

RESOLUTION NO. 3943-2016

RESOLUTION OF THE FORT BRAGG CITY COUNCIL ENDORSING MEASURES AA AND AB TO INCREASE FORT BRAGG'S TRANSIENT OCCUPANCY TAX

WHEREAS, the Fort Bragg City Council adopted Ordinance No. 924-2016 to increase the City's existing Transient Occupancy Tax (a tax paid when overnight visitors rent a room) from ten percent (10%) to twelve percent (12%) to fund public services and maintain public areas, effective April 1, 2017, and subject to voter approval; and

WHEREAS, the City Council placed Measure AA on the November 8, 2016 General Election ballot to allow Fort Bragg voters to either approve or disapprove of the TOT increase; and

WHEREAS, if Measure AA is approved by voters and Measure AB is approved, Measure AB would advise the City Council to use the additional funds generated by the TOT increase in the following manner: (i) One-half of the revenues to substantially increase promotions, events and marketing for Fort Bragg; (ii) One-quarter of the revenues to enhance Coastal Trail maintenance and security; (iii) One-eighth of the revenues to support establishment of the Noyo Center for Marine Science as a premiere visitor attraction; and (iv) One-eighth of the revenues to undertake special projects that support tourism and benefit the community including, but not limited to, repair and enhancement of local athletic fields; and

WHEREAS, tourism is a vital part of Fort Bragg's economy and Measure AA will generate an additional \$400,000 per year in TOT to invest in activities that support year-round tourism; and

WHEREAS, the City Council's intended uses of the revenues generated by Measure AA are identified in Measure AB and include: a robust promotional and marketing campaign (including special events and festivals); improved maintenance and security for the Coastal Trail; support for development of the Noyo Center for Marine Sciences as a premiere visitor attraction; rehabilitation of the School District's athletic fields, and funding for other special projects that support tourism and our community.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby endorse Measures AA and AB to increase Fort Bragg's Transient Occupancy Tax rate; and

BE IT FURTHER RESOLVED that the City Council encourages the voters of Fort Bragg to cast their ballots in the General Election on Tuesday, November 8th.

The above and foregoing Resolution was introduced by Councilmember Deitz, seconded by Councilmember Peters, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 11th day of October, 2016, by the following vote:

AYES: Councilmember Cimolino, Deitz, Peters, and Mayor Turner.
NOES: None.
ABSENT: Councilmember Hammerstrom.
ABSTAIN: None.

RECUSED: None.



DAVE TURNER,
Mayor

ATTEST:



June Lemos
City Clerk