

# City of Salinas

200 Lincoln Ave., Salinas, CA 93901

[www.cityofsalinas.org](http://www.cityofsalinas.org)



## Meeting Agenda - Final

Tuesday, January 24, 2023

4:00 PM

**SALINAS ROTUNDA**

### City Council

*Mayor Kimbley Craig*

*Councilmembers:*

*Carla Viviana González, District 1 - Tony Barrera, District 2*

*Steve McShane, District 3 - Orlando Osornio, District 4*

*Andrew Sandoval, District 5 - Anthony Rocha, District 6*

*Steven S. Carrigan, City Manager*

*Christopher A. Callihan, City Attorney*

*City Clerk's Office: (831) 758-7381*

**PUBLIC NOTICE**

*This meeting is being conducted consistent with State of California Executive Order N-29-20 dated March 17, 2020, regarding the COVID-19 pandemic. The public may view the meeting on television and/or online and may participate in-person in the Council Chamber.*

**ZOOM WEBINAR PARTICIPATION****JOIN THE ZOOM WEBINAR TO PARTICIPATE LIVE AT:**

**<https://us02web.zoom.us/j/81988898197>**

**To participate telephonically, call any number below:**

**US: +1 669 900 9128 or +1 669 444 9171 or +1 719 359 4580 or +1 253 205 0468 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1 646 558 8656 or +1 646 931 3860 or +1 689 278 1000 or +1 301 715 8592 or +1 305 224 1968 or +1 309 205 3325**

**Webinar ID: 819 8889 8197**

**If prompted to enter a participant ID, press #.**

**PLEDGE OF ALLEGIANCE****ROLL CALL****CITY OF CHAMPIONS**

Brad Clinton, District 3 Resident

**PUBLIC COMMENT PROCEDURES**

*If you wish to make a general public comment or comment on a specific agenda item, you are encouraged to attend the City Council meeting in person or attend the Zoom Webinar and use the "Raise Hand" icon. Public comment may also be submitted via email at [PublicComment@ci.salinas.ca.us](mailto:PublicComment@ci.salinas.ca.us) and will be entered into the record.*

**PUBLIC COMMENT TIME RESTRICTIONS**

*Public comments generally are limited to two minutes per speaker; the Mayor may further limit the time for public comments depending on the agenda schedule.*

**GENERAL PUBLIC COMMENTS**

*Receive public communications on items that are not on the agenda and that are in the City of Salinas' subject matter jurisdiction. Comments on Consent, Consideration, and Closed session items should be held until the items are reached. The public may request that the legislative body consider adding an item for consideration on a future agenda. The public may comment on scheduled agenda items, including closed session items, as they are considered.*

**PRESENTATION**

*Councilmember comments on presentations are generally limited to three minutes.*

**[ID#23-032](#) 2022 VISTA Update and Accomplishments**

**Recommendation:** No action required. This report is presented for informational purposes only.

**[ID#23-059](#) Police Officer Staffing and Call Prioritization**

**Recommendation:** No action required. This report is presented for informational purposes only.

**CONSIDERATION****[ID#23-062](#) Review of Proclamation of Local Emergency: 2023 Winter Storms**

**Recommendation:** Consider finding that the local emergency related to the 2023 Winter Storms no longer exists.

**[ID#23-020](#) Monterey County Tourism Improvement District Renewal**

**Recommendation:** Approve a Resolution authorizing the renewal of the Monterey County Tourism Improvement District (MCTID).

**CONSENT AGENDA**

*All matters listed under Consent Agenda may be enacted by one motion unless a member of the Council or the public requests discussion or a separate vote.*

**[ID#23-015](#) Minutes**

**Recommendation:** Approve minutes of December 13, 2022 and January 10, 2023.

**[ID#23-056](#) Financial Claims**

**Recommendation:** Approve financial claims report.

**[ID#23-040](#) Amendment to Professional Services Agreement with CSG Consultants**

**Recommendation:** Approve a Resolution authorizing the City Manager to enter into an amendment to a professional services agreement entered on June 21, 2022, between the City of Salinas and CSG Consultants to include project/construction management services for the repairs/renovations of fire stations 1-6.

**[ID#23-045](#) Fire Station Security Camera Systems**

**Recommendation:** Approve a Resolution amending an agreement approved by the City Council (Resolution No. 22510 (N.C.S.)) for the purchase and installation of Verkada security camera systems at all fire stations through MJ Communications to increase the total cost to an amount not exceeding \$242,048.98.

**[ID#23-046](#) Direct Purchase of 3 Lifepack-15 Cardiac Monitors from Global Medical Response**

**Recommendation:** Approve a Resolution approving the direct purchase of LIFEPACK-15 cardiac monitors from Global Medical Response in the total amount of \$91,914.57.

[ID#23-053](#)**Fire Supervisors Association Memorandum of Understanding; Modification to Classification - Salary Schedule**

**Recommendation:** Approve a Resolution authorizing the City Manager to sign the Memorandum of Understanding (MOU) with the Fire Supervisors Association (FSA), for a term ending on December 31, 2025, and approving modification to the Classification - Salary Schedule for the wage adjustments.

**COUNCILMEMBERS' REPORTS, APPOINTMENTS AND FUTURE AGENDA ITEMS**

*Receive communication from Councilmembers on reports, appointments and future agenda items. Councilmember comments are generally limited to three minutes.*

**CLOSED SESSION**

*Receive public communications from the audience on Closed session items. The City Council will recess to closed session pursuant to:*

[ID#23-060](#)

- a. **Pending Litigation** - California Government Code Section 54956.9(d)(1), conference with legal counsel regarding, Santa Rita Union High School District, et al. v. City of Salinas et al., Monterey County Superior Court Case No. 20CV000242.
- b. **Pending Litigation** - California Government Code Section 54956.9(d)(1), conference with legal counsel regarding, Alisal Union School District, et al. v. City of Salinas, et al., Monterey County Superior Court Case No. 20CV00340.

**ADJOURNMENT**

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**Patricia M. Barajas, City Clerk**

**AGENDA MATERIAL / ADDENDUM**

*Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings and in accordance with Californian Government Code Section 54954.2, unless otherwise allowed under the Brown Act. City Council agenda item reports may be viewed at the Salinas City Clerk's Office, 200 Lincoln Avenue, Salinas, and are posted on the City's website at [www.cityofsalinas.org](http://www.cityofsalinas.org) via the hyperlinks provided on the agenda. The City Council may take action that is different than the proposed action reflected on the agenda.*

*Disability-related modification or accommodation, including auxiliary aids or services, may be requested by any person with a disability who requires a modification or accommodation in order to participate in the meeting. Language interpretation may be requested as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Requests should be referred to the City Clerk's Office At 200 Lincoln Avenue, Salinas, 758-7381, as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Hearing impaired or TTY/TDD text telephone users may contact the city by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.*

**PUBLIC NOTIFICATION**

*This agenda was posted on January 19, 2023 at the City Clerk's Office, in the Council Rotunda, and the City's website.*

*Meetings are streamed live at <https://salinas.legistar.com/Calendar.aspx> and televised live on Channel 25 at 4 p.m. on the date of the regularly scheduled meeting and will be broadcast throughout the day on the Wednesday, Friday, Saturday and Monday following the meeting. For the most up-to-the-minute Broadcast Schedule for The Salinas Channel on Comcast 25, please visit or subscribe to our Google Calendar located at <http://tinyurl.com/salinas25>. Recent City Council meetings may also be viewed on the Salinas Channel on YouTube at <http://www.youtube.com/thesalinaschannel>.*



# City of Salinas

200 Lincoln Ave., Salinas,  
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## Legislation Text

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**File #:** ID#23-032, **Version:** 1

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### **2022 VISTA Update and Accomplishments**

No action required. This report is presented for informational purposes only.

# Housing Production VISTA

## January 2022 - January 2023

January 10, 2023



Presented By:  
David Vigil, Housing Coordinator VISTA  
Community Development Department

# Housing Element Annual Progress Report

- Each jurisdiction is required to prepare an annual progress report (APR) and submit by April 1<sup>st</sup>
- APR provide updates on the implementation of the Housing Element and the progress being made in satisfying the regional housing need allocation (RHNA)
- Tables report on activity that happened in the Calendar year

## HOUSING ELEMENT 2021 ANNUAL PROGRESS REPORT

Presented By:  
Megan Hunter / Community Development Director  
Rod Powell / Planning Manager

*March 22, 2022*





# Preapproved Accessory Dwelling Unit Plan Program

- **Educational materials for the preapproved plans**
  - Guidebook
- **Outreach**
  - Workshops
  - Website update
  - Social Media
  - Radio
- **Research**
  - ADU financing

**SALINAS**

**Build a New Detached ADU with Pre-Approved Plans**

**CONSTRUYA UNA UNIDAD DE VIVIENDA ADICIONAL CON PLANES PRE-APROVADOS (ADU)**

FIND OUT HOW



DESCUBRA CÓMO

## Regional Farmworker Housing Study

- **Farmworker Housing Oversight Committee**
  - In 2018, the City commissioned the Salinas and Pajaro Valley Farmworker Housing Study and Action Plan
  - The City of Salinas and the Monterey Bay Economic Partnership (MBEP) support the implementation of this plan through coordination of the Farmworker Oversight Committee
- **Suitable Development Sites Tool**

