed and approved by VSB. The table below illustrates the initial annual budget allocations. The total initial budget is \$5,700,000.

### Initial Annual Budget - \$5,700,000



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget will remain the same. However, the VSB Board of Directors will have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) of the total budget per year. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the SBSCTBID, all assessment funds may be used for the costs of defending the SBSCTBID.

Each budget category includes all costs related to providing that service. For example, the sales budget includes the cost of staff time dedicated to overseeing and implementing the sales program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories, as appropriate in accordance with GAAP. The staffing levels necessary to provide the services below will be determined by VSB on an as-needed basis.

## **Advertising & Public Relations**

Advertising promotes Santa Barbara South Coast lodging businesses through paid media including digital and print. This includes paid brand advertising campaigns, retail promotions, and direct response advertising. Content marketing amplifies lodging businesses through story telling on owned media including SantaBarbaraCa.com, social media, and video. This includes production of our visitor magazine, social media community management, and cooperative advertising partnerships. Public relations generates earned media coverage that excites and inspires travelers, while elevating lodging business awareness and reinforcing key motivators for overnight travel to the Santa Barbara South Coast.

The advertising and public relations program will build greater awareness of assessed lodging businesses in an effort to drive room night sales. The following list includes examples of the advertising and public relations activities that may be provided:

- Implementing programs that attract destination visitors and increase visitation during non-peak seasons, non-peak days of the week, or the “opportunity season”. This program includes expanded promotional messaging and partner programming that offers travelers good reasons to visit during shoulder seasons, and non-peak days of the week.
- Hosting journalist familiarization trips, bringing key editorial influencers in-market to experience the Santa Barbara South Coast first-hand in an effort to drive overnight visitation and room sales to assessed businesses. This includes an increase in targeted media outlets brought to the region.
- Maintaining and optimizing SantaBarbaraCA.com, and Visit Santa Barbara social media channels to showcase the breadth of reasons to visit the destination to drive overnight visitation and room sales to assessed businesses.
- Conducting research to drive overnight visitation and room sales to assessed businesses.
- Expanding spot market media programs, providing targeted reach of growth markets to drive overnight visitation and room sales to assessed businesses.
- Developing and implementing crisis communication plans during disaster events within the SBSCTBID.
- Maintaining a robust library of photos and videos to be used by VSB and assessed businesses owners to drive overnight visitation and room sales to assessed businesses.
- Creating innovative ways to deliver Santa Barbara South Coast content to potential visitors to drive overnight visitation and room sales to assessed businesses.
- Implementing a luxury traveler promotion program that is specifically designed to attract high net worth individuals to the SBSCTBID in an effort to drive overnight visitation and room sales to assessed businesses.

## **Sales**

Group sales strategies convert hotel leads to contracts from clients looking to hold conferences, meetings, retreats, and other programs in the Santa Barbara South Coast. Leads are converted from meeting planners in corporate, incentive, state, regional, and national association markets. Sales efforts are direct and indirect through research, sales call prospecting, in-person client appointments, tradeshow, organized client events, hotel site inspections, and destination familiarization tours. Separately, travel trade sales generates individual and group bookings through selling Santa Barbara South Coast lodging businesses to domestic and international travel agents, wholesaler operators, receptive operators, and tour operators.

The sales program will promote the Santa Barbara South Coast area as a tourist destination and will work to attract overnight groups. The following list includes examples of the sales activities that may be provided:

- Expanding the sales department to target the meeting and conference market to drive overnight visitation and room sales to assessed businesses.
- Maximizing alliances with professional organizations that target group business, or database services that track group opportunities to develop new leads for assessed businesses.
- Incentivizing conferences and meetings to book at Santa Barbara South Coast assessed businesses from November—February.
- Nurturing key industry alliances with organizations such as Central Coast Tourism, Visit California, and Brand U.S.A. to infuse regional and national marketing messages with Santa Barbara-specific content, to drive overnight visitation and room sales to assessed businesses.
- Visitors center operations that provides visitors with information designed to improve the visitor experience and drive overnight visitation and future room sales to assessed businesses.
- Expanding outreach to emerging markets to drive overnight visitation and room sales to assessed businesses.
- Collaborating with Santa Barbara Airport staff to attract and promote new air service to drive overnight visitation and room sales to assessed businesses.
- Developing a cruise itinerary program designed to attract repeat visitation at assessed businesses.
- Implementing a luxury traveler sales program that is specifically designed to attract high net worth individuals to the SBSCTBID in an effort to drive overnight visitation and room sales to assessed businesses.

### **Administration and Policy Development**

The administrative and operations portion of the budget will be utilized for administrative staffing costs, office costs, policy development, and other general administrative costs such as insurance, legal, and accounting fees.

### **Local Destination Marketing**

Local destination marketing funds will be used for programs which drive room night sales to assessed lodging businesses in Goleta. The annual sum of 5.26% of the SBSCTBID annual budget, approximately \$300,000 in the initial year, will be provided for marketing Goleta. This amount represents approximately 20% of the assessments paid by Goleta lodging businesses in the initial year. Approximately 20% of the assessments paid by City and County of Santa Barbara lodging businesses are used for specifically marketing lodging businesses in the City and County of Santa Barbara by VSB. The amount provided to the Goleta Chamber of Commerce for local destination marketing is commensurate with the amount used by VSB for local destination marketing programs in the City and County of Santa Barbara. The amount dedicated to local destination marketing may be adjusted if the bi-annual assessment rate increases are implemented in accordance with the formula herein.

A destination marketing organization (DMO) in the City of Goleta will receive funds to be spent on local destination marketing activities. The DMO will continue to be the Goleta Chamber of Commerce. The DMO will have responsibility and decision making authority for the funds provided, within the requirements of this Plan. The DMO will manage and spend funds in accordance with the

requirements of this Plan. Funds will be retained and managed by VSB if the DMO chooses, or at the request of lodging businesses within the City of Goleta.

The Goleta Chamber of Commerce TBID Committee will continue to be responsible for developing budget and priorities for the SBSCTBID and for managing local destination marketing funds. The TBID Committee will continue to meet at least quarterly and be comprised entirely of assessed lodging business representatives; all Goleta lodging businesses are guaranteed a voting position on the TBID Committee. A majority of the TBID Committee members will constitute a quorum, and decisions must be approved by a majority of the quorum. The local destination marketing budget will be created by the TBID Committee and approved by the Chamber's Board of Directors. Representatives from VSB will be invited and allowed to attend all committee meetings. VSB will provide advice and direction on marketing programs to the TBID Committee, and staff support in reporting and following-up on TBID Committee meetings. An annual audit will be conducted by a third-party hired by VSB, and the Chamber will provide to Visit Santa Barbara current financial records every six (6) months.

The DMO must spend the funds on programs that drive room night sales at assessed lodging businesses. Funds provided to the DMOs are subject to the budgetary guidelines in this Plan; they must be spent only on advertising and public relations, and sales programs as described above that benefit assessed businesses. No more than fifteen percent (15%) of the funds provided to DMOs can be used for administrative costs.

The DMO will submit to VSB, no less than thirty (30) days prior to VSB's submission of the annual report, a report which includes all information required for the SBSCTBID's annual report as provided in Streets and Highways Code §36650. The DMO report will be submitted to the County by VSB as part of the SBSCTBID's annual report.

### **Contingency / Reserve**

The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the VSB Board of Directors. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund will be set by the VSB Board of Directors. The contingency / reserve budget will be capped at \$150,000 annually, unless the SVB Board of Directors elect to increase or decrease the contingency / reserve budget.

### **Collection**

The County of Santa Barbara and the City of Goleta, if they collect District assessments, will each be paid a fee equal to one percent (1%) of the amount collected in their respective jurisdictions to cover the costs of collection and administration. The City of Santa Barbara will be paid a fee equal to three percent (3%) of the amount collected to cover the costs of collection and administration.

### **B. Annual Budget**

The total ten (10) year improvement and service plan budget is projected at approximately \$5,700,000 annually, or \$80,682,469 through 2029 if the maximum assessment rate increases are implemented. This amount may fluctuate as sales increase or decrease at assessed businesses and if the maximum assessment rate increases are implemented. If the maximum assessment rate increases are implemented, the annual budget will increase as estimated in the following table. The table below demonstrates the estimated maximum budget with the assumption that the assessment rates will be

increased in 2022, 2024, 2026, and 2028 as it is a required disclosure, it is not the anticipated course of action. Additionally, a three percent (3%) annual increase in the total budget is shown, to account for anticipated room rate inflation.

