



Date: May 13, 2025

Honorable Mayor and Council Members:

Author and title: Carissa Binkley, Economic Vitality Program Analyst II

Title: **Truckee Tourism Business Improvement District Renewal Public Meeting**

Jen Callaway, Town Manager

Recommended Action:

Hold a public meeting to provide interested parties an opportunity to testify regarding the renewal of the Truckee Tourism Business Improvement District (TTBID) and collection of the proposed assessment.

Discussion:

The purpose of this agenda item is to provide an opportunity for public testimony regarding the Truckee Tourism Business Improvement District (TTBID) renewal and collection of the proposed assessment. No formal action, other than accepting testimony, is required as part of this agenda item.

Background:

Established in 2015, the TTBID is a benefit assessment district proposed to help fund marketing efforts to promote Truckee as an overnight visitor destination. The TTBID was renewed in 2020 for a second five-year term. The proposed TTBID renewal would extend the TTBID for an additional ten-year term from July 1, 2025-June 30, 2035. The proposed 2025 TTBID Management District Plan (MDP) authorizes the owners' association, Visit Truckee-Tahoe (VTT), to utilize TTBID funds to conduct a broad scope of activities related to Tourism Enhancement. Unlike Transient Occupancy Tax, which contributes to the Town's General Fund, the TTBID assessment is a self-assessment by all lodging properties (i.e. hotels, motels and short-term rentals). The Town uses its taxing authority to collect this assessment on behalf of the TTBID owners' association at the same time that Transient Occupancy Tax is collected. The Town then remits these funds to the owners' association, with the exception of a 2% administrative fee to offset the cost of collections.

The TTBID is governed by the Property and Business Improvement District Law of 1994 (Streets & Highways Code § 36600 et seq.). Renewal requires several steps, involving both the owners' association (Visit Truckee-Tahoe), assessed properties, and Town Council. These include:

Completed Steps:

- Town staff, Visit Truckee-Tahoe staff and board worked toward finalizing TTBID and MDP updates (Completed)
- Petition of all TTBID payors (led by VTT), requiring signatures from payors representing > 50% of the district's projected revenue. (Completed - signed petitions were received representing 65.38% of projected district revenue)
- TTBID Resolution of Intent to Renew adopted by Town Council (Completed March 25, 2025)
- Town Clerk issued a Notice of Public Meeting and Notice of Public Hearing Dates. The notice was published in the Sierra Sun for three consecutive weeks. Notice was also mailed to the owners of

all businesses proposed to be within the district informing them of the opportunity to protest the renewal of the district. (Completed). Mailing the notice began a mandatory forty-five-day period in which owners may protest district formation.

Current Step:

- Town Council holds a Public Meeting to allow public testimony regarding renewal and levy of the assessment. (This staff report's recommended action.)

Final Steps:

- Town Council holding a Public Hearing (Scheduled for May 27, 2025). If there is a written protest by lodging businesses representing more than 50% of the proposed total annual assessment, the TTBDID will not be renewed.
- At the conclusion of the public hearing, the Town Council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments.
- If the Town Council, following the public hearing, decides to establish a proposed business improvement district, the Council shall adopt a resolution of formation.

As of the publishing of this staff report, four written protests of the TTBDID renewal have been received (see attachment 2). If written protests by lodging businesses representing more than 50% of the proposed total annual assessment are received before or at the May 27th hearing, the TTBDID will not be renewed. The written protests received to date do not meet that threshold.

Priority:

<input type="checkbox"/>	Enhanced Communication	<input type="checkbox"/>	Climate and Greenhouse Gas Reduction	<input type="checkbox"/>	Housing
<input checked="" type="checkbox"/>	Infrastructure Investment	<input type="checkbox"/>	Emergency and Wildfire Preparedness	<input type="checkbox"/>	Core Service

Fiscal Impact: Staff time to support the TTBDID renewal process and TTBDID partnership. It should be noted that the Management District Plan provides for the Town to retain 2% of funds collected on behalf of the TTBDID as an administrative charge. These funds provide cost recovery for the cost of administering fund collections on behalf of the TTBDID and tracking and remitting these funds. In addition to the services covered by this administrative charge, the Town contributes additional staff time to partner and coordinate with VTT, including attending all VTT board meetings.

Public Communication: Public meeting notices were mailed to all assessed properties on April 16th as well as published in the Sierra Sun for three consecutive weeks beginning April 4th in addition to an email to all registered properties and the agenda posting.

Attachments:

1. March 25, 2025 Staff report, Resolution of Intent to Renew and 2025-2035 TTBDID Management District Plan and Boundary Map available at:
[Resolution of Intent to Renew the Truckee Tourism Business Improvement District](#)
2. TTBDID Renewal Protest Letters