FARMWORKER HOUSING  
STUDY AND ACTION PLAN  
FOR SALINAS VALLEY  
AND PAJARO VALLEY



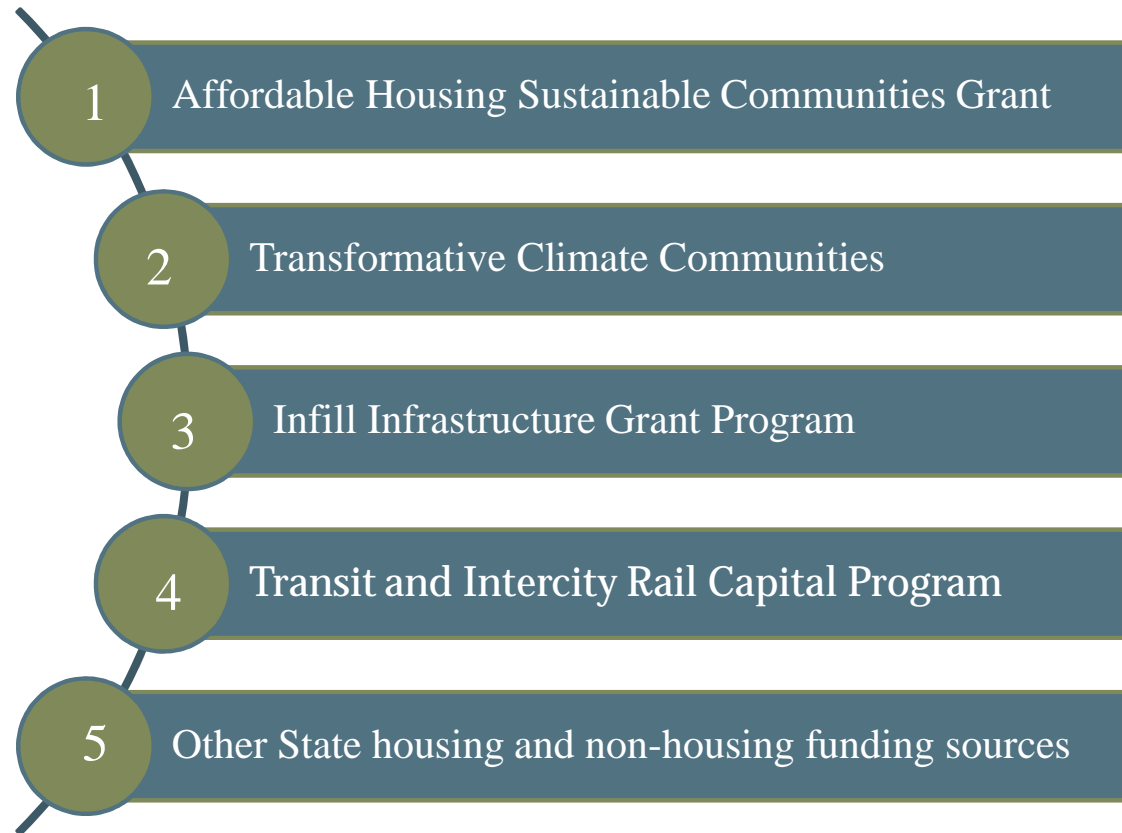
## The Prohousing Designation Program Application

- Prohousing Designation Program authorized by the 2019-20 Budget Act
- Tasked HCD with designating jurisdictions as “Prohousing” when they demonstrate policies and strategies to accelerate housing production
- Beginning July 1, 2021 HCD began accepting applications



## Application Requirements

- Threshold Requirements
  - Compliant Housing Element
  - Current Annual Progress Report
  - Supportive zoning changes
  - Housing law compliance
- Designation Benefits
  - Priority processing
  - Funding points



# Application Process

- Scoring mechanics
- Submittal timeline

**30 Point  
Minimum**

## **Minimum 1 Item Per Category**

- Favorable zoning and land use
- Accelerating production timeframes
- Reducing construction and development costs
- Providing financial subsidies

## **Enhance Scoring**

- Demonstrate policies align with principles
- Additional points per scoring item

## Prohousing Incentive Pilot Program

- Application and guidelines released December 15, 2022
- \$26 million in funds available to designated jurisdictions
- Applications will be considered for award within six geographic designations
- The City may be able to receive up to \$1,680,000 in new funding
- City is on track to be 1<sup>st</sup> designated Central Coast jurisdiction and awardee

**Prohousing** designated jurisdictions are now **eligible for grants** through the new **Prohousing Incentive Pilot Program**.



**Join the first 7 Prohousing Cities.**  
Apply to be Prohousing and access exclusive funds for your community.



[hcd.ca.gov](http://hcd.ca.gov)



# Questions & Comments



# City of Salinas

200 Lincoln Ave., Salinas,  
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## Legislation Text

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**File #:** ID#23-059, **Version:** 1

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### **Police Officer Staffing and Call Prioritization**

No action required. This report is presented for informational purposes only.





## Police Officer Staffing and Call Prioritization

*“We can do anything, but we can’t do everything and still keep our community the safest it can be.”*

JANUARY 9, 2023

PRESENTER:  
CHIEF ROBERTO FILICE

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SERVING WITH HONOR & INTEGRITY

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Salinas **Police**  
DEPARTMENT



# CURRENT STAFFING LEVELS (AS OF 1/1/2023)

## 18 Officer Vacancies (14 funded and 4 frozen)

- ▶ This does not include the 11 Sworn positions permanently eliminated as part of the FY 23 Budget process

## 143 Sworn Positions Filled

- ▶ 4 Recruits in Academy
- ▶ 3 Officers in Field Training
- ▶ 12 Officers out on Medical (Total Disability or Light Duty)
- ▶ 5 Officers out on Protected Leave

## Only 119 Fully Trained Officers on Duty

SERVING WITH HONOR & INTEGRITY

Salinas **Police**  
DEPARTMENT

POLICE CHIEF ROBERTO FILICE

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# OFFICER DEPARTURES AT SPD

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- ▶ Since July 1, 2019, the Police Department has lost 46 Sworn Officers
- ▶ 13 Officers resigned to accept a position with another jurisdiction
- ▶ 4 Officers retired to pursue a career outside of law enforcement (construction, real estate, etc.)
- ▶ Officers are retiring with less years of service:
  - FY 20 Average: 26.1 years of service
  - FY 21 Average: 22.6 years of service
  - FY 22 Average: 20.4 years of service

# RECRUITMENT CHALLENGES

- ▶ Applicants for Police Officer and Police Recruit positions continue to decline in quantity and quality
- ▶ Between January 2014 and May 2022, the City of Salinas received 2,603 applications for sworn police officer positions

RECRUITMENT JAN 1ST - DEC. 31ST	2015	2016	2017	2018	2019	2020	2021	2022
HIRED Officers and Recruits	22	25	26	23	14	13	9	<b>8</b>
BACKGROUNDS INITIATED Not hired	88	89	103	94	41	30	29	<b>23</b>

SERVING WITH HONOR & INTEGRITY

# MOVING FORWARD

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- ▶ SPD is at critical staffing levels and data indicates this trend will be ongoing
- ▶ SPD must implement a Police Call Prioritization and Call Response Strategy to ensure in-person police officer response is dedicated to the highest priority calls
- ▶ Some calls for service will receive a delayed or alternate response

# NEW PRIORITIZATION AND CALL RESPONSE

## Call Elimination Tables & Response

Normal Response	Call by Call Basis	No Response
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In Progress Violent Crime	
Homicides, ADW (245 & 246 PC)	Normal
Domestic Violence	Normal
Sexual Assaults	Normal
Robbery	Normal
Brandishing a weapon	Normal
Fights in progress	Normal
Kidnapping	Normal
Arson	Normal
Suicide	Normal
Bomb Threat	Normal

Normal Response	Call by call basis	No Response
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In Progress Criminal Acts	
Vehicle Thefts	Normal
Burglary	Normal
Theft (484)	Call by Call Basis
Fraud	Call by Call Basis
Vandalism	Call by Call Basis
Narcotics related offenses	No Response
Trespassing	Call by Call Basis
Prowler	Call by Call Basis
Traffic Collisions with injury	Call by Call Basis

In Progress Quality of Life Calls	
Drunk in public	Call by Call Basis
Traffic Collision non-injury	No Response
Noise complaints	No Response
Animal calls	No Response
Prostitution/Loitering	Call by Call Basis
Parking/AV/Traffic Complaints	No Response

# IN CLOSING

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- ▶ The decision to implement these changes was taken after careful consideration and consultation with sworn staff
- ▶ We must address our retention and recruitment challenges with a multi-prong approach strategies
- ▶ Thank you for your ongoing support of the brave men and women who serve our community – your support is critical



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## Legislation Text

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**File #:** ID#23-062, **Version:** 1

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### **Review of Proclamation of Local Emergency: 2023 Winter Storms**

Consider finding that the local emergency related to the 2023 Winter Storms no longer exists.





**CITY OF SALINAS  
COUNCIL STAFF REPORT**

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**DATE:**                    **JANUARY 10, 2023**

**DEPARTMENT:**       **OFFICE OF THE CITY ATTORNEY  
OFFICE OF THE CITY CLERK**

**FROM:**                   **CHRISTOPHER A. CALLIHAN, CITY ATTORNEY  
PATRICIA M. BARAJAS, CITY CLERK**

**TITLE:**                   **RATIFICATION OF PROCLAMATION OF LOCAL EMERGENCY**

**RECOMMENDATION MOTION:**

A motion ratifying the Director of Emergency Services' Proclamation of a Local Emergency, first declared on January 4, 2023, due to the winter storm/atmospheric river that occurred on January 4 and 5, 2023, and finding that the emergency has abated because the actual and threatened conditions that led to the emergency no longer exist.

**EXECUTIVE SUMMARY:**

On January 4, 2023, pursuant to Salinas Municipal Code section 11A-6, the City Manager, acting as the Director of Emergency Services, issued a Proclamation of Local Emergency due to the severe winter storm/atmospheric river that occurred on January 4 through January 5, 2023. A copy of the Proclamation is attached to this Report for reference. Pursuant to section 11A-6, the City Council must ratify the Proclamation within seven days of its issuance and because the conditions that led to the issuance of the Proclamation no longer exist, the City Council is also asked to find that the emergency no longer exists.

