



NOTICE IS HEREBY GIVEN THAT THE CITY OF SAN RAMON CITY COUNCIL WILL HOLD A PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL OF THE SAN RAMON VALLEY TOURISM IMPROVEMENT DISTRICT (SRVTID) AND LEVY OF AN ASSESSMENT ON CERTAIN BUSINESSES WITHIN THE SRVTID

NOTICE IS HEREBY GIVEN that on January 23, 2024, the City Council (Council) of the City of San Ramon (City) adopted a Resolution of Intention to renew the SRVTID and to levy an assessment on certain businesses within the SRVTID as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 7:00 PM on February 13, 2024, at San Ramon City Hall, Council Chamber, 7000 Bollinger Canyon Road, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the SRVTID and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

NOTICE IS HEREBY FURTHER GIVEN that at 7:00 PM on April 9, 2024, at San Ramon City Hall, Council Chamber, 7000 Bollinger Canyon Road, has been set as the time and place for a public hearing at which time the Council proposes to renew the SRVTID and to levy the proposed assessment as set forth in the Resolution of Intention.

Location: The SRVTID includes all lodging businesses and short term vacation rentals located within the legal boundaries of the City of San Ramon, as shown on the map in the Management District Plan (Plan).

Services: The SRVTID is designed to provide specific benefits directly to payors by increasing room night sales. Promotions, marketing and sales programs will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

Budget: The total SRVTID annual assessment budget for the initial year of its two (2) year operation is anticipated to be approximately \$450,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do, and if the assessment rate is increased pursuant to the Plan.

Cost: The initial annual assessment rate for the renewed district is two dollars (\$2.00) per paid occupied room night. Based on the benefit received, assessments will not be collected on: overnight stays greater than a period of thirty (30) consecutive days; overnight stays by Federal or State employees who are on official business when the room is paid for directly by a Federal or State agency. This does not include overnight stays by employees who are later reimbursed by their agency; and stays by any officer or employee of a foreign government who is exempt from transient occupancy taxes by reason of express provision of federal law or international treaty.

Collection: The City will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each assessed business located in the

boundaries of the SRVTID. The City shall take all reasonable efforts to collect the assessments from each assessed business.

Duration: The SRVTID will have a five (5) year life, beginning April 1, 2024, or as soon as possible thereafter, and end five (5) years from its start date. Once per year, beginning on the anniversary of SRVTID, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a City Council hearing on SRVTID termination.

Management: Discover San Ramon shall continue to serve as the SRVTID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with the Plan, and must provide annual reports to the San Ramon City Council.

Protest: Any owner of an assessed business within the proposed SRVTID that will be subject to the assessment may protest the renewal of the SRVTID. If written protests are received from the owners of assessed businesses in the proposed SRVTID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the SRVTID shall not be renewed and the assessment shall not be imposed.

You may mail a written protest to:

Office of the City Clerk
City of San Ramon
7000 Bollinger Canyon Rd
San Ramon, CA 94583

You may also appear at the public meeting or hearing and submit a written protest at that time.

Information: Should you desire additional information about this proposed SRVTID or assessment contact:

ClubSport San Ramon
Dennis Garrison
2440 Camino Ramon, Suite 335
San Ramon, CA 94583
(925) 277-3090


Christina Franco, City Clerk

Dated: January 25, 2024