

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL
OF THE FRESNO/CLOVIS TOURISM BUSINESS IMPROVEMENT DISTRICT (FCTBID)
AND LEVY OF AN ASSESSMENT ON LODGING BUSINESSES AND SHORT-TERM
RENTALS WITHIN THE FCTBID**

NOTICE IS HEREBY GIVEN that on October 30, 2025, the City Council (Council) of the City of Fresno (City) adopted a Resolution of Intention to renew the Fresno/Clovis Tourism Business Improvement District (FCTBID) and to levy an assessment on certain lodging businesses and short-term rentals within the FCTBID as set forth in the attached Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 9:00 AM on November 20, 2025, at the Council Chambers, 2600 Fresno St., Second Floor, Fresno, CA 93721, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the FCTBID and the levy of assessments therein as set forth in the enclosed Resolution of Intention and pursuant to Government Code section 54954.6.

NOTICE IS HEREBY FURTHER GIVEN that at 9:00 AM on December 18, 2025, at the Council Chambers, 2600 Fresno St., Second Floor, Fresno, CA 93721, has been set as the time and place for a public hearing at which time the Council proposes to renew the FCTBID and to levy the proposed assessment as set forth in the Resolution of Intention.

Boundaries: The renewed FCTBID includes all lodging businesses, including all short-term rentals, existing and in the future, available for public occupancy located within the boundaries of the cities of Fresno and Clovis (collectively referred to herein as “Assessed Businesses”).

Purpose: The FCTBID is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Destination sales and marketing promotions will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

Budget: The total FCTBID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$3,585,000. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do, as businesses open and close, and as the assessment rate is increased over the duration of the FCTBID.

Assessment: The previous annual assessment rate for the FCTBID was one and one-half percent (1.5%) of gross short-term (stays less than 31 days) room rental revenue, for years one through five of the ten year term. In years six through ten, the annual assessment rate is two percent (2%) of gross short-term (stays less than 31 days) room rental revenue. The renewed annual assessment rate is two percent (2%) of gross short-term room rental revenue in years one (1) and two (2) of the term. The assessment rate will automatically increase to two and one-half of one percent (2.5%) of gross short-term room rental revenue in years three (3) through six (6) and will subsequently increase to three percent (3%) of gross short-term room rental revenue in years seven (7) through ten (10) of the term, as outlined in the table below.

Years	Assessment Rate
1 - 2	2%
3 - 6	2.5%
7 - 10	3%

Based on the benefit received, assessments will not be collected on the following stays:

- Stays of more than thirty (30) consecutive days;
- Stays by railroad crews and airline crews;
- Stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty or any federal or California city, county or state government officer or employee when on official business; and
- Stays by any occupant whose rent is of a value less than two dollars (\$2.00) a day.

Collection: The Cities of Fresno and Clovis will be responsible for collecting the assessment not less than quarterly (including any delinquencies, interest, and overdue charges) from each Assessed Business located in the boundaries of the FCTBID within each respective city. Each city shall take all reasonable efforts to collect the assessments from each Assessed Business.

Duration: The renewed FCTBID will have a ten (10) year life, beginning January 1, 2026, or as soon as possible thereafter, and ending ten (10) years from its start date. After ten (10) years, the FCTBID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., if business owners support continuing the FCTBID programs.

Management: The Fresno/Clovis Convention and Visitors' Bureau shall continue to serve as the FCTBID Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with the Management District Plan and must provide annual reports to the Fresno City Council.

Protest: Any owner of an assessed business within the proposed FCTBID that will be subject to the assessment may protest the renewal of the FCTBID. If written protests are received from the owners of assessed businesses in the proposed FCTBID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the FCTBID shall not be renewed and the assessment shall not be imposed.

You may mail a written protest to:

Office of the City Clerk
City of Fresno
City Clerk's Office
2600 Fresno Street, Room 2133
Fresno, CA 93721

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

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

Fresno/Clovis Convention and Visitors Bureau
Lisa Oliveira, President/CEO
1180 E. Shaw Avenue, Suite 201
Fresno, CA 93710
(559) 981-5500

Dated: _____

City Clerk