**DISCUSSION:**

On January 3, 2023, the National Weather Services issued a Flood Watch for Monterey County in effect from late Tuesday (January 3, 2023) to Thursday (January 5, 2023) afternoon. The National Weather Services predicted severe rainfall and associated flooding, among other perils: "A potent Pacific storm will bring substantial rainfall to the Bay Area and Monterey Bay Region on top of already saturated soils. Flooding caused by excessive rainfall is possible. As a result, [residents are encouraged to] look for rapid rises in area creeks, streams, and rivers. In addition, strong gusty winds will bring branches and trees down, which may cause localized damming of water ways." Similarly, the Monterey County Office of Emergency Services issues a local proclamation and placed a Flood Watch in effect from January 4, 2023, at 4:00 A.M. until January 5, 2023, at 4:00

P.M. and issued a High Wind Warning to be in effect from January 4, 2023, at 4:00 A.M. until January 5, 2023, at 10:00 A.M.

As a result of these conditions, the Director of Emergency Services found that conditions and threatened conditions of extreme peril to the safety of persons or property existed within the city of Salinas, caused by the January 4 and 5, 2023, winter storm/atmospheric river. Based on his findings, and because the City Council was not then in session, the Director issued a Proclamation of Local Emergency which allowed him to take certain actions, as necessary, to protect the City and its residents and businesses from the effects of the emergency. The Director's Proclamation also allows the City to recover its costs associated with mitigating the impacts and the effects of the emergency. Once the City Council determines the emergency has ended, the Director's emergency powers will also come to an end.

CEQA CONSIDERATION:

The City Council's review and acknowledgement of the need for continuing the local emergency is exempt from environmental review under the California Environmental Quality Act (CEQA). (CEQA Guidelines section 15378)

STRATEGIC PLAN INITIATIVE:

The City Council's acknowledgement of the continued existence of a local emergency supports the City Council's goal of Public Safety.

FISCAL AND SUSTAINABILITY IMPACT:

The City Council's ratification of the Proclamation of Local Emergency does not have a direct fiscal impact on the City, but will allow the City to recover its own costs in responding to the emergency.

DEPARTMENTAL COORDINATION

All of the City's departments coordinated in the City's response to the January 4-5, 2023, winter storm/atmospheric river emergency.

ATTACHMENTS:

Proclamation of Local Emergency



**PROCLAMATION OF THE EXISTENCE OF A LOCAL EMERGENCY BY THE DIRECTOR  
OF EMERGENCY SERVICES OF THE CITY OF SALINAS**

WHEREAS, Section 11A-6 of the Salinas Municipal Code empowers the Director of Emergency Services to proclaim the existence or threatened existence of a local emergency when the City Council is not in session; and

WHEREAS, due to an expected severe storm which is expected to produce a significant amount of rain over several hours and the expectation for flooding in some localized areas, on January 2, 2023, the Monterey County Department of Emergency Management notified the public that the Monterey County Operational Area Emergency Operations Center will increase to a Level 1 (High) Activation beginning Wednesday, January 4, 2023, through the duration of the storm impacts expected to occur January 4 to January 5, 2023; and

WHEREAS, on January 3, 2023, the National Weather Services has issued a Flood Watch for Monterey County in effect from late Tuesday (January 3, 2023) to Thursday (January 5, 2023) afternoon. According to the National Weather Services: "A potent Pacific storm will bring substantial rainfall to the Bay Area and Monterey Bay Region on top of already saturated soils. Flooding caused by excessive rainfall is possible. As a result, [residents are encouraged to] look for rapid rises in area creeks, streams, and rivers. In addition, strong gusty winds will bring branches and trees down, which may cause localized damming of water ways"; and

WHEREAS, on January 3, 2023, the Monterey County Office of Emergency Services issued a local proclamation because of the expected winter storm/atmospheric river and placed a Flood Watch in effect from January 4, 2023, at 4:00 A.M. until January 5, 2023, at 4:00 P.M. and issued a High Wind Warning to be in effect from January 4, 2023, at 4:00 A.M. until January 5, 2023, at 10:00 A.M.; and

WHEREAS, the Director of Emergency Services finds that conditions and threatened conditions of extreme peril to the safety of persons or property have arisen within the city of Salinas, caused by the January 4 and 5, 2023, winter storm/atmospheric river; and

WHEREAS, these conditions are likely to be beyond the control of the services, personnel, equipment, and facilities of the City, requiring the combined forces of other political subdivisions; and

WHEREAS, the Director of Emergency Services is identified in Salinas Municipal Code section 11A-5 as the City Manager and is provided powers delineated in Salinas Municipal Code

section 11A-5 (to appoint an Assistant Director of Emergency Services) and section 11A-6 (powers and duties during an emergency); and

WHEREAS, this Proclamation of Local Emergency will be ratified by the City Council within seven days of being issued.

NOW, THEREFORE, IT IS HEREBY PROCLAIMED by the Director of Emergency Services for the City of Salinas, that a local emergency exists throughout the city of Salinas and that said local emergency shall be deemed to continue to exist until its termination is proclaimed by the City Council; and

IT IS FURTHER PROCLAIMED AND REQUESTED that the Governor of the State of California find and proclaim Monterey County (to include all incorporated and unincorporated areas within said county) to be in a State of Emergency; and

IT IS FURTHER PROCLAIMED AND ORDERED that the Director of Emergency Services, Assistant Director of Emergency Services, who shall be appointed by the Director, are hereby designated as the authorized representatives of the City of Salinas for the purpose of receipt, processing, and coordination of all inquiries and requirements necessary to obtain available state and federal assistance; and

IT IS FURTHER ORDERED that a copy of this Proclamation of Local Emergency be forwarded to the State Director of the Governor's Office of Emergency Services with a request that the State Director find the Proclamation of Local Emergency acceptable in accordance with provisions of the California Disaster Assistance Act; forward this Proclamation to the Governor of California for consideration and action; waive regulations that may hinder response and recovery efforts; and make all relevant funds available to the City of Salinas and all eligible community members and businesses, including, but not limited to aid provided by the Small Business Administration and aid made available by the California Disaster Assistance Act, to assist the City of Salinas with an appropriate level of response, recovery, and mitigation measures; and

IT IS FURTHER PROCLAIMED AND ORDERED that during the existence of said local emergency the powers, functions, and duties of the Director of Emergency Services and the emergency organization of this City shall be those prescribed by state law, charter, ordinances, and resolutions of this City, and; that this emergency proclamation shall expire January 11, 2023, unless confirmed and extended by the City Council of the City of Salinas.

PASSED AND ADOPTED by the Director of Emergency Services for the City of Salinas, State of California, this 4<sup>th</sup> day of January 2023.

APPROVED:



\_\_\_\_\_  
Steven S. Carrigan, City Manager  
Director of Emergency Services

1/4/23  
\_\_\_\_\_  
Date

APPROVED AS TO FORM:



\_\_\_\_\_  
Christopher A. Callihan, City Attorney

1/4/2023  
\_\_\_\_\_  
Date

ATTEST:



\_\_\_\_\_  
Patricia M. Barajas, City Clerk

1/4/2023  
\_\_\_\_\_  
Date



# City of Salinas

OFFICE OF THE CITY CLERK • 200 Lincoln Ave • Salinas, California 93901

(831) 758-7383 (P) • (831) 758-7368 (F) • cityofsalinas.org

## AFFIDAVIT OF CUSTODIAN OF RECORDS

I, Patricia M. Barajas, declare:

I am a citizen of the United States and a resident of the County of Monterey. I am over the age of eighteen years and not a party to the within action. My business address is 200 Lincoln Avenue, Salinas, California 93901. I am the duly authorized custodian of records for the Salinas City Clerk's Office.

I declare under penalty of perjury under the laws of the State of California that the document referenced below and attached hereto, is a full, true, and correct copy of official records of the City of Salinas as appear of record in my office.

- Minute Order – Salinas City Council Meeting of January 10, 2023
- City of Salinas Local Emergency Order Proclamation – January 4, 2023.

I declare under penalty of perjury that the foregoing is true and correct.

Executed at Salinas, California, on January 18, 2023.

*Patricia Barajas*

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Patricia M. Barajas, City Clerk

**SALINAS CITY COUNCIL  
MEETING MINUTE ORDER  
JANUARY 10, 2023**

**ID#23-030 Review of Proclamation of Local Emergency: Winter Storm of January 4-5, 2023**

Received report from City Attorney Christopher A. Callihan, requesting that the Salinas City Council ratify the Director of Emergency Services' Proclamation of a Local Emergency, first declared on January 4, 2023 due to the winter storm/atmospheric river that occurred on January 4 and 5, 2023, and find that the emergency continues to exist as the storms have not abated, the conditions remain, and are expected to continue. The Proclamation of a Local Emergency: Winter Storm, 2023, shall be extended thru January 24, 2023.

**COUNCIL ACTION**

Upon motion by Councilmember Barrera, second by Councilmember Rocha, the Salinas City Council motioned to ratify the Director of Emergency Services' Proclamation of a Local Emergency, declared on January 4, 2023; established findings that the emergency continues to exist as the storms have not abated; and extended the Proclamation of Local Emergency: Winter Storm, 2023 thru January 24, 2023.

Ayes: Councilmembers: Barrera, González, McShane, Osornio, Rocha, Sandoval and Mayor Craig.

Noes: None

Abstain: None

I declare under penalty of perjury that the foregoing is true and correct.

Executed at Salinas, California on January 18, 2023.

