



Dear Lodging Owner/Representative:

We are reaching out to today to ask for your support for an important initiative that is vital to continue the promotion of Mendocino County as a world-class destination. This effort will generate more business for you and our area's lodging businesses, for many years to come.

Mendocino County lodging businesses are part of the Mendocino County Lodging Business Improvement District (BID), which was formed in 2006. These overnight accommodations collect a 1% assessment, paid by your guests. The assessment is passed from you to the County of Mendocino and then remitted to Visit Mendocino County (VMC). The assessment is used to fund the majority of the sales and marketing programs implemented by the Mendocino County Tourism Commission (MCTC) which increase overall visitation and overnight stays in our county.

Since 2006, the County of Mendocino has provided a 50% match to the 1% assessment, however, as of July 2024, the County is no longer able to provide this supplemental match due to budget cuts. In order to retain the level of funding necessary to remain competitive in the ever-competitive tourism marketplace, MCTC is proposing to modernize the current BID, which requires a tedious annual renewal process at the County Board of Supervisors, by establishing a new Tourism Marketing District (TMD) that would allow for an initial term of up to 5 years and an updated assessment of 2%. This initiative would provide long-term funding stability to promote your business and Mendocino County for the next 5 years, ensuring destination marketing program continuity and sustainability.

The purpose of this letter is to ask you to continue your support of the MCTC by signing the enclosed petition to form the new District. As always, our goal in this effort is to increase lodging revenue and stimulate economic development and growth. This initiative is more important than ever now, as tourism is one of the last remaining industries in Mendocino County.

In order to make these necessary changes a reality, we need your support. Enclosed for your review and signature is a petition asking the County of Mendocino to begin the district formation process. **Please complete the petition by completing the following steps:**

1. Provide the name of your business (include all if more than one).
2. Provide the name of the owner of your business.
3. Sign the petition. (Only the business owner/authorized representative may sign)
4. Date the petition.

Please review the petition, sign and date it, and return to MCTC's office in any of the following ways:

- Mail to our office using the enclosed return envelope.
- Scan and email your signed and dated form to ramon@visitmendocino.com
- Email ramon@visitmendocino.com to request a petition via DocuSign.
- Ask us to personally pick up at your lodging business. For this, call 707-964-9010.
- Drop off your form at the MCTC office, located at 105 W Clay St Ukiah, CA 95482.

If you have any questions, please reach out via the contact information provided below. Thank you in advance for your time and dedication to building a stronger Mendocino County destination!

Sincerely,

A handwritten signature in black ink, appearing to read "Ramon Jimenez".

Ramon Jimenez
Executive Director
Mendocino County Tourism Commission
Visit Mendocino County

Enclosures:

- Petition To be completed, signed & returned
- Exhibit A - Management District Plan Summary
- Exhibit B - Boundary Map

**PETITION TO THE COUNTY OF MENDOCINO
TO FORM THE MENDOCINO COUNTY TOURISM MARKETING DISTRICT**

We petition you to initiate proceedings to form the Mendocino County Tourism Marketing District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Business Establishment & Address

Business Owner

_____	_____
_____	_____
_____	_____
_____	_____

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Owner /Owner Representative Name (printed)

Title

Owner/Owner Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Ramon Jimenez
Visit Mendocino County
ramon@visitmendocino.com
707-964-9010
105 West Clay Street
Ukiah, CA 95482

EXHIBIT A
MANAGEMENT DISTRICT PLAN SUMMARY

- Location:* The Mendocino County Tourism Marketing District (MCTMD) includes all lodging businesses, existing and in the future, located within the boundaries of the cities of Fort Bragg, Point Arena, Ukiah, Willits, and the unincorporated area of Mendocino County, as shown on the map included herein.
- Services:* The MCTMD is designed to provide specific benefits directly to assessed lodging businesses by increasing awareness and demand for room night sales. Marketing and sales promotions will increase demand for overnight tourism by marketing assessed lodging businesses as destinations for leisure, meetings and events, thereby increasing demand for room night sales.
- Budget:* The total MCTMD annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$2,300,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do, and as lodging businesses open and close.
- Cost:* The annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue for all lodging businesses. In year three (3) of the operation of the MCTMD, the assessment rate may be recommended to be increased by the MCTMD Committee, subject to final approval by the Owner's Association Board and the Mendocino County (County) Board of Supervisors, by one half of one percent (0.5%) to a total rate of two- and one-half percent (2.5%) of gross short-term sleeping room rental revenue.
- Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; any person whose rent is paid for by the County as part of the Temporary Aid To Needy Families (TANF), Homeless Assistance Program, or the General Relief Program of the County, or whose rent is paid for through a homeless voucher program conducted by a County-based nonprofit corporation recommended for exemption by the County Department of Social Services and approved for exemption by the Mendocino County Treasurer-Tax Collector, and stays pursuant to contracts executed prior to January 1, 2025.
- Collection:* The County will be responsible for collecting the assessment on a quarterly basis or any other shorter reporting period which may be set by the County (including any delinquencies, interest and penalties) from each lodging business located in the boundaries of the MCTMD. The County shall take all reasonable efforts to collect the assessments from each lodging business located in their respective jurisdictions.
- Duration:* The MCTMD will have a five (5) year life, beginning January 1, 2025 or as soon as possible thereafter, and ending five (5) years from its start date. After five (5) years, the MCTMD may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. (94 Law) if assessed business owners support continuing the MCTMD programs.
- Management:* Visit Mendocino County shall serve as the MCTMD's Owners' Association. The Owners' Association is charged with managing funds and implementing MCTMD programs and must provide annual reports to the Board of Supervisors.

EXHIBIT B
MANAGEMENT DISTRICT PLAN SUMMARY

