

RESOLUTION NO. 15-733

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON REQUESTING CONSENT OF THE CITIES OF LIVERMORE, DUBLIN, AND THE TOWN OF DANVILLE, AND THE COUNTIES OF ALAMEDA AND CONTRA COSTA TO RENEW THE TRI-VALLEY TOURISM MARKETING DISTRICT (TVTMD)

WHEREAS, the City Council of the City of Pleasanton desires to renew the Tri-Valley Tourism Marketing District (TVTMD) pursuant to the Property and Business Improvement District Law of 1994, California Streets and Highways Code section 36600 et seq. to fund tourism promotions and marketing programs which provide a specific benefit to the assessed lodging businesses; and

WHEREAS, certain lodging business owners have requested that the City Council of the City of Pleasanton renew the TVTMD for purposes of promotion of lodging businesses in the Tri-Valley area; and

WHEREAS, the territory proposed to be included in the TVTMD lies within the boundaries of the Cities of Pleasanton, Livermore, and Dublin, and the Town of Danville, and identified portions of unincorporated areas of Alameda and Contra Costa Counties as shown on the map attached hereto as Exhibit A and incorporated herein by such attachment; and

WHEREAS, the lodging businesses located within the area of the Cities, Town and Counties which lie within the boundaries of the proposed TVTMD will, in the opinion of the City Council, be benefited by the proposed improvements and activities to be carried out, and the purpose sought to be accomplished by the work can best be accomplished by a single comprehensive scheme of work; and

WHEREAS, consenting cities, town and counties will participate in the TVTMD by collecting and transferring to the City of Pleasanton the TVTMD assessment applied to lodging businesses within their jurisdictions.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Pleasanton that:

Section 1: The above recitals are true and correct.

Section 2: Consent of the Cities, Town and Counties, through their respective Councils and Boards of Supervisors, is hereby requested to renew the TVTMD, and to grant to the City Council of the City of Pleasanton jurisdiction for all the purposes in connection with creation and operation of the proposed TVTMD, with input from the lodging businesses and participating jurisdictions.

Section 3: The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the Cities of Livermore and Dublin, the Town of Danville, and the Counties of Alameda and Contra Costa.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of Pleasanton at a regular meeting held on February 17, 2015.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a regular meeting held on the 17th day of February, 2015, by the following vote:

Ayes: Councilmembers Brown, Narum, Olson, Pentin, Mayor Thorne
Noes: None
Absent: None
Abstain: None


Karen Diaz, City Clerk

APPROVED AS TO FORM:

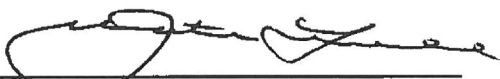
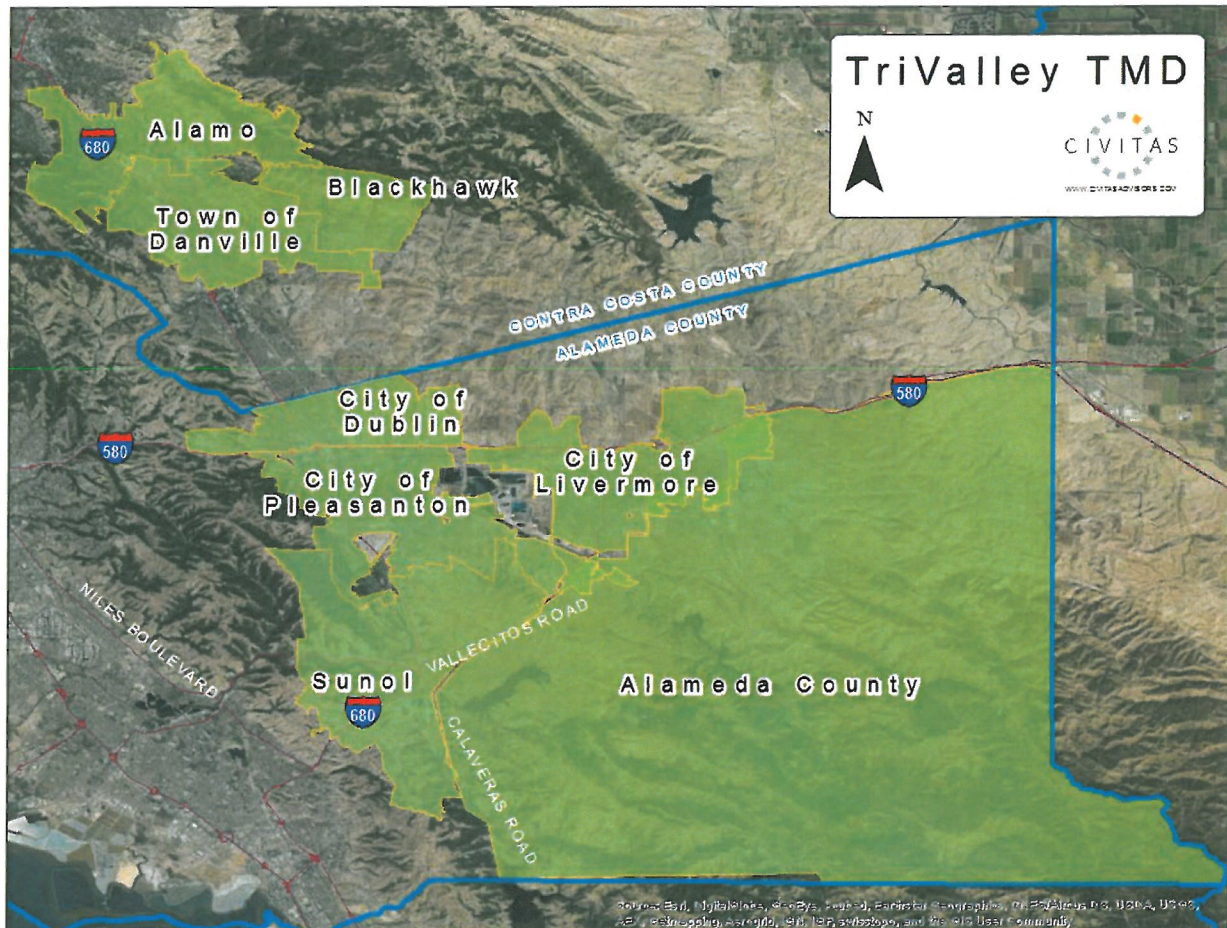

Jonathan P. Lowell, City Attorney

EXHIBIT A
District Boundaries



The boundaries of the district shall be those of the cities of Pleasanton, Livermore, Dublin, and the Town of Danville, and those portions of unincorporated Alameda and Contra Costa Counties show on the map, which include the communities of Alamo, Blackhawk, and Sunol, the portion of the counties that lies between the cities of Pleasanton and Livermore, and that portion of Alameda County which lies southeast of Interstate 580.