

**RESOLUTION NO. \_\_\_\_\_ (N.C.S.)**

**RESOLUTION APPROVING AN AGREEMENT WITH THE SALINAS VALLEY  
TOURISM AND VISITORS BUREAU FOR THE OPERATION OF A CALIFORNIA  
WELCOME CENTER**

**WHEREAS**, the Monterey County Convention and Visitors Bureau (MCCVB) manages a Tourism Improvement District (TID) that includes the City of Salinas; and

**WHEREAS**, through this TID, the City of Salinas receives \$0.50 per occupied room-night within the City of Salinas to spend with the stipulation that it be used to increase room-night stays within the City (Assessment); and

**WHEREAS**, the Salinas Valley Tourism and Visitors Bureau (SVTVB) operates a California Welcome Center in Salinas; and

**WHEREAS**, previous research has documented that the inclusion of a California Welcome Center in a community has a positive impact on local room-night stays; and

**WHEREAS**, SVTVB has provided the City with information demonstrating that marketing and promotional activities typically conducted by Welcome Centers have the effect of increasing local overnight stays; and

**WHEREAS**, the City and SVTVB desire to enter into an agreement to provide for the City's contribution of Assessment toward Welcome Center operations as a means of further promoting overnight stays at lodging facilities within the City of Salinas; and

**WHEREAS**, the total amount of compensation to SVTVB shall not exceed the amount of Assessment actually collected, minus one percent (1%) to cover the City's administrative costs; and

**WHEREAS**, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378) because the Agreement and use of TID assessment does not cause a direct or foreseeable indirect physical change on or in the environment. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

**NOW, THEREFORE, BE IT RESOLVED** that the Salinas City Council hereby approves the attached Agreement with the SVTVB and authorizes the City Manager to execute said Agreement.

**PASSED AND APPROVED** this 23rd day of August, 2022, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

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Kimbley Craig, Mayor

**ATTEST:**

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Patricia M. Barajas, City Clerk

Attached:

Exhibit A – Proposed Agreement