ATTEST:

*Patricia Barajas*

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Patricia M. Barajas  
*Salinas City Clerk*



**PROCLAMATION OF THE EXISTENCE OF A LOCAL EMERGENCY BY THE DIRECTOR  
OF EMERGENCY SERVICES OF THE CITY OF SALINAS**

WHEREAS, Section 11A-6 of the Salinas Municipal Code empowers the Director of Emergency Services to proclaim the existence or threatened existence of a local emergency when the City Council is not in session; and

WHEREAS, due to an expected severe storm which is expected to produce a significant amount of rain over several hours and the expectation for flooding in some localized areas, on January 2, 2023, the Monterey County Department of Emergency Management notified the public that the Monterey County Operational Area Emergency Operations Center will increase to a Level 1 (High) Activation beginning Wednesday, January 4, 2023, through the duration of the storm impacts expected to occur January 4 to January 5, 2023; and

WHEREAS, on January 3, 2023, the National Weather Services has issued a Flood Watch for Monterey County in effect from late Tuesday (January 3, 2023) to Thursday (January 5, 2023) afternoon. According to the National Weather Services: "A potent Pacific storm will bring substantial rainfall to the Bay Area and Monterey Bay Region on top of already saturated soils. Flooding caused by excessive rainfall is possible. As a result, [residents are encouraged to] look for rapid rises in area creeks, streams, and rivers. In addition, strong gusty winds will bring branches and trees down, which may cause localized damming of water ways"; and

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WHEREAS, the Director of Emergency Services finds that conditions and threatened conditions of extreme peril to the safety of persons or property have arisen within the city of Salinas, caused by the January 4 and 5, 2023, winter storm/atmospheric river; and

WHEREAS, these conditions are likely to be beyond the control of the services, personnel, equipment, and facilities of the City, requiring the combined forces of other political subdivisions; and

WHEREAS, the Director of Emergency Services is identified in Salinas Municipal Code section 11A-5 as the City Manager and is provided powers delineated in Salinas Municipal Code



section 11A-5 (to appoint an Assistant Director of Emergency Services) and section 11A-6 (powers and duties during an emergency); and

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NOW, THEREFORE, IT IS HEREBY PROCLAIMED by the Director of Emergency Services for the City of Salinas, that a local emergency exists throughout the city of Salinas and that said local emergency shall be deemed to continue to exist until its termination is proclaimed by the City Council; and

IT IS FURTHER PROCLAIMED AND REQUESTED that the Governor of the State of California find and proclaim Monterey County (to include all incorporated and unincorporated areas within said county) to be in a State of Emergency; and

IT IS FURTHER PROCLAIMED AND ORDERED that the Director of Emergency Services, Assistant Director of Emergency Services, who shall be appointed by the Director, are hereby designated as the authorized representatives of the City of Salinas for the purpose of receipt, processing, and coordination of all inquiries and requirements necessary to obtain available state and federal assistance; and

IT IS FURTHER ORDERED that a copy of this Proclamation of Local Emergency be forwarded to the State Director of the Governor's Office of Emergency Services with a request that the State Director find the Proclamation of Local Emergency acceptable in accordance with provisions of the California Disaster Assistance Act; forward this Proclamation to the Governor of California for consideration and action; waive regulations that may hinder response and recovery efforts; and make all relevant funds available to the City of Salinas and all eligible community members and businesses, including, but not limited to aid provided by the Small Business Administration and aid made available by the California Disaster Assistance Act, to assist the City of Salinas with an appropriate level of response, recovery, and mitigation measures; and

IT IS FURTHER PROCLAIMED AND ORDERED that during the existence of said local emergency the powers, functions, and duties of the Director of Emergency Services and the emergency organization of this City shall be those prescribed by state law, charter, ordinances, and resolutions of this City, and; that this emergency proclamation shall expire January 11, 2023, unless confirmed and extended by the City Council of the City of Salinas.

PASSED AND ADOPTED by the Director of Emergency Services for the City of Salinas, State of California, this 4<sup>th</sup> day of January 2023.

APPROVED:



\_\_\_\_\_  
Steven S. Carrigan, City Manager  
Director of Emergency Services

1/4/23  
\_\_\_\_\_  
Date

APPROVED AS TO FORM:



\_\_\_\_\_  
Christopher A. Callihan, City Attorney

1/4/2023  
\_\_\_\_\_  
Date

ATTEST:

  
\_\_\_\_\_  
Patricia M. Barajas, City Clerk

1/4/2023  
\_\_\_\_\_  
Date



# City of Salinas

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

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**File #:** ID#23-020, **Version:** 1

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### **Monterey County Tourism Improvement District Renewal**

Approve a Resolution authorizing the renewal of the Monterey County Tourism Improvement District (MCTID).



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

---

**DATE:** JANUARY 24, 2023  
**DEPARTMENT:** COMMUNITY DEVELOPMENT DEPARTMENT  
**FROM:** MEGAN HUNTER, DIRECTOR  
**BY:** MICHAEL GOMEZ, ECONOMIC DEVELOPMENT ANALYST  
**THROUGH:** LISA BRINTON, ASSISTANT DIRECTOR  
**TITLE:** RESOLUTION OF CONSENT FOR MONTEREY COUNTY  
TOURISM IMPROVEMENT DISTRICT RENEWAL

RECOMMENDED MOTION:

A motion to approve sthe attached Resolution of Consent for the renewal of the Monterey County Tourism Improvement District (MCTID).

EXECUTIVE SUMMARY:

Tourism Improvement Districts (TIDs) are special assessment districts authorized by the State that allow hospitality businesses to collect a fixed per-room-night surcharge levied on all overnight stays at hotels in the District to fund efforts to promote tourism within a particular region. On December 27, 2022, the City received a letter from the City of Monterey requesting the Salinas City Council adopt a Resolution of Consent for the renewal of the 2018 MCTID, which will expire December 31, 2023. Under the proposed MCTID Management District Plan, provided as an attachment to this report, the term of the MCTID would be renewed for ten (10) years (July 1, 2023 to June 30, 2033), annual assessments for Limited-Service Hotels in Salinas would increase from \$1.50 to \$2.00 per room night with an automatic \$0.20 biennial increase beginning FY 2025-26, and the Salinas Valley Tourism and Visitor’s Bureau (SVTVB) would continue to receive \$0.50 of the per room night assessment collected in Salinas to operate the Salinas California Welcome Center for term of the District.

BACKGROUND:

A brief summary of the history of the Monterey County TID is provided below.

- In 2006, the City of Monterey formed a TID including all of Monterey County under the 1989 Law. The Monterey County Convention and Visitor’s Bureau (MCCVB) was designated as the nonprofit to manage the TID.

- In 2013, the City of Salinas entered into Memorandum of Understanding (MOU) with the MCCVB, the Salinas Valley Tourism and Visitor’s Bureau (SVTVB), and the City of Monterey. The MOU established that \$1.50 would be collected for every room-night in Salinas, with \$1.00 to be remitted to the MCCVB for the administration of the TID and \$0.50 to be remitted to the SVTVB to fund the operation of the Salinas California Welcome Center to promote tourism and increase overnight stays in Salinas.
- On August 29, 2018, the City of Monterey City Council took action to initiate the process of forming a new TID, also called the Monterey County Tourism Improvement District, under the 1994 Law. On September 18, 2018, City of Salinas City Council adopted Resolution 21492 granting consent to the City of Monterey to establish the 2018 MCTID.
- On December 27, 2022, the City received a letter from the City of Monterey requesting the Salinas City Council adopt a Resolution of Consent for the renewal of the 2018 MCTID, which will expire December 31, 2023. The Monterey City Council December 20<sup>th</sup> MCTID Renewal staff report and adopted resolution are provided as an attachment to this report.

DISCUSSION:

The City of Monterey MCTID renewal process is provided as an attachment to this report. On January 9, 2023, the City of Salinas mailed an additional notice to Salinas lodging business operators informing them of the MCTID renewal process and providing a summary and link to the draft District Management Plan. The draft 2023-2033 MCTID Management District Plan is provided as an attachment to this report. Key components of the District Plan that apply to the City of Salinas are listed below.

1. The MCTID is renewed for a ten (10) year term (July 1, 2023 to June 30, 2033).
2. The annual TID Assessment will be increased from \$1.50 to \$2.00 per-room night for Limited-Service Hotels/Motels.
3. There will be an automatic biennial increase of \$0.20 beginning FY 2025-26, unless the MCCVB Board’s TID Committee votes not to implement the automatic increase based on circumstances they deem significant.
4. Once per year, beginning on the anniversary of District renewal (July 1<sup>st</sup>), there is a 30-day period in which lodging business operators paying fifty percent (50%) or more of the assessment may protest and initiate proceedings to terminate the MCTID.
5. The appropriation of \$.50 of the per room night TID assessment collected from Salinas lodging operators will continue to be passed through to the SVTVB to operate the California Welcome Center for the term of the MCTID.
6. The City of Salinas will continue to be responsible for collecting the TID assessment from each lodging business located in the City of Salinas and remitting collected funds according to the MCTID District Management Plan. The City is permitted to retain up to 1% of the collected amount to cover its administrative costs.

### CEQA CONSIDERATION:

**Not a Project.** 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). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

### STRATEGIC PLAN INITIATIVE:

The renewal of the MCTID furthers the City Council Goal of Economic Development. A portion (\$.50) of TID assessments collected per room night will continue to be passed through to the SVTVB to operate the California Welcome Center with the objective of increasing the number of overnight stays within the City of Salinas. Increased tourism results in increased Transient Occupancy Tax (TOT) and sales tax revenues for the City and furthers the community's economic health.

### DEPARTMENTAL COORDINATION:

The request for MCTID renewal came through the City Clerk's office. Community Development staff took the lead in preparing this item. The Finance Department was also notified of the proposed renewal.

### FISCAL AND SUSTAINABILITY IMPACT:

Adoption of the Resolution of Consent, and the renewal of the MCTID will not have a direct impact on the General Fund. The City will pass the TID assessments collected from Salinas lodging businesses through to MCCVB and SVTVB accordance with the 2023-2033 District Management Plan. The City is permitted to retain up to 1% of the collected amount to cover its administrative costs. The TID assessment is collected in addition to the City's Transient Occupancy Tax (TOT), and does not impact other City revenues.

### ATTACHMENTS:

Proposed Resolution

City of Monterey Resolution 22-169 adopted December 20, 2022

City of Monterey Council Staff Report dated December 20, 2022

Monterey County Tourism Improvement District Management District Plan (DRAFT)

City of Monterey MCTID Renewal Process

Notice to Salinas Hotel/Motel Owners dated January 9, 2022

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

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SALINAS GRANTING  
CONSENT TO THE CITY OF MONTEREY TO RENEW THE MONTEREY COUNTY  
TOURISM IMPROVEMENT DISTRICT (MCTID)**

**WHEREAS**, the City of Monterey initially created the MCTID in 2006 under the Parking and Business Improvement Area Law of 1989; and

**WHEREAS**, the MCTID was converted in 2019 under Property and Business Improvement District Law of 1994 by Resolution No. 18-147 for a five (5) year term, which ends December 31, 2023; and

**WHEREAS**, the City Council of the City of Monterey has requested consent to renew the MCTID in the City of Salinas with adoption of Monterey City Council Resolution No. 22-169, dated December 20, 2022; 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). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment.

