



Date: May 27, 2025

Honorable Mayor and Council Members:

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

Title: Consideration of Resolution 2025-38 Renewing the Truckee Tourism Business Improvement District

Jen Callaway, Town Manager

Recommended Action:

1. Hold a public hearing for the Truckee Tourism Business Improvement District renewal and declare results of a majority protest proceeding
2. Adopt Resolution 2025-38 Renewing the Truckee Tourism Business Improvement District

Discussion:

This purpose of this agenda item is to hold a public hearing and make a final decision on renewing the Truckee Tourism Business Improvement District (TTBID), completing all necessary renewal steps.

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 (see **Attachment 1**). 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 Page 341 Item 7.2 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.
- Town Council held a Public Meeting to allow public testimony regarding renewal and levy of the assessment on May 13, 2025.

Final Steps:

- Town Council holding a Public Hearing. (This staff report's recommended action.)
 - If there is a written protest by lodging businesses representing more than 50% of the proposed total annual assessment, the TTBID 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. The proposed 2025-2035 Management District Plan (MDP) was developed with input from staff. Staff does not recommend any changes.
- If the Town Council, following the public hearing, decides to establish a proposed business improvement district, the Council shall adopt a resolution of formation. (See **Attachment 2**)

The public hearing to be held as part of this agenda item and consideration of Resolution 2025-38 are the final steps necessary to renew the TTBID. At this hearing, Council must determine whether or not the Town has received a "majority protest" (meaning, written protests representing more than 50% of the proposed total annual assessment). Every written protest must be filed with the Town Clerk at or before the final hearing. A written protest may be withdrawn in writing at any time before the conclusion of the final hearing. Each written protest must contain the name of the business and owner or authorized representative protesting the formation of the district. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50% or more of the proposed assessment and those protests are not withdrawn before the conclusion of the hearing, the district may not be formed. As of the publication of this staff report, protests have been received from businesses that will pay <1% of the assessment. Copies of protest letters are included with this staff report as **Attachment 3**.

After the public hearing, the Council may choose—but is not required—to renew the proposed property and business improvement district by adopting Resolution 2025-38.

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 TTBID renewal process and TTBID partnership. It should be noted that the Management District Plan provides for the Town to retain 2% of funds collected on behalf of the TTBID as an administrative charge. These funds provide cost recovery for the cost of administering fund collections on behalf of the TTBID 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 as well as published in the Sierra Sun for three consecutive weeks and emailed to all assessed properties, in addition to the agenda posting.

Attachments:

1. 2025-2035 TTBID Management District Plan
2. Resolution 2025-38 Resolution of Renewal
3. TTBID Renewal protest letters