

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

We petition you to initiate proceedings to form the Amador County Tourism Marketing District (ACTMD) 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**

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**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.**

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Owner /Owner Representative Name (printed)

Title

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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:

Amador Council of Tourism  
Laura Waltz  
PO Box 40  
Sutter Creek, CA 95685  
(831) 431-0505

**EXHIBIT A**  
**MANAGEMENT DISTRICT PLAN SUMMARY**

- Location:* The proposed ACTMD includes all lodging businesses and all short-term rentals, existing and in the future, available for public occupancy located within the boundaries of the County of Amador (County) including the cities of Amador City, Lone, Jackson, Plymouth, and Sutter Creek and the unincorporated areas of the County as shown on the map included herein.
- Services:* The ACTMD is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Marketing and sales promotions will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.
- Budget:* The total ACTMD annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$200,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do and as businesses open and close.
- Cost:* The annual assessment rate is two percent (2%) 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; stays by government employees on government business; and stays pursuant to contracts executed prior to the formation of the ACTMD.
- Collection:* A third-party collection agency will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, interest, and overdue charges) from each assessed business located in the boundaries of the ACTMD.
- Duration:* The proposed ACTMD 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 ACTMD may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. if business owners support continuing the ACTMD programs.
- Management:* The Amador Council of Tourism shall serve as the ACTMD's Owner's Association. The Owners' Association is charged with managing funds and implementing programs in accordance with the Management District Plan and must provide annual reports to the County Board of Supervisors.

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**Boundary Map**