**NOW, THEREFORE, BE IT RESOLVED**, by the Salinas City Council that:

Section 1: The above recitals are true and correct.

Section 2: The City of Monterey is hereby granted consent to include the City of Salinas in the MCTID, for the renewal of the MCTID and future renewals.

Section 3: The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the City of Monterey City Council.

Section 4: This Resolution is effective upon its adoption.

**PASSED AND APPROVED** this 24<sup>th</sup> day of January 2023, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

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Kimbley Craig, Mayor

**ATTEST:**

---

Patricia M. Barajas, City Clerk



**RESOLUTION NO. 22-169 C.S.**

**A RESOLUTION OF THE COUNCIL OF THE CITY OF MONTEREY**

**REQUESTING CONSENT OF THE COUNTY OF MONTEREY AND CITIES OF CARMEL-BY-THE-SEA, DEL REY OAKS, GONZALES, GREENFIELD, KING CITY, MARINA, PACIFIC GROVE, SALINAS, SAND CITY, SEASIDE, AND SOLEDAD TO CREATE THE MONTEREY COUNTY TOURISM IMPROVEMENT DISTRICT**

WHEREAS, the City Council of the City of Monterey desires to begin proceedings to form the Monterey County Tourism Improvement District (MCTID);

WHEREAS, certain lodging business owners have requested that the City Council of the City of Monterey create the MCTID; and

WHEREAS, a portion of the territory proposed to be included in the MCTID lies within the boundaries of the unincorporated areas of the County of Monterey and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, and Soledad (the "Granting County and Cities"), as shown on the map attached hereto as Exhibit A and incorporated herein by such attachment; and

WHEREAS, the area of the unincorporated areas of the County of Monterey and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, and Soledad which lies within the boundaries of the proposed MCTID will, in the opinion of the City Council of the City of Monterey, be benefited by the improvements and activities, and the purpose sought to be accomplished by the work can best be accomplished by a single comprehensive scheme of work;

WHEREAS, the City of Monterey determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA)(CCR, Title 14, Chapter 3 ("CEQA Guidelines), Article 20, Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or any reasonably foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MONTEREY that:

Section 1: The above recitals are true and correct.

Section 2: Consent of the County of Monterey and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad, through their Board of Supervisors and City Councils, is hereby requested to create

the MCTID, and to grant to the City Council of the City of Monterey jurisdiction for all the purposes in connection with the creation, operation and future renewals of the proposed MCTID.

Section 3: The City Clerk is hereby directed to transmit a certified copy of this Resolution to the clerks of the Granting County and Cities.


PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 20th day of December, 2022, by the following vote:

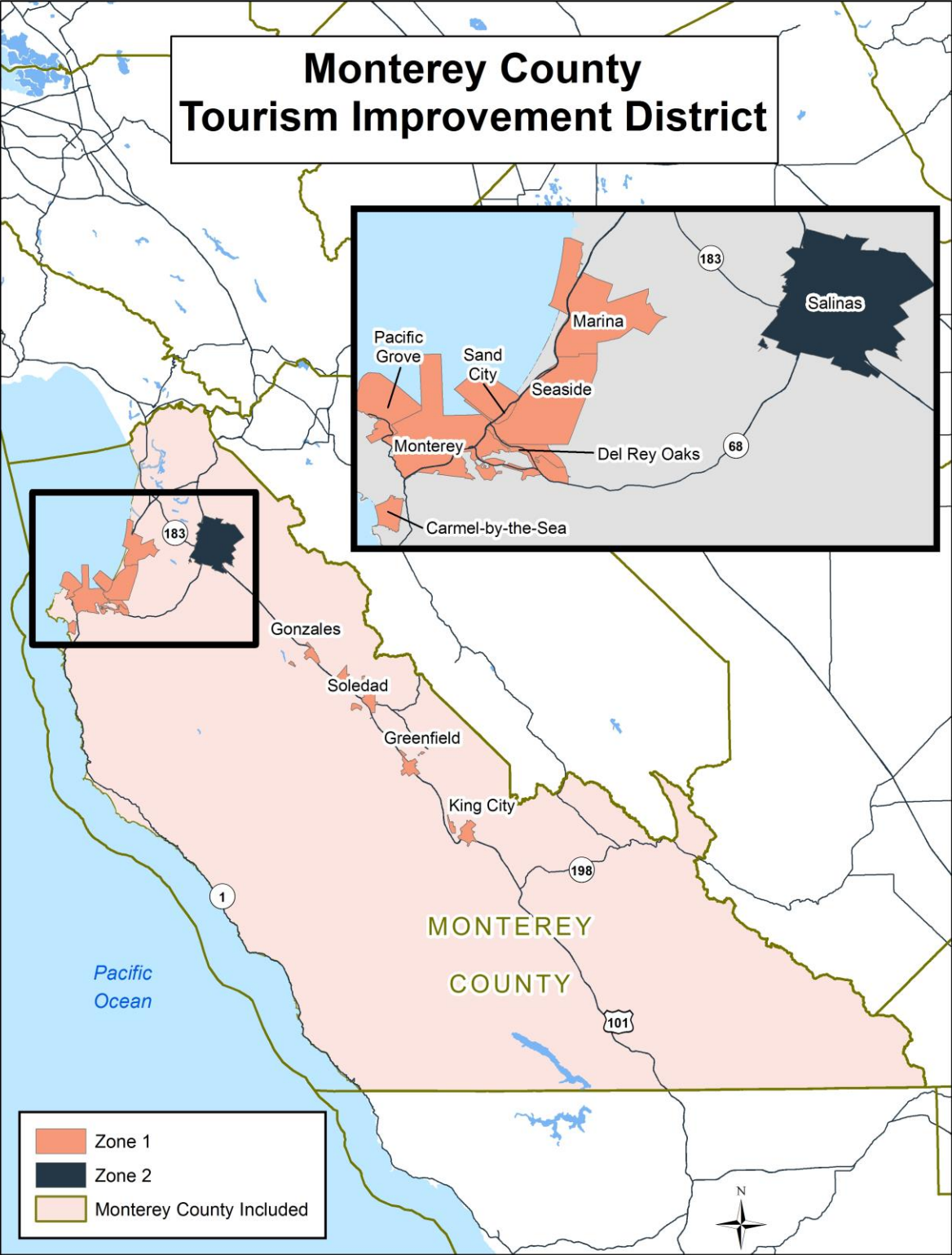
AYES:	5	COUNCILMEMBERS:	Barber, Garcia, Haffa, Smith, Williamson
NOES:	0	COUNCILMEMBERS:	None
ABSENT:	0	COUNCILMEMBERS:	None
ABSTAIN:	0	COUNCILMEMBERS:	None

APPROVED:

ATTEST:

DocuSigned by:  
  
 1B38B5C4EE9E4F5  
 \_\_\_\_\_  
 Mayor of said City

DocuSigned by:  
  
 ED0453A4F62C4AA  
 \_\_\_\_\_  
 City Clerk thereof





# Council Agenda Report

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**FROM:** Nat Rojanasathira, Assistant City Manager

**SUBJECT:** Adopt a Resolution Declaring the City of Monterey's Intention to Renew the Monterey County Tourism Improvement District (MCTID), to Levy an Assessment on Lodging Businesses Within Such District; and Fixing the Time and Place of a Public Hearing Thereon and Giving Notice Thereof; Adopt a Resolution Requesting Consent of the County of Monterey and cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad to Renew the Monterey County Tourism Improvement District (MCTID); and Adopt a Resolution Adopting Procedural Guidelines for the Formation of Property and Business Improvement Districts Under the Property and Business Improvement District Law of 1994 (Not a project under CEQA Article 20, Section 15378 and under General Rule Article 5, Section 15061)

**RECOMMENDATION:**

That the City Council adopt a resolution declaring the City of Monterey's intention to renew the Monterey County Tourism Improvement District (MCTID), to levy an assessment on lodging businesses within such district, and setting a public hearing to renew the MCTID and levy of assessments; adopt a resolution requesting consent of the County of Monterey and cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad to renew the MCTID; and adopt a resolution adopting procedural guidelines for the formation of property and business improvement districts under the Property and Business Improvement District Law of 1994

**VALUE DRIVER:**

Serve as stewards of the City's financial resources through sound economic vitality efforts, streamlining operations, reasonable revenue enhancements, visionary long-term planning, fiscal transparency, and community partnerships.

**POLICY IMPLICATIONS:**

The City Council's adoption of a Resolution of Intention to Renew the MCTID is part of the MCTID renewal process that would follow with a public meeting on January 17, 2023 and a public hearing on February 21, 2023 on the renewal of the MCTID and the levy of assessments on certain lodging businesses. Renewal of the MCTID requires approval from the City Council, and this step is necessary since the City of Monterey is serving as lead agency. Adoption of a Resolution Requesting Consent is needed from the County of Monterey and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad requesting their consent to include their jurisdiction in the renewed MCTID. Adoption of a Resolution Adopting Procedural Guidelines is needed to specify the petition and protest process, and tabulation process for the formation of Property and Business Improvement Districts.

## **FISCAL IMPLICATIONS:**

If the MCTID is renewed, the City would continue to receive one percent (1%) of the amount collected within the City of Monterey toward the cost of administration. Because the MCTID programs are intended to increase visitation to the City, this action would likely result in an increase to the City's Transient Occupancy Tax (Hotel Tax) and Sales Tax.

## **ENVIRONMENTAL DETERMINATION:**

The City of Monterey determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CCR, Title 14, Chapter 3 (CEQA Guidelines), Article 20, Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or any reasonably foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

## **ALTERNATIVES CONSIDERED:**

The City Council may choose not to adopt the resolution, which would stop the MCTID renewal process. This is not recommended since lodging business owners in Monterey have decided to pursue renewal of the MCTID, and there is no direct cost to the City.