### Estimated Annual Budget if Maximum Assessment Rates are Implemented 2020-2029

Year	Advertising & PR	Sales	Local Destination Marketing	Admin. & Policy Development	Contingency / Reserve	Collection	TOTAL
2020	\$3,170,000	\$1,250,000	\$300,000	\$700,000	\$150,000	\$130,000	\$5,700,000
2021	\$3,268,327	\$1,288,773	\$309,000	\$721,000	\$150,000	\$133,900	\$5,871,000
2022	\$3,717,323	\$1,465,821	\$350,097	\$816,893	\$150,000	\$151,709	\$6,651,843
2023	\$3,832,070	\$1,511,069	\$360,600	\$841,400	\$150,000	\$156,260	\$6,851,398
2024	\$4,356,043	\$1,717,683	\$408,560	\$953,306	\$150,000	\$177,043	\$7,762,634
2025	\$4,489,952	\$1,770,486	\$420,816	\$981,905	\$150,000	\$182,354	\$7,995,513
2026	\$5,101,424	\$2,011,602	\$476,785	\$1,112,499	\$150,000	\$206,607	\$9,058,917
2027	\$5,257,694	\$2,073,223	\$491,089	\$1,145,873	\$150,000	\$212,805	\$9,330,684
2028	\$5,971,275	\$2,354,604	\$556,403	\$1,298,275	\$150,000	\$241,108	\$10,571,665
2029	\$6,153,641	\$2,426,514	\$573,096	\$1,337,223	\$150,000	\$248,341	\$10,888,815
TOTAL	<b>\$45,317,749</b>	<b>\$17,869,775</b>	<b>\$4,246,446</b>	<b>\$9,908,373</b>	<b>\$1,500,000</b>	<b>\$1,840,126</b>	<b>\$80,682,469</b>

### C. California Constitutional Compliance

The SBSCTBID assessment is not a property-based assessment subject to the requirements of Proposition 218. Rather, the SBSCTBID assessment is a business-based assessment, and is subject to Proposition 26. Pursuant to Proposition 26 levies are taxes unless they fit one of seven exceptions. Two of these exceptions apply to the SBSCTBID, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the City of conferring the benefits or providing the services.

#### 1. Specific Benefit

Proposition 26 permits that assessment funds be expended on “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”<sup>1</sup> The services in this Plan are designed to provide targeted benefits directly to assessed businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are designed and intended not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific assessed lodging businesses within the SBSCTBID. The activities described in this Plan are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the SBSCTBID. SBSCTBID funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assessed lodging businesses. Assessment funds will not be used to feature non-assessed lodging businesses in SBSCTBID programs, or to directly generate sales for non-assessed businesses. The activities paid for from assessment revenues are services to businesses that constitute and provide specific benefits to the assessed businesses.

The assessment imposed by this SBSCTBID is for a specific benefit conferred to the payors that is not provided to those not charged. The specific benefit conferred to the payors is an increase in room night sales. The specific benefit of an increase in room night sales for assessed lodging businesses will be provided only to lodging businesses paying the SBSCTBID assessment, with SBSCTBID programs

<sup>1</sup> Cal. Const. art XIII C § 1(e)(1)



promoting lodging businesses paying the SBSCTBID assessment. The SBSCTBID programs will be designed to increase room night sales at each assessed lodging business. Because they are necessary to provide the advertising and public relations, sales, and local destination marketing programs that specifically benefit the assessed lodging businesses, the administration and policy development and contingency / reserve services also provide the specific benefit of increased room night sales to the assessed lodging businesses.

Although the SBSCTBID, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, “A specific benefit is not excluded from classification as a ‘specific benefit’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor.”<sup>2</sup>

## ***2. Specific Government Service***

Pursuant to Proposition 26, an assessment may also be utilized to provide, “a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product.”<sup>3</sup> SBSCTBID advertising and public relations programs are designed and intended to increase overnight stays and direct visitors to assessed lodging businesses, sales programs are designed and intended to attract group businesses to assessed lodging businesses, and local destination marketing programs are designed and intended to increase overnight visitation and direct visitors to assessed lodging businesses. The legislature has recognized that marketing and promotions services like those to be provided by the SBSCTBID are government services within the meaning of Proposition 26<sup>4</sup>. Further, the legislature has determined that “a specific government service is not excluded from classification as a ‘specific government service’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor.”<sup>5</sup>

## ***3. Reasonable Cost***

SBSCTBID services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by VSB, and reports submitted on an annual basis to the City of Santa Barbara pursuant to a contract between VSB and the City of Santa Barbara. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from SBSCTBID-funded activities, be featured in advertising campaigns, and benefit from other SBSCTBID-funded services. Non-assessed lodging businesses will not receive these, nor any other, SBSCTBID-funded services and benefits.

The assessment rate categories reflect the proportionate benefit derived by each lodging business type. The rate has been varied according to the estimated benefit to be received by each lodging business type. Businesses with a lower ADR pay a lower rate because, although they will benefit from all of the SBSCTBID’s programs, their lower ADR will translate to less revenue received than businesses with a higher ADR. Vacation rentals are assessed on a flat, per unit, basis because, although they will benefit from SBSCTBID programs designed to increase overnight visitation and the resulting lodging

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<sup>2</sup> Government Code § 53758(a)

<sup>3</sup> Cal. Const. art XIII C § 1(e)(2)

<sup>4</sup> Government Code § 53758(b)

<sup>5</sup> Government Code § 53758(b)

business compression, they may not be listed on the website or in promotional materials, be featured in co-op advertising, or receive direct sales leads as a result of the SBSCTBID efforts. The vacation rental assessment rate is based on the differentiation between the characteristics of a multi-room lodging businesses and a single rentable unit vacation rental. Assessed businesses with multiple rentable rooms are assessed for each individual rented room, whereas vacation rentals are assessed for the entire vacation rental unit.

#### **D. Assessment**

The annual assessment rate for the first year of operation is shown in the following table: hotels will be assessed a fixed amount per paid occupied room per night as shown in the following table. Vacation rentals will be assessed a fixed amount on a per paid unit per night basis and the hostel assessment rate is based on the ADR of the rental. Assessments will only be collected on transient stays, therefore assessments will not be collected on stays of more than thirty (30) consecutive days consistent with the definition of transient. Individual business annual ADR classifications are determined by the annual ADR from the calendar year two (2) years prior. New businesses that commence operations during the SBSCTBID term will be classified according to their projected ADR.

<b>Annual ADR</b>	<b>Assessment Per Night</b>
\$0 to \$99.99	\$1.00
\$100 to \$149.99	\$2.00
\$150 to \$199.99	\$3.00
\$200 to \$249.99	\$4.00
\$250 to \$299.99	\$5.00
\$300 to \$349.99	\$6.00
\$350+	\$7.00
Vacation Rentals	\$4.00

The assessment rate may be subject to ten percent (10%) increases every even year of the SBSCTBID's ten (10) year term. These increases will be automatic unless the VSB Board of Directors votes not to implement them based upon circumstances that they deem significant. Any increase will be reflected in the annual report. The maximum annual assessment rates are shown in the table below:

<b>Annual ADR</b>	<b>Assessment Per Night</b>				
<b>Year</b>	<b>2020</b>	<b>2022</b>	<b>2024</b>	<b>2026</b>	<b>2028</b>
\$0 to 99.99	\$1.00	\$1.10	\$1.21	\$1.33	\$1.46
\$100 to 149.99	\$2.00	\$2.20	\$2.42	\$2.66	\$2.93
\$150 to 199.99	\$3.00	\$3.30	\$3.63	\$3.99	\$4.39
\$200 to 249.99	\$4.00	\$4.40	\$4.84	\$5.32	\$5.86
\$250 to 299.99	\$5.00	\$5.50	\$6.05	\$6.66	\$7.32
\$300 to 349.99	\$6.00	\$6.60	\$7.26	\$7.99	\$8.78
\$350.00+	\$7.00	\$7.70	\$8.47	\$9.32	\$10.25
Vacation Rentals	\$4.00	\$4.40	\$4.84	\$5.32	\$5.86

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of

assessment, if passed on to each transient, will be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient will receive a receipt for payment from the business. If the SBSCTBID assessment is identified separately it will be disclosed as the “SBSCTBID Assessment.” As an alternative, the disclosure may include the amount of the SBSCTBID assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and will be disclosed as the “Tourism Assessment.” The assessment is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment will not be considered revenue for any purpose, including calculation of transient occupancy taxes.

