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## STAFF REPORT

**TO:** THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL  
**MEETING DATE:** NOVEMBER 18, 2024  
**FROM:** CITY MANAGER TOM DuBOIS  
**SUBJECT:** AMADOR COUNTY TOURISM MARKETING DISTRICT

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### RECOMMENDATION:

Approve resolution supporting Amador Council of Tourism petitioning Amador County to form a tourism marketing district.

### BACKGROUND:

Similar Wine Heritage District formed early this year, the hotels and lodging establishments in Amador County desire to form a Tourism Marketing district. The businesses that are part of such a district vote amongst themselves to institute a fee to be used to promote Amador County as a destination.

Representatives for the ACTMD will present details of the management district plan (Attached) to council. Promotion of Amador County is a good thing for the City of Sutter Creek and the businesses here. The funds generated for marketing will be far greater than anyone has been able to afford in the past.

There are many benefits to TMDs:

- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are **designed, created and governed by those who will pay** the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

### DISCUSSION:

The City is being asked to indicate support of the ACTMD for the County Supervisors who will be asked to approve the formation. The businesses are paying the assessment themselves and the City will incur no cost in operating the ACTMD.

### BUDGET IMPACT:

No direct budget impact. This will be an increased fee on hotel stays. This fee is separate from a transient occupancy tax but will add on to the cost of lodging. While the City has no plans to raise the TOT at this time, the addition of the TMD fee could be a barrier to the City increased the TOT in the future.