## **DISCUSSION:**

First launched in 2006 under the Property and Business Improvement Area Law of 1989 ('89 Law), the Monterey County Tourism Improvement District (MCTID) is a benefit assessment district proposed to continue as a revenue source to help fund marketing and sales promotion efforts for lodging businesses in Monterey County. In 2018, an effort to modernize the MCTID led to the disestablishment of the '89 Law district and re-establishing the MCTID pursuant to the Property and Business Improvement District Law of 1994 ('94 Law). The five-year term of the MCTID will expire in 2023, and the required number of lodging business owners have submitted a written petition to renew the district.

The City of Monterey serves as the lead public agency administering the MCTID countywide.

Tourism improvement districts have been used successfully in other destination areas throughout the state to enhance tourism marketing and drive additional room nights to assessed lodging businesses. The renewed MCTID includes all lodging businesses located within the boundaries of the unincorporated areas of Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, and Soledad. The MCTID is funded through an assessment on lodging businesses based on room night stays in the lodging businesses and does not utilize City funding.

Lodging business owners decided to pursue renewal of the MCTID in order to continue a revenue source devoted to marketing Monterey County as a tourist, meeting, and event destination. If renewed, the MCTID would generate an initial annual budget of approximately \$8,856,266, increasing biennially as assessment rates increase, for the promotion of travel and tourism specific to Monterey County.

### *Benefits of Tourism Improvement Districts*

Tourism Improvement Districts (TIDs) are special assessment districts that allow lodging business owners to organize their efforts to fund and coordinate tourism marketing. Lodging business owners within the TID fund the TID, and those funds are used to provide services that are desired by and benefit the lodging businesses within the TID.

TID benefits include:

- Funds cannot be diverted for other government programs
- They are customized to fit the needs of each destination
- They allow for a wide range of services; including destination marketing, tourism promotion, and sales lead generation
- They are designed, created, and governed by those who will pay the assessment
- They provide a stable funding source for tourism promotion

The key difference between TIDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the TID.

### *Management District Plan*

The Management District Plan (Attachment 4) includes the proposed boundary of the renewed MCTID, a service plan and budget, and a proposed means of governance. The MCTID shall include all lodging businesses, existing and in the future, located within the boundaries of the unincorporated areas of Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, and Soledad. The MCTID is divided into two (2) benefit zones as described in the Plan.

The renewed MCTID would have a ten (10) year term, beginning July 1, 2023, and end ten (10) years from its start date. Once per year, beginning on the anniversary of district renewal, there is a 30-day period in which lodging business operators paying fifty percent (50%) or more of the assessment may protest and initiate proceedings to terminate the MCTID.

The cities and County shall be responsible for collecting the assessment on a monthly, bi-monthly, or quarterly basis (including any delinquencies, penalties, and interest) from each lodging business located within the boundaries of the MCTID. The cities and County shall make all reasonable efforts to collect the assessments from each lodging business. The cities and County shall forward the assessments to Monterey County Destination Marketing Organization, Inc. d.b.a. Monterey County Convention and Visitors Bureau (MCCVB), serving as the MCTID Owner's Association, which will have the responsibility of managing MCTID programs as provided in the Management District Plan. The cities and the County may retain a fee equal to

one percent (1%) of the amount of the assessment collected within their respective jurisdictions to cover their costs of collection and administration.

### *MCTID Renewal Process*

December 20, 2022 RESOLUTION OF INTENTION TO RENEW (Attachment 1)

Upon the submission of a written petition, signed by the lodging business owners in the renewed MCTID who will pay more than fifty percent (50%) of the assessments proposed to be levied, the City of Monterey City Council may initiate proceedings to renew the MCTID by the adoption of a resolution expressing its intention to renew the MCTID.

*Petition Status:* Petitions in favor of MCTID renewal were submitted by lodging businesses that represent more than fifty percent (50%) of the total MCTID assessment.

December 20, 2022 RESOLUTION REQUESTING CONSENT (Attachment 2)

The City Council must request consent from the County of Monterey and cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad to be included in the renewed MCTID. Consent must be received from the cities and County prior to the final public hearing for their jurisdiction to be included in the renewed MCTID.

December 20, 2022 RESOLUTION ADOPTING PROCEDURAL GUIDELINES (Attachment 3)

Procedural guidelines for the formation of the MCTID will be proposed in a separate resolution. These guidelines cover the petition process, protest submittals, protest requirements, protest withdrawals, majority protest, and tabulation process.

January 7, 2023 NOTICE

Written notice shall be mailed to the owners of all businesses proposed to be within the renewed MCTID.

January 17, 2023 PUBLIC MEETING

Allow public testimony on the renewal of the MCTID and levy of assessments. No Council action required.

February 21, 2023      FINAL PUBLIC HEARING; POTENTIAL ADOPTION OF RESOLUTION OF FORMATION

If written or oral protests are received from the owners of lodging businesses in the renewed MCTID which will pay more than fifty percent (50%) of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment against such businesses shall be taken for a period of one (1) year from the date of the finding of a majority protest by the Council.

If protests totaling less than 50% proposed assessments are received, the Council, following the public hearing, may decide to renew the MCTID, and then shall adopt a resolution of formation.

Attachments: 1.      Resolution of Intention  
                  2.      Resolution Requesting Consent  
                  3.      Resolution Adopting Procedural Guidelines  
                  4.      MCTID Management District Plan  
                  5.      Petitions Received as of December 15, 2022

c:                   City Attorney  
                      MCTID Executive Director, c/o Monterey County Convention & Visitors Bureau

Writings distributed for discussion or consideration on this matter within 72 hours prior to the meeting, pursuant to Government Code § 54957.5, will be made available at the following link: <https://monterey.org/Submitted-Comments>





**MONTEREY COUNTY  
TOURISM IMPROVEMENT DISTRICT  
MANAGEMENT DISTRICT PLAN**

*Prepared pursuant to the Property and Business Improvement District Law of  
1994, Streets and Highways Code section 36600 et seq.*

November 2, 2022

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Prepared by  
Civitas



## I. OVERVIEW

Developed by the Monterey County Destination Marketing Organization, Inc. d.b.a. Monterey County Convention and Visitors Bureau (MCCVB), the Monterey County Tourism Improvement District (MCTID) is an assessment district which provides specific benefits to payors by funding group sales and services and marketing communications activities for assessed businesses. This approach has been used successfully in other destination areas throughout the country to provide the benefit of additional room night sales directly to payors. The MCTID was initially created in 2006 pursuant to the Parking and Business Improvement Area Law of 1989 and was converted in 2019 pursuant to the Property and Business Improvement District Law of 1994 for a five (5) year term. MCCVB and Monterey County lodging businesses now wish to renew the MCTID for a ten (10) year term. Pursuant to Streets and Highways Code §36620.5, the City of Monterey shall continue to act as the lead jurisdiction for renewing the MCTID. The City of Monterey shall continue to receive MCTID annual reports. Funds raised through the MCTID are meant to supplement the Jurisdiction Partnership investments so as to have a competitive budget and business plan.

*Location:* The renewed MCTID includes all lodging businesses located within the boundaries of the unincorporated areas of Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, and Soledad. The MCTID is divided into two (2) benefit zones, as shown on the map in Section IV.

*Services:* The MCTID is designed to provide specific benefits directly to payors by increasing demand for room night sales. Group business development and marketing communications activities will increase demand for overnight tourism and market Monterey County as a tourist, meeting and event destination, thereby increasing demand for room night sales for assessed businesses.

*Budget:* The total MCTID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$8,856,266. This assessment budget is expected to increase as the assessment rate increases are adopted pursuant to this Plan, but this budget is expected to fluctuate as room sales do.

*Cost:* The assessment is a fixed amount per occupied room per night. The assessment is based on the business hotel type. Based on the benefit received, assessments shall not be collected on: stays of more than thirty (30) consecutive days; stays at vacation time-share facilities; stays at vacation rentals; stays at RV parks; stays by any Federal or State of California officer or employee when on official business; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of Federal law or international treaty. Initial assessment rates are:

Hotel Type	Zone 1	Zone 2
Luxury	\$7.00	\$7.50
Non-Luxury Full Service	\$4.50	\$5.00
Limited Service	\$1.50	\$2.00

Based on the provision of additional services and additional benefit to the lodging businesses, the assessment rate shall automatically increase biennially beginning in FY

2025-26, unless the MCCVB Board's TID Committee votes not to implement the automatic increase based upon circumstances that they deem significant. If the MCCVB Board's TID Committee elects to cancel the automatic increase for that year, the MCCVB Board's TID Committee may implement a cumulative increase at the next regularly scheduled rate increase.

*Collection:* The cities and County shall be responsible for collecting the assessment on a monthly, bi-monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the MCTID. The cities and County shall make all reasonable efforts to collect the assessments from each lodging business.

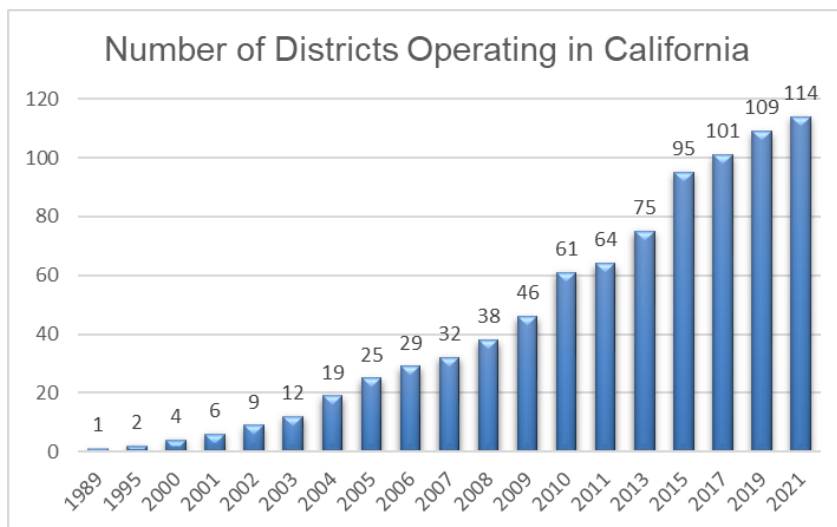
*Duration:* The renewed MCTID shall have a ten (10) year life, beginning July 1, 2023, or as soon as possible thereafter, and end ten (10) years from its start date. Once per year, beginning on the anniversary of MCTID renewal, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a Monterey City Council hearing on MCTID termination.