Bonds will not be issued.

### **E. Penalties and Interest**

The SBSCTBID will reimburse the cities and County for any costs associated with collecting unpaid assessments. If other delinquent obligations owed to the cities and County are sought to be recovered in the same collection action by the cities or County, the SBSCTBID will bear its pro rata share of such collection costs. Assessed businesses which are delinquent in paying the assessment will be responsible for paying:

1. *Original Delinquency:* Any assessed lodging business that fails to remit any assessment imposed within the time required will pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.
2. *Continued Delinquency:* Any assessed lodging business that fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent will pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.
3. *Fraud:* If the cities or County determines that the non-payment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment will be added thereto in addition to the penalties stated in subparagraphs 1 and 2 of this subsection E.
4. *Interest:* In addition to the penalties imposed, any assessed lodging business that fails to remit any assessment imposed will pay interest at the rate of one-half of one percent (0.5%) per month, or fraction thereof, on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.
5. *Penalties and Interest Merged with Assessment:* Every penalty imposed and such interest as accrues under the provisions of this subsection E will become part of the assessment herein required to be paid.

### **F. Time and Manner for Collecting Assessments**

The SBSCTBID assessment will be implemented beginning January 1, 2020 and will continue for ten (10) years through December 31, 2029. The cities and County 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 SBSCTBID, within their respective jurisdictions. The cities and County will forward the assessments collected to the Owners’ Association pursuant to contracts between VSB and the cities and County. The cities and County may retain penalties and interest collected on delinquent assessments to cover their actual costs associated with collecting the delinquent assessments.



## V. GOVERNANCE

### A. Owners' Association

The City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that will implement the proposed program, which will be the Owners' Association of the SBSCTBID as defined in Streets and Highways Code §36612. Funds will be paid by the cities and County to VSB as a contractor, and only pursuant to agreements between VSB and the cities and County.

Within the SBSCTBID, the President and CEO of VSB will continue to be charged with the day-to-day operations of the SBSCTBID. The VSB TBID committee will continue to be charged with developing budgets and priorities for the SBSCTBID. The TBID committee will continue to be comprised of a diverse group taking into consideration the size of lodging businesses and geographic area. Members of the TBID committee are selected by the vote of assessed lodging businesses in accordance with VSB's bylaws. The current criteria for the membership of the TBID committee, as set forth in the VSB bylaws, is shown in the table below. The TBID committee criteria may be revised during the SBSCTBID's term, as modified by an amendment to the VSB bylaws.

<u>Representation</u>	<u>Number of Seats</u>
City of Santa Barbara	3
City of Goleta	1
Santa Barbara County	1
Tier 1 (ADR under \$100)	1
Tier 2 (ADR between \$100 and \$149)	1
Tier 3 (ADR between \$150 and \$199)	1
Tier 4 (ADR between \$200 and \$249)	1
Tier 5 (ADR between \$250 and \$299)	1
Tier 4-6 (ADR >\$200) with over 200 rooms – City of Santa Barbara	1
Tier 4-6 (ADR >\$200) with over 200 rooms – City of Goleta	1
Tier 4-6 (ADR >\$200) with over 200 rooms – County of Santa Barbara	1
Tier 7 (Vacation Rental)	1
At Large	2

### B. Brown Act and California Public Records Act Compliance

VSB is a private entity. Under state law, an Owner's Association is not "considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. [However], an owners' association shall comply with the Ralph M. Brown Act [regarding open meetings], at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act, for all records relating to activities of the district."

### C. Annual Report

VSB will present an annual report at the end of each year of operation to the Santa Barbara City Council pursuant to Streets and Highways Code §36650 (see Appendix 1). A copy of the annual report will also be provided to the City of Goleta and the County of Santa Barbara. The annual report will include:

- Any proposed changes in the boundaries of the improvement district or in any benefit zones or classification of businesses within the district.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

## APPENDIX 1 – LAW

\*\*\* THIS DOCUMENT IS CURRENT THROUGH THE 2019 SUPPLEMENT \*\*\*  
(ALL 2018 LEGISLATION)

### STREETS AND HIGHWAYS CODE DIVISION 18. PARKING PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

#### CHAPTER 1. General Provisions

#### ARTICLE 1. Declarations

##### **36600. Citation of part**

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

##### **36601. Legislative findings and declarations; Legislative guidance**

The Legislature finds and declares all of the following:

- (a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.
- (b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.
- (c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.
- (d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.
- (e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:
  - (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
  - (2) Job creation.
  - (3) Business attraction.
  - (4) Business retention.
  - (5) Economic growth.
  - (6) New investments.
- (f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.
- (g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.
- (h) The act amending this section is intended to provide the Legislature’s guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.
  - (1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.
  - (2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the incidental or collateral effects of those special benefits are inherently part of those special benefits.

The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

#### **36602. Purpose of part**

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

#### **36603. Preemption of authority or charter city to adopt ordinances levying assessments**

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

#### **36603.5. Part prevails over conflicting provisions**

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

#### **36604. Severability**

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

### **ARTICLE 2. Definitions**

#### **36606. “Activities”**

“Activities” means, but is not limited to, all of the following that benefit businesses or real property in the district:

- (a) Promotion of public events.
- (b) Furnishing of music in any public place.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

#### **36606.5. “Assessment”**

“Assessment” means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

#### **36607. “Business”**

“Business” means all types of businesses and includes financial institutions and professions.

#### **36608. “City”**

“City” means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

#### **36609. “City council”**

“City council” means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

**36609.4. “Clerk”**

“Clerk” means the clerk of the legislative body.

**36609.5. “General benefit”**

“General benefit” means, for purposes of a property-based district, any benefit that is not a “special benefit” as defined in Section 36615.5.

**36610. “Improvement”**

“Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the district.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

**36611. “Management district plan”; “Plan”**

“Management district plan” or “plan” means a proposal as defined in Section 36622.

**36612. “Owners’ association”**

“Owners’ association” means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners’ association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners’ association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners’ association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

**36614. “Property”**

“Property” means real property situated within a district.

**36614.5. “Property and business improvement district”; “District”**

“Property and business improvement district,” or “district,” means a property and business improvement district established pursuant to this part.

**36614.6. “Property-based assessment”**

“Property-based assessment” means any assessment made pursuant to this part upon real property.

**36614.7. “Property-based district”**

“Property-based district” means any district in which a city levies a property-based assessment.

**36615. “Property owner”; “Business owner”; “Owner”**

“Property owner” means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. “Business owner” means any person recognized by the city as the owner of the business. “Owner” means either a business owner or a property owner. The city council has no obligation

to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

#### **36615.5. “Special benefit”**

“Special benefit” means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

#### **36616. “Tenant”**

“Tenant” means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

### **ARTICLE 3. Prior Law**

#### **36617. Alternate method of financing certain improvements and activities; Effect on other provisions**

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

### **CHAPTER 2. Establishment**

#### **36620. Establishment of property and business improvement district**

A property and business improvement district may be established as provided in this chapter.

##### **36620.5. Requirement of consent of city council**

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

#### **36621. Initiation of proceedings; Petition of property or business owners in proposed district**

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

- (1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.



(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

### **36622. Contents of management district plan**

The management district plan shall include, but is not limited to, all of the following:

- (a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.
- (d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.
- (e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.
- (f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k)
  - (1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.
  - (2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a

property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.

(l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.

(m) In a property-based district, the total amount of general benefits, if any.

(n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.

(o) Any other item or matter required to be incorporated therein by the city council.

