



Date: December 10, 2024

Honorable Mayor and Council Members:

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

Title: **Truckee Tourism Business Improvement District Annual Report**

Jen Callaway, Town Manager

Recommended Action: Approve Truckee Tourism Business Improvement District 2024-25 Annual Report

Discussion:
Background

Established in 2015, the Truckee Tourism Business Improvement District (TTBID) is a benefit assessment district originally created to promote Truckee as an overnight visitor destination. The recently adopted 2020-2025 TTBID Management District Plan authorizes the owners association (Visit Truckee-Tahoe) to utilize TTBID funds to conduct a broader scope of activities related to visitor communications and destination stewardship.

The TTBID is governed by the Property and Business Improvement District Law of 1994 (Streets & Highways Code § 36600 et seq). Unlike Transient Occupancy Tax, which contributes to the Town's General Fund, the TTBID assessment is a self-assessment by lodging properties. 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. Use of these funds is legally restricted to specific purposes that provide a special *benefit* to the assessed properties.

The TTBID operates under a 4-year and 9-month Management District Plan (MDP), which is the governing document that establishes the method and rate of assessment, board makeup, and permitted activities (see **Attachment 1: 2020-25 Management District Plan**). Renewal of the TTBID and approval of the Management District Plan required a vote of all assessed properties and approval of the Town Council.

What is Council's Role?

The owners' association (Visit Truckee-Tahoe) oversees day-to-day decision making for the TTBID. Yet, Town Council maintains a significant role in approving TTBID activities. First, the Council must approve the formation or renewal of a Business Improvement District, including approval of the Management District Plan.

Second, if changes are desired to the Management District Plan during the term of the TTBID, Streets and Highways Code allows the owners' association to request that the Town Council amend the plan at any time, and provides a process for Council to consider such amendments.

Finally, The Property and Business Improvement District Law of 1994 requires that the owners' association prepare a report each fiscal year detailing, among other things, the improvements/ activities to be provided for that fiscal year and cost estimate for these improvements/ activities. Section 36650(c) provides that "The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636."

As required, Visit Truckee-Tahoe has submitted the 2024-2025 Annual Report for Council approval (See **Attachment 2: 2024-2025 Truckee Tourism Business Improvement District Annual Report**).

Visit Truckee-Tahoe is in year two of implementing a Two-Year Strategic Plan (see Appendix A of the annual report) which continues the organization's goals toward overnight visitor attraction, Truckee tourism ecosystem support and destination management. Plan implementation includes design and launch of a new website incorporating AI technology, completion of an Economic Impact of Truckee Travel Report, publishing an Advocacy & Process Policy, among many other initiatives. Plan implementation continues while Visit Truckee-Tahoe is also shifting toward increasing marketing efforts in response to lodging revenue declines in recent years.

Looking forward, Visit Truckee-Tahoe aims to renew the Truckee Tourism Business Improvement District (TTBID) prior to the end of the current term (June 30, 2025). The renewal process is a substantial process, requiring significant effort and coordination from Town staff, Council, and Visit Truckee-Tahoe staff and board members.

Next steps for TTBID renewal include:

- Town staff, Visit Truckee-Tahoe staff and board work toward proposed Management District Plan (MDP) updates
- Proposed TTBID renewal and MDP updates come to Town Council for approval
- Petition of all TTBID payors (led by VTT), requiring signatures from payors representing >50% of the district's projected revenue.
- TTBID Resolution of Intent to Renew approved by Town Council
- Town Clerk issuing a Notice of Public Meeting and Notice of Public Hearing Dates
- Town Council holding a Public Meeting to allow public comment regarding renewal
- Town Council holding a public hearing and adopting a Resolution of Formation.

Supporting the TTBID renewal process is included in the Town Council Strategic Priorities workplan and this work has already begun.

Priority:

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

Fiscal Impact: None

Public Communication: Agenda posting

Attachments:

1. 2020-2025 TTBID Management District Plan
2. 2024-2025 Truckee Tourism Business Improvement District Annual Report submitted by Visit Truckee-Tahoe