*Management:* The MCCVB Monterey County Destination Marketing Organization, Inc. d.b.a. Monterey County Convention and Visitors Bureau (MCCVB) shall continue to serve as the Owners' Association for the MCTID. The MCCVB Board's TID Committee shall continue to have full decision-making authority over the expenditure of MCTID funds as defined in Section V. The Owners' Association is charged with managing funds and implementing activities in accordance with this Plan and must provide annual reports to the Monterey City Council.

## II. BACKGROUND

### A. Tourism Improvement District Overview

TIDs are an evolution of the traditional Business Improvement District. The first TID was formed in West Hollywood, California in 1989. Since then, over 100 California destinations have followed suit. In recent years, other states have begun adopting the California model – Massachusetts, Montana, South Dakota, Washington, Colorado, Texas and Louisiana have adopted TID laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas and Newark, New Jersey used an existing business improvement district law to form a TID. And, some cities, like Portland, Oregon and Memphis, Tennessee have utilized their home rule powers to create TIDs without a state law.



California's TIDs collectively raise over \$300 million annually for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Monterey County lodging businesses continue to invest in stable, lodging-specific marketing programs.

TIDs utilize the efficiencies of private sector operation in the market-based promotion of

tourism districts. TIDs allow lodging business owners to organize their efforts to increase demand for room night sales. Lodging business owners within the TID pay an assessment and those funds are used to provide services that increase demand for room night sales.

In California, most TIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. *The key difference between TIDs and other benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

### B. Tourism Improvement District Benefits

There are many benefits to TIDs:

- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are ***designed, created and governed by those who will pay*** the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

### C. MCTID History and Partnerships with Jurisdictions

The history of the Monterey County Tourism Improvement District (MCTID) is one of partnership. The MCTID was first established in 2006 because the region's hospitality industry recognized that TIDs create a reliable funding source for destination marketing.

Municipalities and the County of Monterey have historically demonstrated a commitment to fund tourism promotion. The renewed and expanded MCTID has been developed with this partnership in mind. The continued partnership is critical to the MCTID's success, as the funds raised through both the TID, the municipalities and the County of Monterey will allow a competitive budget and business plan for the region's destination marketing.

### D. Looking Ahead

Market share, revenue, improved community connectivity

Focus	Currently	Investment in a Better Future
Sphere of Marketing Reach	Primarily Regional paid media advertiser	National Brand with paid media reach into Midwest, East Coast – high value travelers
Meetings & Conferences	Five-person sales team; primarily focused on regional meetings; limited booking incentive	Expand sales team; increase sales activities; aggressive booking incentive; intensify focus on corporate, incentive and Tour & Travel
Event Attraction & Promotion	No proactive event attraction effort; promotion limited to social and PR (no paid media)	Dedicated program to attract <i>advantageous</i> events; paid media support for select events
Transportation Development	Tactical and reactive; lacking a well-supported MCCVB/Community strategy	Annual dedicated budget; strategically proactive
International Marketing	One sales executive, limited co-op (VCA, Brand USA) marketing	Multi-country sales representation, significant increase in direct sales and marketing
Luxury Initiative	Direct sales through involvement with Virtuoso, ILTM, VCA; limited marketing	Significant expansion (2-3X) of both sales and marketing programs
Sustainable/Responsible Travel	Consistent messaging through unpaid (social & PR), limited paid media; implementation of See Monterey app	On-going paid media campaign; support shuttle programs/promotion; in-market collateral/signage;

### III. BOUNDARY

The renewed MCTID shall include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the unincorporated areas of Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Salinas, Sand City, Seaside, and Soledad.

Lodging business means: any building, portion of any building, or group of buildings in which there are guest rooms or suites, including housekeeping units for transient guests, where lodging with or without meals is provided. Notwithstanding the previous sentence, lodging business does not include:

- Vacation time-share facilities;
- Vacation rentals, defined as a single family home, townhome, or condominium that is available for rent; and
- Recreational vehicle (RV) parks.

There are three types of lodging businesses in the MCTID: luxury, non-luxury full service, and limited service.

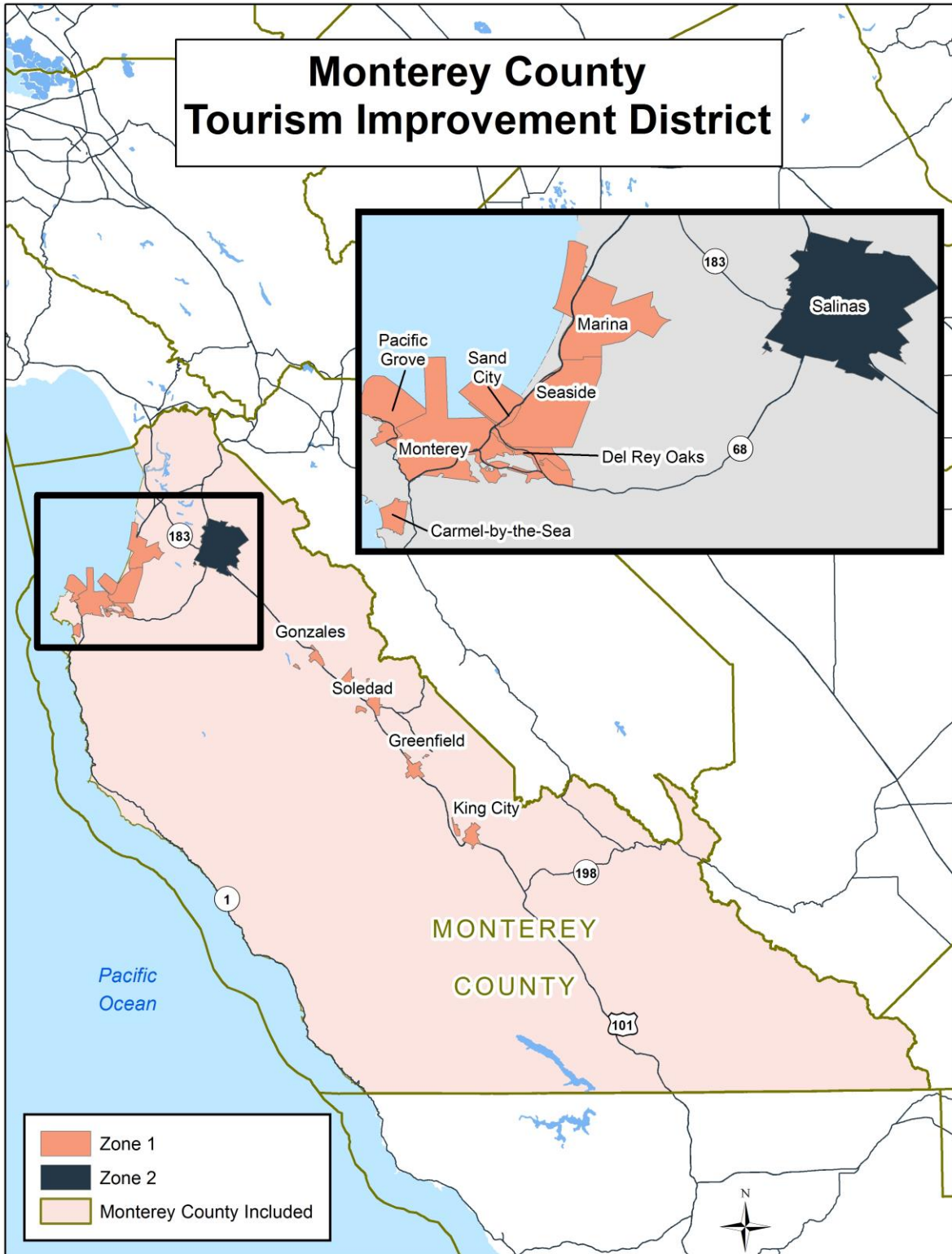
- Luxury lodging business means: a lodging business with an average daily rate of \$500 or more, based on the previous year's performance, with premium services and the highest quality ratings. Lodging businesses whose average daily rate increases to \$500 or more will be assessed upon determination of the increase; likewise, lodging businesses whose average daily rate decreases to below \$500 will not be assessed as a luxury lodging business upon determination of the decrease. Average daily rate figures shall be updated annually. Luxury lodging businesses may have restaurants, meeting spaces, exercise rooms, or spas, and have characteristics of five (5) star hotels. The luxury lodging business type includes properties classified as all-inclusive, boutique, and destination resorts by Smith Travel Research.
- Non-luxury full service lodging business means: a lodging business with a wide variety of onsite amenities, such as restaurants, meeting spaces, exercise rooms, or spas. non-luxury full service lodging businesses are often in the upscale or upper upscale class as defined by Smith Travel Research.
- Limited service lodging business means: a lodging business that offers limited facilities and amenities, typically without a full-service restaurant. Limited service lodging businesses are often in the economy, midscale, or upper midscale class as defined by Smith Travel Research.

A complete listing of lodging businesses within the proposed MCTID can be found in Appendix 2.

The proposed MCTID is divided into two (2) benefit zones, based on the special benefits and privileges granted to lodging businesses in each zone. The boundaries of each zone are shown in the map on the following page. A description of the boundaries of each zone is provided below:

Zone 1: Includes the unincorporated area of Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Monterey, Pacific Grove, Sand City, Seaside, and Soledad.

Zone 2: Includes the City of Salinas. The boundaries of Zone 2 shall be the boundaries of the City of Salinas as may be amended from time to time.