### **36623. Procedure to levy assessment**

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

### **36624. Changes to proposed assessments**

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

### **36625. Resolution of formation**

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property,



businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

### **36627. Notice and assessment diagram**

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

### **36628. Establishment of separate benefit zones within district; Categories of businesses**

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

#### **36628.5. Assessments on businesses or property owners**

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

### **36629. Provisions and procedures applicable to benefit zones and business categories**

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

### **36630. Expiration of district; Creation of new district**

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

### **CHAPTER 3. Assessments**

#### **36631. Time and manner of collection of assessments; Delinquent payments**

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

#### **36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property**

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

#### **36633. Time for contesting validity of assessment**

The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

#### **36634. Service contracts authorized to establish levels of city services**

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

#### **36635. Request to modify management district plan**

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

#### **36636. Reflection of modification in notices recorded and maps**

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

**36637. Reflection of modification in notices recorded and maps**

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

**CHAPTER 3.5. Financing****36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments**

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

**CHAPTER 4. Governance****36650. Report by owners' association; Approval or modification by city council**

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

- (1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.
- (2) The improvements, maintenance, and activities to be provided for that fiscal year.
- (3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.
- (4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.
- (5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- (6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

**36651. Designation of owners' association to provide improvements, maintenance, and activities**

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

**CHAPTER 5. Renewal****36660. Renewal of district; Transfer or refund of remaining revenues; District term limit**

- (a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.
- (b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.
- (c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

**CHAPTER 6. Disestablishment****36670. Circumstances permitting disestablishment of district; Procedure**

- (a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:
  - (1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.
  - (2) During the operation of the district, there shall be a 30-day period each year in which assesseses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.
- (b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

**36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district**

- (a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

## APPENDIX 2 – ASSESSED BUSINESSES

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
103 CHAPALA LLC	27 W ANAPAMU ST # 228	SANTA BARBARA	CA	93101-3107	Vacation Rental	SB City
1508 MIRAMAR BEACH	10250 CONSTELLATION BLVD 5TH FL	LOS ANGELES	CA	90067	Vacation Rental	SB County
1608 BATH ST VACATION RENTAL	1608 BATH ST	SANTA BARBARA	CA	93101-2908	Vacation Rental	SB City
201 BATH LLC	PO BOX 5457	SANTA BARBARA	CA	93150-5457	Vacation Rental	SB City
205 NATOMA LLC	9206 W LAKE HIGHLANDS DR	DALLAS	TX	75218-2725	Vacation Rental	SB City
2225 LILLIE	PO BOX 237	SUMMERLAND	CA	93067	Vacation Rental	SB County
2280 VARLEY STREET	PO BOX 646	SUMMERLAND	CA	93067	Vacation Rental	SB County
718 CASTILLO STREET LLC	16 W MISSION ST STE H	SANTA BARBARA	CA	93101-8474	Vacation Rental	SB City
8 RINCON POINT, LLC	2006 PALISADES DR	PACIFIC PALISADES	CA	90272	Vacation Rental	SB County
A J & STEPHANIE CASTAGNOLA	206 BATH ST	SANTA BARBARA	CA	93101-3807	Vacation Rental	SB City
ABLITT TOWER	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502	Vacation Rental	SB City
ADAMA	PO BOX 1346	SUMMERLAND	CA	93067	Vacation Rental	SB County
AGAVE INN	3222 STATE ST # 13	SANTA BARBARA	CA	93105-3329	Hotel	SB City
ALA MAR MOTEL	102 W CABRILLO BLVD	SANTA BARBARA	CA	93101-3505	Hotel	SB City
ALEX & ERIK FUNKE	1718 SE MULBERRY AVE	PORTLAND	OR	97214-4764	Vacation Rental	SB City
ANDERSON, MICHAEL & HILARY	2255 LAS CANOAS ROAD	SANTA BARBARA	CA	93105	Vacation Rental	SB County
ARNESON, PAMELA & ERIC	1345 VIRGINIA RD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
AUTOCAMP LLC	PO BOX 92251	SANTA BARBARA	CA	93190-2251	Vacation Rental	SB City
AVANIA INN	128 CASTILLO ST	SANTA BARBARA	CA	93101-3810	Hotel	SB City
BABCOCK VINTNER'S HOUSE	PO BOX 637	LOMPOC	CA	93438	Vacation Rental	SB County
BATH STREET INN LLC	3222 STATE ST	SANTA BARBARA	CA	93105-3329	Hotel	SB City
BB PACIFIC LLC	1103 PORTESUELLO AVE	SANTA BARBARA	CA	93105-4618	Vacation Rental	SB City
BEACH HOUSE INN AND APARTMENTS	PO BOX 427	SUMMERLAND	CA	93067-0427	Hotel	SB City
BEACHIN SANTA BARBARA, LLC - A	3719 SANTA CLAUS LN, STE C	CARPINTERIA	CA	93103	Vacation Rental	SB County



Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
BEACHIN SANTA BARBARA, LLC - B	3719 SANTA CLAUS LN, STE C	CARPINTERIA	CA	93103	Vacation Rental	SB County
BEATRIZ LEON	7120 ALAMEDA	GOLETA	CA	93117	Vacation Rental	Goleta
BEST WESTERN BEACHSIDE INN	336 W CABRILLO BLVD	SANTA BARBARA	CA	93101-3855	Hotel	SB City
BEST WESTERN PLUS SOUTH COAST INN	5620 CALLE REAL	GOLETA	CA	93117	Hotel	Goleta
BINGHAM, WENDY	238 TORO CANYON RD	CARPINTERIA	CA	93013	Vacation Rental	SB County
BLUE SANDS INN	10000 WASHINGTON BLVD # 600	CULVER CITY	CA	90232-2728	Hotel	SB City
BLUE SANDS MOTEL	421 S MILPAS ST	SANTA BARBARA	CA	93103-3645	Hotel	SB City
BODE, LAURA	820 TYE ROAD	SANTA BARBARA	CA	93105	Vacation Rental	SB County
BOURBON, RITA & MONTINO	825 ROCKBRIDGE ROAD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
BOWDLE, ANDREA	450 PUENTE DR	SANTA BARBARA	CA	93110	Vacation Rental	SB County
BRACE, KYLE	116 HERMOSILLO RD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
BRASHEARS SB VACATION RENTAL	3020 DE LA VINA ST	SANTA BARBARA	CA	93105	Vacation Rental	SB County
BRIAN YARDLEY	231 W VALERIO ST	SANTA BARBARA	CA	93101-2929	Vacation Rental	SB City
BRISAS DEL MAR	223 CASTILLO ST	SANTA BARBARA	CA	93101-3811	Hotel	SB City
BROWN CREDIT TRUST	4250 MARIPOSA DR	SANTA BARBARA	CA	93110-2440	Vacation Rental	SB City
BRYCE, FRANK & IAN ANDERSON	2018 FOOTHILL RD	SANTA BARBARA	CA	93105-2325	Vacation Rental	SB City
BUTTERFLY BEACH HOUSE	60 BUTTERFLY LANE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
CABRILLO INN AT THE BEACH	931 E CABRILLO BLVD	SANTA BARBARA	CA	93103-3642	Hotel	SB City
CAIRD FAMILY REVOCABLE TRUST	4250 MARIPOSA DR	SANTA BARBARA	CA	93110-2440	Vacation Rental	SB City
CAIRD FAMILY REVOCABLE TRUST	315 MEIGS RD # A284	SANTA BARBARA	CA	93109-1900	Vacation Rental	SB City
CAIRD FAMILY TRUST	4250 MARIPOSA DR	SANTA BARBARA	CA	93110-2440	Vacation Rental	SB City
CANARY HOTEL	31 W CARRILLO ST	SANTA BARBARA	CA	93101-3212	Hotel	SB City
CARLOS NOA	433 ELLWOOD BEACH	GOLETA	CA	93117	Vacation Rental	Goleta
CARRIE LENIHAN	502 ANDERSON ST	MANHATTAN BEACH	CA	90266-6616	Vacation Rental	SB City
CASA DEL MAR INN	18 BATH ST	SANTA BARBARA	CA	93101-3803	Hotel	SB City

