

THE BOARD OF SUPERVISORS OF CONTRA COSTA COUNTY, CALIFORNIA
and for Special Districts, Agencies and Authorities Governed by the Board

Adopted this Resolution on 03/03/2015 by the following vote:

AYE: ☐
NO: ☐
ABSENT: ☐
ABSTAIN: ☐
RECUSE: ☐



Resolution No. 2015/70

In the Matter of: Consenting to a change in the boundaries of the Walnut Creek Tourism Business Improvement District to include unincorporated territory.

WHEREAS, in December 2010 the City of Walnut Creek established the Walnut Creek Tourism Business Improvement District (TBID) with boundaries coextensive with that of the city; and

WHEREAS, the TBID funds the Walnut Creek Chamber of Commerce's efforts in promotion of the City of Walnut Creek and hotels in the area as a tourist destination and local area of attraction; and

WHEREAS, promotional activities include targeted marketing, advertising, public relations, promoting visitor activities and attractions, and other related activities; and

WHEREAS, the TBID is funded from assessments collected quarterly by the City from the hotels comprising the TBID. The assessment is currently derived from the four hotels in the TBID within Walnut Creek, respectively Diablo Mountain Inn, Holiday Inn Express, Motel 6, and Walnut Creek Marriott; and

WHEREAS, a portion of the territory proposed to be included in the TBID lies within an unincorporated area of Contra Costa County; and

WHEREAS, the City of Walnut Creek proposes to add two hotels, the Embassy Suites Walnut Creek and Renaissance Club Sport Walnut Creek, to the TBID by changing the district's boundaries; and

WHEREAS, both of these hotels are located within the unincorporated area of Contra Costa County in the Contra Costa Centre; and

WHEREAS, the proposal to include the Embassy Suites Walnut Creek and the Renaissance Club Sport Walnut Creek to the TBID is the desire of the existing members and supported by the two new hotels seeking inclusion; and

WHEREAS, because these two hotels are located within the unincorporated area of the County, the consent of the County Board of Supervisors to a change in the boundaries of the TBID is required before the City Council can take final action on an assessment that includes the Embassy Suites Walnut Creek and the Renaissance Club Sport Walnut Creek to the TBID; and

WHEREAS, the TBID is funded from assessments collected quarterly by the City from the hotels comprising the TBID and these assessments are then remitted to the Walnut Creek Chamber of Commerce; and

WHEREAS, the assessment structure is based on a rate of \$2.00 per room, per day of occupancy for properties with 75 or more sleeping rooms; properties with fewer than 75 sleeping rooms are assessed \$1.50 per room per day; and

WHEREAS, with adoption of Walnut Creek City Council Resolution No. 1504 on February 3, 2015, the City Council of the City of Walnut Creek has requested the consent of the Board of Supervisors to a change in the boundaries of the Walnut Creek Tourism Business Improvement District (TBID) to include unincorporated territory.

NOW, THEREFORE, BE IT RESOLVED, that the Contra Costa County Board of Supervisors hereby consents to the City of Walnut Creek to change the boundaries of the Walnut Creek Tourism Business Improvement District (TBID), which District shall have the boundaries depicted in the map attached hereto as Exhibit A and unincorporated herein by reference.

Contact: Lia Bristol, (925) 521-7100

ATTESTED: March 3, 2015

David J. Twa, County Administrator and Clerk of the Board of Supervisors

By: , Deputy

cc: Robert Campbell, Auditor-Controller