

NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL OF THE FRESNO/CLOVIS TOURISM BUSINESS IMPROVEMENT DISTRICT AND LEVY OF AN ASSESSMENT ON CERTAIN LODGING BUSINESSES WITHIN THE DISTRICT

NOTICE IS HEREBY GIVEN that on October 30, 2014, the City Council (the "Council") of the City of Fresno (the "City") adopted a Resolution of Intention to renew the Fresno/Clovis Tourism Business Improvement District (the "FCTBID") and to levy an assessment on certain lodging businesses within the FCTBID as set forth in the attached Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 10:00 AM on November 20, 2014, at the City of Fresno Council Chambers, 2600 Fresno Street, 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 2:00 PM on December 18, 2014, at the City of Fresno Council Chambers, 2600 Fresno Street, 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 located within the boundaries of the cities of Fresno and Clovis.
- Assessment:** The annual assessment rate is 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. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days, nor on stays by railroad crews, airline crews, or tax exempt government employees on government business as described in detail in section V of the Management District Plan.
- Budget:** The total FCTBID annual budget for the first five (5) years of its ten (10) year operation is anticipated to be approximately \$1,400,000 per year. The anticipated annual budget for the last five (5) years of its ten (10) year operation will be approximately \$2,000,000 per year. This budget is expected to fluctuate as room sales and the assessment rate do, as detailed in Section VI of the Management District Plan.
- Purpose:** The FCTBID is designed to provide specific benefits directly to payors by increasing room night sales. Destination marketing and sales promotions will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.

Collection: Each City will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in its jurisdiction. Each City shall take all reasonable efforts to collect the assessments from each lodging business.

Protest: Any owner of a lodging business within the renewed FCTBID that will be subject to the assessment may protest the renewal of the FCTBID. If written protests are received from the owners of lodging businesses in the renewed FCTBID who represent 50 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
2600 Fresno Street
Fresno, CA 93721

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

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

Ms. Layla Forstedt
Fresno/Clovis Convention and Visitors Bureau
1550 E. Shaw Avenue, Suite 101
Fresno, CA 93710
(559) 981-5500

Dated: _____

City Clerk