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
CASA MONELLY	354 ARROYO RD	SANTA BARBARA	CA	93110	Vacation Rental	SB County
CASA TROPICAL SUMMERLAND	PO BOX 644	SUMMERLAND	CA	93067	Vacation Rental	SB County
CASTILLO INN	22 CASTILLO ST	SANTA BARBARA	CA	93101-3809	Hotel	SB City
CHAN, CHRISTINE	897 SAN ANTONIO CREEK RD	SANTA BARBARA	CA	93111	Vacation Rental	SB County
Circle Bar B Ranch Resort	1800 REFUGIO RD	Goleta	CA	93117	Hotel	SB County
CLEARY, LORENE	126 LOUREYRO ST	SANTA BARBARA	CA	93108	Vacation Rental	SB County
COAST VILLAGE INN	1188 COAST VILLAGE RD	SANTA BARBARA	CA	93108-2717	Hotel	SB City
COASTAL HIDEAWAYS, INC - Z	1211 COAST VILLAGE RD STE 4	SANTA BARBARA	CA	93108	Vacation Rental	SB County
COASTAL PROPERTIES - A	1086 COAST VILLAGE RD	SANTA BARBARA	ca	93108	Vacation Rental	SB County
CONNORS PROPERTIES LLC	1475 COUGAR RIDGE RD	BUELLTON	CA	93427-9414	Vacation Rental	SB City
COTTAGE BY THE SEA	1390 VIRGINIA ROAD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
COTTAGES AT POLO RUN	PO BOX 20357	SANTA BARBARA	CA	93120	Vacation Rental	SB County
COUNTRY GETAWAY	4610 VISTA BUENA RD	SANTA BARBARA	CA	93110	Vacation Rental	SB County
COZY CORNER AT PELICAN'S NEST	PO BOX 157	SUMMERLAND	CA	93067	Vacation Rental	SB County
CRAIG, PATRICIA	PO BOX 413	SUMMERLAND	CA	93067	Vacation Rental	SB County
CUL-DE-SAC FAMILY RETREAT	557 DENTRO DRIVE	SANTA BARBARA	CA	93111	Vacation Rental	SB County
DAMRON, BONNIE	1076 FAIRWAY RD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
DAVID & JANETTE DELORIE	1052 VEREDA DEL CIERVO	GOLETA	CA	93117-5304	Vacation Rental	SB City
DAVID SULLINS	PO BOX 23101	SANTA BARBARA	CA	93121-3101	Vacation Rental	SB City
DAVID SULLINS	PO BOX 23101	SANTA BARBARA	CA	93121-3101	Vacation Rental	SB City
DE LA VINA INN	1323 DE LA VINA ST	SANTA BARBARA	CA	93101-3120	Hotel	SB City
DEALY, CATHERINE & PETER	1482 EAST VALLEY RD #245	SANTA BARBARA	CA	93108	Vacation Rental	SB County
DESIGNER PERFECT	751 N FAIRFAX AVE #4	LOS ANGELES	CA	90046	Vacation Rental	SB County
DO COUTO, MARIA	5334 Berkeley RD	SANTA BARBARA	CA	93111	Vacation Rental	SB County
DOMENICO ORZI	1101 COAST VILLAGE RD	SANTA BARBARA	CA	93108-2727	Vacation Rental	SB City



Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
DOMINIC, ANDREA	1187 COAST VILLAGE RD #413	SANTA BARBARA	CA	93108	Vacation Rental	SB County
DONAHUE, JOSEPH	89 LASSEN DRIVE	SANTA BARBARA	CA	93111	Vacation Rental	SB County
DONALD CAMPBELL/JOY KELLY	118 CHAPALA ST APT 1	SANTA BARBARA	CA	93101-5224	Vacation Rental	SB City
DOROTHY BLAZIER WALLSTEIN	1121 BATH ST	SANTA BARBARA	CA	93101-3609	Vacation Rental	SB City
DORWIN LANE RENTAL	315 MEIGS RD SUITE A284	SANTA BARBARA	CA	93109	Vacation Rental	SB County
DOWNTOWN VICTORIAN	330 N JEFFERSON ST APT 2301	CHICAGO	IL	60661-1220	Vacation Rental	SB City
DOWNTOWN VILLA	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502	Vacation Rental	SB City
DURIS, MAUREEN	111 CRESTVIEW LANE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
EAST BEACH COTTAGES	1415 CANTERA AVE	SANTA BARBARA	CA	93110-2402	Vacation Rental	SB City
EBERWEIN, KRISTIN & WILLIAM	2121 MANZANITA AVE	MENLO PARK	CA	94025	Vacation Rental	SB County
El Capitan	11560 CALLE REAL	Goleta	CA	93117	Hotel	SB County
EL ENCANTO INC	800 ALVARADO PL	SANTA BARBARA	CA	93103-2176	Hotel	SB City
EL JARDIN	924 LAGUNA ST STE B	SANTA BARBARA	CA	93101-1405	Vacation Rental	SB City
EL ZAPATO	77 SPRUCE COVE RD	HARPSWELL	ME	04079-4335	Vacation Rental	SB City
ELIZABETH & PATRICK KEHOE TRUST	119 W PEDREGOSA ST	SANTA BARBARA	CA	93101-2824	Vacation Rental	SB City
ENCINA MOTOR LODGE	2220 BATH ST	SANTA BARBARA	CA	93105-4322	Hotel	SB City
ERIC & AMY RYAN	1424 SAN MIGUEL AVE	SANTA BARBARA	CA	93109-2045	Vacation Rental	SB City
Extended Stay America No. 981	PO BOX 49550	CHARLOTTE	NC	28277	Hotel	SB County
FIESTA INN AND SUITES	329 E CARRILLO ST STE H	SANTA BARBARA	CA	93101-1426	Hotel	SB City
Four Seasons Biltmore	1260 CHANNEL DRIVE	Santa Barbara	CA	93108	Hotel	SB County
FRIEDMAN VACATION RENTAL	924 LAGUNA ST # B	SANTA BARBARA	CA	93101-1405	Vacation Rental	SB City
GARDE HOUSE	PO BOX 1392	SUMMERLAND	CA	93067	Vacation Rental	SB County
GERLACH, KARI ANN	5277 AUSTIN RD	SANTA BARBARA	CA	93111	Vacation Rental	SB County
GILKESON, ANNETTE	5292 AUSTIN ROAD	SANTA BARBARA	CA	93111	Vacation Rental	SB County
GLEDHILL, DAVID	1040 MISSION CANYON ROAD	SANTA BARBARA	CA	93105	Vacation Rental	SB County
GOENA-WELCH, MINA	2115 ANACAPA STREET	SANTA BARBARA	CA	93105	Vacation Rental	SB County

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
GRAND WELCOME - A	2601 AIRPORT DR, SUITE 270	TORRANCE	CA	90505	Vacation Rental	SB County
GRAND WELCOME - B	2601 AIRPORT DR, SUITE 270	TORRANCE	CA	90505	Vacation Rental	SB County
GRAND WELCOME - C	2601 AIRPORT DR, SUITE 270	TORRANCE	CA	90505	Vacation Rental	SB County
GRETA BRUNEEL	197 CARLO DR	GOLETA	CA	93117	Vacation Rental	Goleta
GRETCHEN ZEE	1011 VIA BOLZANO	GOLETA	CA	93117	Vacation Rental	Goleta
HALEY HOTEL	26 E HALEY ST	SANTA BARBARA	CA	93101-2316	Hotel	SB City
HAMPTON INN	5665 HOLLISTER AVE	GOLETA	CA	93117	Hotel	Goleta
HANI ISTWANI	4250 MARIPOSA DR	SANTA BARBARA	CA	93110-2440	Vacation Rental	SB City
HARBOR HOUSE INN	104 BATH ST	SANTA BARBARA	CA	93101-3805	Hotel	SB City
HARBOR VIEW INN	28 W CABRILLO BLVD	SANTA BARBARA	CA	93101-3504	Hotel	SB City
HEART STONE RANCH -A	4188 FOOTHILL ROAD #A	CARPINTERIA	CA	93013	Vacation Rental	SB County
HIDEAWAY SANTA BARBARA	10000 WASHINGTON BLVD # 600	CULVER CITY	CA	90232-2728	Hotel	SB City
HILLER-ADAMS, C PAGE	811 POINSETTIA WAY	SANTA BARBARA	CA	93111	Vacation Rental	SB County
HILTON GARDEN INN	8301 HOLLISTER AVE	GOLETA	CA	93117	Hotel	Goleta
HILTON SANTA BARBARA	633 E CABRILLO BLVD	SANTA BARBARA	CA	93103-3611	Hotel	SB City
HOLIDAY INN EXPRESS HOTEL VIRGINIA	145 VALLECITOS DE ORO STE K	SAN MARCOS	CA	92069-1456	Hotel	SB City
HOLIDAY LODGE	2825 STATE ST	SANTA BARBARA	CA	93105-3424	Hotel	SB City
HOTEL CALIFORNIAN (TOT)	36 STATE ST	SANTA BARBARA	CA	93101-3528	Hotel	SB City
HOTEL INDIGO SANTA BARBARA	PO BOX 4364	SANTA BARBARA	CA	93140-4364	Hotel	SB City
HOTEL MILO	44 HERSHA DR	HARRISBURG	PA	17102-2241	Hotel	SB City
HOTEL SANTA BARBARA	533 STATE ST	SANTA BARBARA	CA	93101-1601	Hotel	SB City
HUDSON, DAVID LAMONT	2620 DORKING PL	SANTA BARBARA	CA	93105	Vacation Rental	SB County
HUMPHREY ROAD RETREAT	315 MEIGS RD #A284	SANTA BARBARA	CA	93109	Vacation Rental	SB County
HUMPHREYS, CRYSTAL	2835 IVORY AVE	SIMI VALLEY	CA	93063	Vacation Rental	SB County
HYATT CENTRIC SANTA BARBARA	1111 E CABRILLO BLVD	SANTA BARBARA	CA	93103-3701	Hotel	SB City
INN AT EAST BEACH	1029 ORILLA DEL MAR	SANTA BARBARA	CA	93103-3705	Hotel	SB City

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
INN BY THE HARBOR	223 CASTILLO ST	SANTA BARBARA	CA	93101-3811	Hotel	SB City
INN OF THE SPANISH GARDENS	915 GARDEN ST	SANTA BARBARA	CA	93101-1414	Hotel	SB City
INN ON SUMMER HILL	1187 Coast Village Rd #508	Santa Barbara	CA	93108-2737	Hotel	SB County
JASON STREATFEILD LUXURY ESTATES -C	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108	Vacation Rental	SB County
JASON STREATFEILD LUXURY ESTATES -D	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108	Vacation Rental	SB County
JASON STREATFEILD LUXURY ESTATES -E	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108	Vacation Rental	SB County
JASON STREATFEILD LUXURY ESTATES -F	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108	Vacation Rental	SB County
JASON STREATFEILD LUXURY ESTATES -G	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108	Vacation Rental	SB County
JASON STREATFEILD LUXURY ESTATES -H	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108	Vacation Rental	SB County
JEFF & LEANN CROSBY	4055 LAKE WASHINGTON BLVD NE STE 200	KIRKLAND	WA	8033-7871	Vacation Rental	SB City
JEFFUS, MONICA	854 CHELTENHAM RD	SANTA BARBARA	CA	93105	Vacation Rental	SB County
JENNINGS STR LLC	PO BOX 61102	SANTA BARBARA	CA	93160-1102	Vacation Rental	SB City
JOHN DEMATTEO	6526 CALLE KORAL	GOLETA	CA	93117	Vacation Rental	Goleta
JOHN SHARKEY	312 PEBBLE BEACH DR	GOLETA	CA	93117	Vacation Rental	Goleta
JONATHAN WADELL	1510 DE LA VINA ST	SANTA BARBARA	CA	93101-3029	Vacation Rental	SB City
JULI FARRIS	924 LAGUNA ST # B	SANTA BARBARA	CA	93101-1405	Vacation Rental	SB City
JUSTINE BELLEFEUILLE	6267 SHAMROCK AVE	GOLETA	CA	93117	Vacation Rental	Goleta
KEVIN AHLERS	655 WINDSOR AVE	GOLETA	CA	93117	Vacation Rental	Goleta
KIMBERLY & JOHN BIANCHI	4250 MARIPOSA DR	SANTA BARBARA	CA	93110-2440	Vacation Rental	SB City
KIRK EVANS	6007 PASEO PALMILLA	GOLETA	CA	93117	Vacation Rental	Goleta
KOVACEVICH VRBO	1402 CAMINO MELENO	SANTA BARBARA	CA	93111	Vacation Rental	SB County
LA MAISON SANTA BARBARA	137 E DE LA GUERRA ST # B	SANTA BARBARA	CA	93101-2228	Vacation Rental	SB City
LA PETITE MAISON BLANCHE	PO BOX 23634	SANTA BARBARA	CA	93121-3634	Vacation Rental	SB City
LA QUINTA INN & SUITES	2333 NW VAUGHN ST	PORTLAND	OR	97210-2311	Hotel	SB City
LAVENDER GARDEN INN BY THE SEA	206 CASTILLO ST	SANTA BARBARA	CA	93101-3812	Hotel	SB City

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LEMON TREE INN	2819 STATE ST	SANTA BARBARA	CA	93105-3415	Hotel	SB City
LEVET, BENOIT & VINITA SRINIVAS	3238 BALBOA - A	SAN FRANCISCO	CA	94121	Vacation Rental	SB County
LINDA CROYLE	70 MANCHESTER PLACE	GOLETA	CA	93117	Vacation Rental	Goleta
MAJA GRIEG	6548 COVINGTON WAY	GOLETA	CA	93117	Vacation Rental	Goleta
MANN, PRESTON & DEBRA	438 VENADO DRIVE	SANTA BARBARA	CA	93111	Vacation Rental	SB County
MARINA BEACH MOTEL	21 BATH ST	SANTA BARBARA	CA	93101-3802	Hotel	SB City
MASON BEACH INN	324 W MASON ST	SANTA BARBARA	CA	93101-3822	Hotel	SB City
MELONY HIATT	2310 SIGNAL AVE	SANTA MARIA	CA	93458	Vacation Rental	Goleta
MERCEDES GREENBERG	421 CALLE PALO COLORADO	SANTA BARBARA	CA	93105-2748	Vacation Rental	SB City
MICHELLE & MICHAEL PEPE	924 LAGUNA ST # B	SANTA BARBARA	CA	93101-1405	Vacation Rental	SB City
MICHELLE LEIPHARDT	7295 BUTTE DR	GOLETA	CA	93117	Vacation Rental	Goleta
MILLER, JODY & BEN	PO BOX 695	CARPINTERIA	CA	93014	Vacation Rental	SB County
MILLWORKS	PO BOX 41459	SANTA BARBARA	CA	93140-1459	Vacation Rental	SB City
MIRAMAR COTTAGE	115 MIRAMAR AVE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
MISSION CANYON PEACE	1220 MISSION CANYON PL	SANTA BARBARA	CA	93105	Vacation Rental	SB County
MOCKINGBIRD VACATION RENTAL	743 N REDWOOD AVE	SAN JOSE	CA	95128	Vacation Rental	SB County
MONTECITO BEACH HOUSE	49 HUMPHREY RD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
MONTECITO INN	1295 COAST VILLAGE RD	SANTA BARBARA	CA	93108-2748	Hotel	SB City
MONTECITO, LLC	1410 N JAMESON LANE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
MONTESANO, ARLENE	937 CIMA LINDA LANE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
MORIARTY, KERRY	74 OLIVE MILL RD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
MOTEL 6	5897 CALLE REAL	GOLETA	CA	93117	Hotel	Goleta
MOTEL 6 #1	PO BOX 117508	CARROLLTON	TX	75011-7508	Hotel	SB City
MOTEL 6 #2	PO BOX 117508	CARROLLTON	TX	75011-7508	Hotel	SB City
MSTISLAV & FRANCES KOSTRUBA	228 W MICHELTORENA ST	SANTA BARBARA	CA	93101-3021	Vacation Rental	SB City

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
NELSON, JEFFREY & DOROTHY	4656 VINTAGE RANCH LN	SANTA BARBARA	CA	93110	Vacation Rental	SB County
NELSON, THOMAS	2676 GLENDESSARY LANE	SANTA BARBARA	CA	93105	Vacation Rental	SB County
NIMMER BEACH HOUSE	5296 EL CARRO LANE	CARPINTERIA	CA	93013	Vacation Rental	SB County
OASIS INN & SUITES	3344 STATE ST	SANTA BARBARA	CA	93105-2624	Hotel	SB City
O'BRIEN, GREG	2937 GLEN ALBYN DR	SANTA BARBARA	CA	93105	Vacation Rental	SB County
OCEAN VIEW COTTAGE	2018 FOOTHILL RD	SANTA BARBARA	CA	93105	Vacation Rental	SB County
OLD YACHT CLUB	430 CORONA DEL MAR	SANTA BARBARA	CA	93103-3602	Vacation Rental	SB City
ONE KEY LLC	PO BOX 61102	SANTA BARBARA	CA	93160-1102	Vacation Rental	SB City
ORANGE TREE INN	1920 STATE ST	SANTA BARBARA	CA	93101-2422	Hotel	SB City
PACIFIC CREST SANTA BARBARA	433 CORONA DEL MAR	SANTA BARBARA	CA	93103-3601	Hotel	SB City
PACIFIC SUITES	5490 HOLLISTER AVE	GOLETA	CA	93117	Hotel	Goleta
PACIFIC TIMES MANAGEMENT LLC	30 W QUINTO ST	SANTA BARBARA	CA	93105-3923	Vacation Rental	SB City
PALM TREE PROPERTIES- A	100 PALM TREE LN	SANTA BARBARA	CA	93108	Vacation Rental	SB County
PALM TREE PROPERTIES- B	PO BOX 4520	SANTA BARBARA	CA	93140	Vacation Rental	SB County
PAPE, NANCY	1335 40TH STREET	SACRAMENTO	CA	95819	Vacation Rental	SB County
PARADISE COTTAGE	PO BOX 1608	SUMMERLAND	CA	93067	Vacation Rental	SB County
PARADISE RETREATS - BBB	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - CC	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - D	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - D2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - DDD	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - E1	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - F	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - F2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - H	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
PARADISE RETREATS - H2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - I	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - J	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - KK	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - L2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - LL	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - LLL	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - N2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - O2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - PPP	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - Q2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - RR	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - T	16 E ARRELLAGA	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - U1	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - U2	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - WWW	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARADISE RETREATS - XX	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101	Vacation Rental	SB County
PARKER, GAIL	PO BOX 1384	SUMMERLAND	CA	93067	Vacation Rental	SB County
PATRICIA & ELLIS FEINSTEIN	340 WHITE OAK CIR	MEDFORD	OR	97504-7737	Vacation Rental	SB City
PEPPER TREE MOTOR INN	3850 STATE ST	SANTA BARBARA	CA	93105-3112	Hotel	SB City
PERRY, ROSARIO	312 PICO BLVD	SANTA MONICA	CA	90405	Vacation Rental	SB County
PETERSON RENTALS	1342 VIRGINIA RD	SANTA BARBARA	CA	93108	Vacation Rental	SB County
PETITE RETREAT	PO BOX 50715	SANTA BARBARA	CA	93150	Vacation Rental	SB County
PHAM, QUANG & JULIE	4746 AMAROSA ST	SANTA BARBARA	CA	93110	Vacation Rental	SB County
PHILLIPS, JACQUELINE	PO BOX 40238	SANTA BARBARA	CA	93140	Vacation Rental	SB County



Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
PIERCE, MONIQUE	4156 VISTA CLARA RD	SANTA BARBARA	CA	93110	Vacation Rental	SB County
POOL, HARRY	4138 VISTA CLARA RD	SANTA BARBARA	CA	93110	Vacation Rental	SB County
POOLSIDE HOME	3463 STATE ST #531	SANTA BARBARA	CA	93105	Vacation Rental	SB County
PRESIDIO MOTEL	1304 PORTESUELLO AVE	SANTA BARBARA	CA	93105-4623	Hotel	SB City
PRIVATE PATIO-MASTER BEDROOM SUITE	5250 CALIFIA COURT	SANTA BARBARA	CA	93111	Vacation Rental	SB County
PURE VIDA CASAS	3588 LA ENTRADA	SANTA BARBARA	CA	93105	Vacation Rental	SB County
QUALITY INN	3055 DE LA VINA ST	SANTA BARBARA	CA	93105-3351	Hotel	SB City
RAMADA LIMITED	4770 CALLE REAL	Santa Barbara	CA	93110	Hotel	SB County
RESIDENCE INN GOLETA	6350 HOLLISTER AVE	GOLETA	CA	93117	Hotel	Goleta
RH MANAGEMENT INC	1650 VETERAN AVE APT 307	LOS ANGELES	CA	90024-5555	Vacation Rental	SB City
RINCON SEASIDE RETREAT	126 MONTECELLO AVE	PIEDMONT	CA	94611	Vacation Rental	SB County
RITZ-CARLTON BACARA	401 STORK RD	GOLETA	CA	93117	Hotel	Goleta
RIVEN ROCK MANAGEMENT, LLC	1114 STATE ST, STE 250	SANTA BARBARA	CA	93101	Vacation Rental	SB County
RON & DANA MACKSOUD	2507 HONOLULU AVE	MONTROSE	CA	91020-1805	Vacation Rental	SB City
ROSE GARDEN INN	3643 STATE ST	SANTA BARBARA	CA	93105-2521	Hotel	SB City
ROSENBLATT, MINDY	2709 FOOTHILL RD	SANTA BARBARA	CA	93105	Vacation Rental	SB County
ROSEWOOD MIRAMAR BEACH	66 EUCALYPTUS LANE	MONTECITO	CA	93108	Hotel	SB County
ROULET, JEANNE	3134 VIA REAL	CARPINTERIA	CA	93013	Vacation Rental	SB County
ROULET, JEANNE	3134 VIA REAL	CARPINTERIA	CA	93013	Vacation Rental	SB County
RUTHERFORD, JOHN & LYNN	1374 DANIELSON RD #B	SANTA BARBARA	CA	93108	Vacation Rental	SB County
SABRINA CRUZ	329 PEBBLE BEACH DR	GOLETA	CA	93117	Vacation Rental	Goleta
SAN YSIDRO RANCH	900 SAN YSIDRO LANE	MONTECITO	CA	93108	Hotel	SB County
SANDPIPER LODGE	3525 STATE ST	SANTA BARBARA	CA	93105-2627	Hotel	SB City
SANTA BARBARA HOUSE	1111 E CABRILLO BLVD	SANTA BARBARA	CA	93103-3701	Hotel	SB City
SANTA BARBARA INN HOTEL	901 E CABRILLO BLVD	SANTA BARBARA	CA	93103-3642	Hotel	SB City
SANTA BARBARA VACATION RENTALS, LLC - K	27 W ANAPAMU ST #228	SANTA BARBARA	CA	93101	Vacation Rental	SB County



Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
SANTA BARBARA VACATION RENTALS, LLC - M	27 W ANAPAMU ST #228	SANTA BARBARA	CA	93101	Vacation Rental	SB County
SANTA BARBARA VACATION RENTALS, LLC - Q	27 W ANAPAMU ST #228	SANTA BARBARA	CA	93101	Vacation Rental	SB County
SANTA BARBARA VACATION RENTALS, LLC - S	27 W ANAPAMU ST #228	SANTA BARBARA	CA	93101	Vacation Rental	SB County
SARAH DOUGLAS	6241 STOW CYN RD	GOLETA	CA	93117	Vacation Rental	Goleta
SB 93108 HOMES	145 SANTA ISABEL LANE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
SB 93108 HOMES - B	145 SANTA ISABEL LANE	SANTA BARBARA	CA	93108	Vacation Rental	SB County
SECRET GARDEN INN & COTTAGES	2821 BEN LOMOND DR	SANTA BARBARA	CA	93105-2204	Hotel	SB City
SHARMA GAURAV	985 MANGROVE AVE APT. A	SUNNYVALE	CA	94086	Vacation Rental	Goleta
SIGNATURE RENTALS - CALIFORNIA, INC - A	7655 E REDFIELD RD #3	SCOTTSDALE	AZ	85260	Vacation Rental	SB County
SIGNATURE RENTALS - CALIFORNIA, INC - E	7655 E REDFIELD RD #3	SCOTTSDALE	AZ	85260	Vacation Rental	SB County
SIGNATURE RENTALS - CALIFORNIA, INC - F	7655 E REDFIELD RD #3	SCOTTSDALE	AZ	85260	Vacation Rental	SB County
SIGNATURE RENTALS - CALIFORNIA, INC - G	7655 E REDFIELD RD #3	SCOTTSDALE	AZ	85260	Vacation Rental	SB County
SIGNATURE RENTALS - CALIFORNIA, INC - I	7655 E REDFIELD RD #3	SCOTTSDALE	AZ	85260	Vacation Rental	SB County
SIGNATURE RENTALS - CALIFORNIA, INC - K	7655 E REDFIELD RD #3	SCOTTSDALE	AZ	85260	Vacation Rental	SB County
SIMPSON HOUSE INN	121 E ARRELLAGA ST	SANTA BARBARA	CA	93101-1903	Hotel	SB City
SNELLEN-JACKSON, JUDITH	7105 GOBERNADOR CYN RD	CARPINTERIA	CA	93013	Vacation Rental	SB County
SOLLENNE, GREGORY & DENISE	4643 PUENTE PLAZA	SANTA BARBARA	CA	93110	Vacation Rental	SB County
STANFIELD, AMY	760 CHELHAM WAY	SANTA BARBARA	CA	93108	Vacation Rental	SB County
STEVEY, VIRGINIA	760 S ORANGE GROVE BLVD	PASADENA	CA	91105	Vacation Rental	SB County
SUMMER HOUSE	PO BOX 811	SUMMERLAND	CA	93067	Vacation Rental	SB County
SUMMERLAND DOUBLE DOLPHIN	PO BOX 933	SUMMERLAND	CA	93067	Vacation Rental	SB County
SUMMERLAND INN	PO BOX 845	SUMMERLAND	CA	93067	Hotel	SB County
SUMMERLAND STUDIO	PO BOX 294	SUMMERLAND	CA	93067	Vacation Rental	SB County
SUMMERLAND STUDIO	PO BOX 205	SUMMERLAND	CA	93067	Vacation Rental	SB County

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
SUNSET MOTEL	1787 E THOMPSON BLVD	VENTURA	CA	93001-3326	Hotel	SB City
SUPER 8	6021 HOLLISTER AVE	GOLETA	CA	93117	Hotel	Goleta
THE CHESHIRE CAT	36 W VALERIO ST	SANTA BARBARA	CA	93101-2524	Hotel	SB City
THE DUX	504 N COURT ST	FAIRFIELD	IA	52556-2425	Vacation Rental	SB City
THE EAGLE INN	232 NATOMA AVE	SANTA BARBARA	CA	93101-3522	Hotel	SB City
THE FRANCISCAN INN	109 BATH ST	SANTA BARBARA	CA	93101-3804	Hotel	SB City
THE GOODLAND	5650 CALLE REAL	GOLETA	CA	93117	Hotel	Goleta
THE LILLIE HOUSE	52 CALLE CAPISTRANO	SANTA BARBARA	CA	93105	Vacation Rental	SB County
THE PALACE	1015 DEBRA DRIVE	SANTA BARBARA	CA	93110	Vacation Rental	SB County
THE UPHAM HOTEL/TIFFANY INN	1404 DE LA VINA ST	SANTA BARBARA	CA	93101-3027	Hotel	SB City
THE WAYFARER	39 ARGONAUT	ALISO VIEJO	CA	92656-4152	Hotel	SB City
THEILMANN, THEODORE & MARY ANNE	3198 VIA REAL	CARPINTERIA	CA	93013	Vacation Rental	SB County
THOMAS JOHANSEN	421 W ORTEGA ST	SANTA BARBARA	CA	93101-3327	Vacation Rental	SB City
THOST, ERIKA	6895 SABADO TARDE RD	GOLETA	CA	93117	Vacation Rental	SB County
TOWN & COUNTRY INN	2800 STATE ST	SANTA BARBARA	CA	93105-3416	Hotel	SB City
TUNBERG, THOMAS	PO BOX 3089	GREENWOOD	CO	80155	Vacation Rental	SB County
TURNKEY VACATION RENTALS - G	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - H1	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - I1	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - J1	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - OO	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - PP	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - QQ	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - RR	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - SS	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County

Lodging Business Name	Lodging Business Mailing Address	City	State	ZIP	Business Type	Jurisdiction
TURNKEY VACATION RENTALS - X	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - XX	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - Z	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
TURNKEY VACATION RENTALS - ZZ	5508 US HWY 290 WEST, STE 300	AUSTIN	TX	78735	Vacation Rental	SB County
UHLER, CAREY	5245 JAMES ROAD	SANTA BARBARA	CA	93111	Vacation Rental	SB County
VACATION RENTAL OF SANTA BARBARA	924 LAGUNA #B	SANTA BARBARA	CA	93101	Vacation Rental	SB County
VACATION RENTAL OF SANTA BARBARA	924 LAGUNA #B	SANTA BARBARA	CA	93101	Vacation Rental	SB County
VACATION RENTAL OF SANTA BARBARA	924 LAGUNA #B	SANTA BARBARA	CA	93101	Vacation Rental	SB County
VACATION RENTAL OF SANTA BARBARA	924 LAGUNA #B	SANTA BARBARA	CA	93101	Vacation Rental	SB County
VACATION RENTAL OF SANTA BARBARA	924 LAGUNA #B	SANTA BARBARA	CA	93101	Vacation Rental	SB County
VILLA ELEGANTE	PO BOX 4836	SANTA BARBARA	CA	93140-4836	Vacation Rental	SB City
VILLA MALAGA	1557 LA CRESTA CIR	SANTA BARBARA	CA	93109-1741	Vacation Rental	SB City
VILLA PORTOFINO LLC	27 W ANAPAMU ST # 228	SANTA BARBARA	CA	93101-3107	Vacation Rental	SB City
VILLA ROSA ALAMAR LLC	15 CHAPALA ST	SANTA BARBARA	CA	93101-3507	Hotel	SB City
VILLA SEVILLANO	3215 FOOTHILL RD	CARPINTERIA	CA	93013	Vacation Rental	SB County
WALK TO THE MORE MESA BEACH	935 VIA NIETO	SANTA BARBARA	CA	93110	Vacation Rental	SB County
WEISBART, HARRY & JUDITH	2879 EXETER PLACE	SANTA BARBARA	CA	93105	Vacation Rental	SB County
WEST BEACH INN	3218 S JUPITER AVE	BOISE	ID	83709-4200	Hotel	SB City
WESTMONT COLLEGE	955 LA PAZ RD	SANTA BARBARA	CA	93108	Hotel	SB County
WHITE JASMINE INN SANTA BARBARA	1327 BATH ST	SANTA BARBARA	CA	93101-3623	Hotel	SB City
WIMBERLY, ED & JOAN	211 OCEAN VIEW RD	CARPINTERIA	CA	93013	Vacation Rental	SB County
WINTHROP, STUART & ELIZABETH	1959 LAS TUNAS RD	SANTA BARBARA	CA	93103	Vacation Rental	SB County

## **ATTACHMENT 2**

Resolution No. 2019-\_\_, A Resolution of the City Council of the City of Goleta, California, Granting Consent to the City of Santa Barbara to renew the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID)



## **RESOLUTION NO. 19-XX**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GOLETA, CALIFORNIA, GRANTING CONSENT TO THE CITY OF SANTA BARBARA TO RENEW THE SANTA BARBARA SOUTH COAST TOURISM BUSINESS IMPROVEMENT DISTRICT (SBSCTBID)**

**WHEREAS**, the City of Santa Barbara is beginning the process to renew the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., to promote tourism and the lodging businesses in Santa Barbara, Goleta, and portions of unincorporated southern Santa Barbara County; and

**WHEREAS**, the City Council of the City of Santa Barbara has requested consent to renew the SBSCTBID in the City of Goleta with adoption of Santa Barbara City Council Resolution No. \_\_\_\_, dated September 24, 2019; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLETA, AS FOLLOWS:**

#### **SECTION 1.**

The above recitals are true and correct.

#### **SECTION 2.**

The City Council consents to the City of Santa Barbara renewing, operating, modifying, and for future renewals of the SBSCTBID, which shall include the City of Goleta.

#### **SECTION 3.**

The City Clerk is hereby directed to transmit a certified copy of this Resolution to the City Clerk of the City of Santa Barbara City Council.

#### **SECTION 4.**

This Resolution is effective upon its adoption.

**SECTION 5.**

The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED, APPROVED AND ADOPTED** this 1<sup>st</sup> day of October, 2019.

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PAULA PEROTTE  
MAYOR

ATTEST:

APPROVED AS TO FORM:

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DEBORAH S. LOPEZ  
CITY CLERK

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MICHAEL JENKINS  
CITY ATTORNEY



STATE OF CALIFORNIA            )  
COUNTY OF SANTA BARBARA    )  
CITY OF GOLETA                 )       ss.

I, DEBORAH S. LOPEZ, City Clerk of the City of Goleta, California, DO  
HEREBY CERTIFY that the foregoing Resolution No. 19-\_\_ was duly adopted by  
the City Council of the City of Goleta at a regular meeting held on the 1<sup>st</sup> day of  
October, 2019 by the following vote of the Council:

AYES:

NOES:

ABSENT:

(SEAL)

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DEBORAH S. LOPEZ  
CITY CLERK