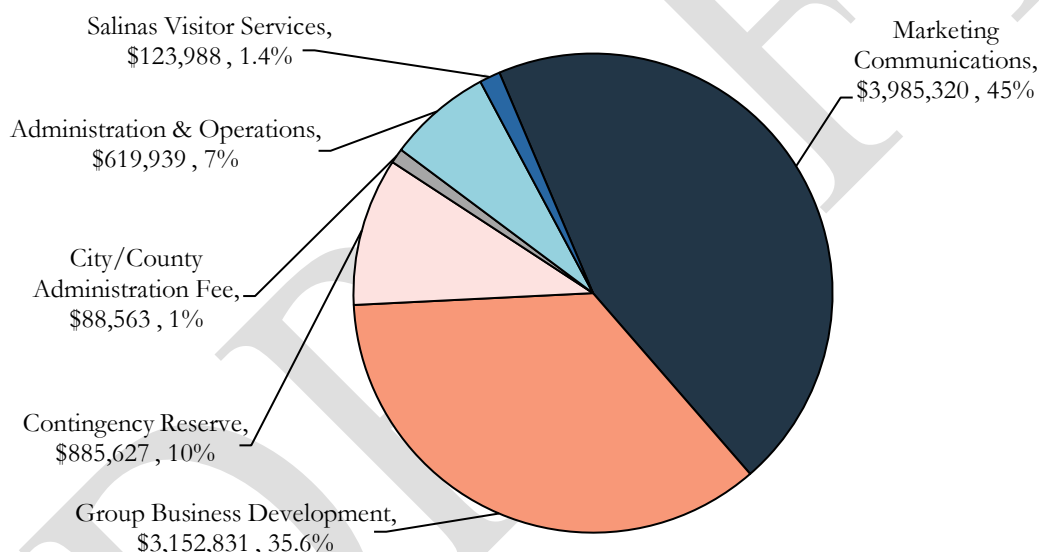
## IV. ASSESSMENT BUDGET AND SERVICES

### A. Annual Service Plan

Assessment funds shall be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the City of Monterey of conferring the benefits or granting the privileges. The privileges and services provided with the MCTID funds are group business development and marketing communications activities available only to assessed lodging businesses. The assessment rate for each hotel type will be commensurate with privileges and services provided to assessed businesses in each hotel type as detailed in Appendix 4.

A service plan assessment budget has been developed to deliver services that benefit the assessed businesses. A detailed annual assessment budget shall be developed and approved by MCCVB. The table below illustrates the initial annual assessment budget allocations. The total initial assessment budget is \$8,856,266.

### Initial Annual Assessment Budget - \$8,856,266



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the assessment budget shall remain the same. However, with the exception of the Zone 2 assessment budget category of Salinas Visitor Services, the MCCVB TID Committee shall have the authority to adjust assessment budget allocations between the categories by no more than fifteen percent (15%) of the total assessment budget per year. Any changes to the assessment budget category allocations shall be included in the annual report to the City of Monterey. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the MCTID, any and all assessment funds may be used for the costs of defending the MCTID.

Each assessment budget category includes all costs related to providing that service. For example, the marketing communications assessment budget includes the cost of MCCVB staff time dedicated to overseeing and implementing the marketing communications program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the assessment budget. The costs of

an individual staff member may be allocated to multiple assessment budget categories. The staffing levels necessary to provide the services below shall be determined by the MCCVB on an as-needed basis.

### **Marketing Communications**

The marketing communications program will promote assessed businesses as tourist, meeting, and events destinations. The marketing communications program will have a central theme of promoting Monterey County as a desirable place for overnight visits. The program will have the goal of generating overnight visitation and room sales at assessed businesses, and may include the following activities:

- Programs that develop and distribute content via paid, owned and earned channels to drive overnight visitation and room sales to assessed businesses;
- Partnership marketing initiatives with Monterey Regional Airport for domestic marketing, plus cooperative programs for international marketing to reach farther-out prospective visitors to drive overnight visitation and room sales to assessed businesses;
- Focus on high-priority, high-impact initiatives to drive overnight visitation and room sales to assessed businesses;
- Collaborations with transportation partners to make it easier to get to and around Monterey County to drive ideal overnight visitation and room sales to assessed businesses;
- Drive familiarity and engagement for group audiences through targeted direct marketing and retargeting programs to complement Group Sales' business development focus to drive overnight visitation and room sales to assessed businesses; and
- Expand international marketing to drive overnight visitation and room sales to assessed businesses.

### **Group Business Development**

The group business development program will develop business leads for meetings and events that convert to room nights for assessed businesses. The group business development program will have a central theme of promoting Monterey County as a desirable place for overnight group visits. The program will have the goal of generating overnight visitation and room night sales at assessed businesses, and may include the following activities:

- Group marketing initiatives to ensure target customer destination familiarity to drive overnight visitation and room sales to assessed businesses;
- A business development model ensuring highly qualified leads and efficient use of Owners' Association resources in developing new business opportunities to drive overnight visitation and room sales to assessed businesses;
- Focus on business development platform: engage, action, transaction, participation to drive overnight visitation and room sales to assessed businesses;
- Familiarization trips (FAMs) and site inspections to drive overnight visitation and room sales to assessed businesses;
- Strategic client services designed to make attendee's destination choice easier to drive overnight visitation and room sales to assessed businesses;
- Visitor services programs designed to extend stays at assessed businesses and increase visitor spending;
- Strategic business development services designed to identify, qualify, and pursue new business opportunities that best fit the destination's profile, targeting the ideal opportunities from key deployed markets to drive overnight visitation and room sales to assessed businesses; and
- Tour and travel sales programs to fill shoulder seasons and need periods for the destination to drive overnight visitation and room sales to assessed businesses.

### **Salinas Visitor Services**

The Salinas Visitor Services portion of the assessment budget shall be utilized for funding visitor services activities for the benefit of generating overnight visitation and room night stays at Zone 2 lodging businesses. The Salinas Visitor Services program will provide visitors with brochures, maps, and information regarding local events. The Salinas Visitor Services assessment budget shall be the amount collected annually from the additional \$0.50 assessment in Zone 2.

### **MCCVB Administration and Operations**

The MCCVB administration and operations portion of the assessment budget shall be utilized by the MCCVB for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees.

### **City/County Administration Fee**

The cities and County may retain a fee equal to one percent (1%) of the amount of the assessment collected, within their respective jurisdictions, to cover their costs of collection and administration.

### **Contingency/Reserve**

The assessment budget includes a contingency line item to account for lower than anticipated collections or higher than anticipated program costs, if any. Up to ten percent (10%) of the assessment budget may be allocated to the contingency/reserve in any given year. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the TID Committee. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the TID Committee. Contingency/reserve funds may be spent on TID activities or administrative and renewal costs in such proportions as determined by the Committee. The reserve fund may be used for the costs of renewing the TID.

## **B. Annual Assessment Budget**

The assessment is a fixed amount per occupied room per night. The assessment is based on the business hotel type. Based on the provision of additional services and additional benefit to the lodging businesses, the assessment rate shall automatically increase biennially beginning in FY 2025-26 for both Zone 1 and Zone 2, unless the MCCVB Board's TID Committee votes not to implement the automatic increase based upon circumstances that they deem significant. If the MCCVB Board's TID Committee elects to cancel the automatic increase for that year, the MCCVB Board's TID Committee may implement a cumulative increase at the next regularly scheduled rate increase. Because services shall remain constant for the Salinas Visitor Services program (brochures, maps, and information regarding local events for visitors), the additional rate of \$0.50 per annum in Zone 2 shall remain static over the life of the district. The biennial assessment increase in both Zone 1 and Zone 2 (notwithstanding the static \$0.50 rate in Zone 2), shall be \$0.90 per paid occupied room per night for luxury lodging businesses, \$0.60 per paid occupied room per night for non-luxury full service lodging businesses, and \$0.20 per paid occupied room per night for limited service lodging businesses.

The assessment budget is projected at an initial budget of \$8,856,266, increasing biennially for a total of \$111,645,780 through 2033. This amount is expected to fluctuate as occupancy rates increase at assessed businesses and when the assessment rate is increased. The following table demonstrates the estimated assessment budget over the life of the district, based on existing lodging businesses, following the rate increase schedule. Any new lodging businesses that commence business within the MCTID during the ten (10) year term shall be assessed using the same methodology listed in Section IV (D).

### Estimated Annual Assessment Budget

Fiscal Year	Marketing Comm.	Group Bus. Devel.	Salinas Visitor Services (Zone 2 Only)	Contingency / Reserve	Admin & Operations	City/County Admin Fee	Total
2023-24	\$3,985,320	\$3,152,831	\$123,988	\$885,627	\$619,939	\$88,563	\$8,856,266
2024-25	\$3,985,320	\$3,152,831	\$123,988	\$885,627	\$619,939	\$88,563	\$8,856,266
<b>2025-26</b>	<b>\$4,504,690</b>	<b>\$3,563,710</b>	<b>\$140,146</b>	<b>\$1,001,042</b>	<b>\$700,730</b>	<b>\$100,104</b>	<b>\$10,010,422</b>
2026-27	\$4,504,690	\$3,563,710	\$140,146	\$1,001,042	\$700,730	\$100,104	\$10,010,422
<b>2027-28</b>	<b>\$5,024,060</b>	<b>\$3,974,590</b>	<b>\$156,304</b>	<b>\$1,116,458</b>	<b>\$781,520</b>	<b>\$111,646</b>	<b>\$11,164,578</b>
2028-29	\$5,024,060	\$3,974,590	\$156,304	\$1,116,458	\$781,520	\$111,646	\$11,164,578
<b>2029-30</b>	<b>\$5,543,430</b>	<b>\$4,385,469</b>	<b>\$172,462</b>	<b>\$1,231,873</b>	<b>\$862,311</b>	<b>\$123,187</b>	<b>\$12,318,734</b>
2030-31	\$5,543,430	\$4,385,469	\$172,462	\$1,231,873	\$862,311	\$123,187	\$12,318,734
<b>2031-32</b>	<b>\$6,062,801</b>	<b>\$4,796,349</b>	<b>\$188,620</b>	<b>\$1,347,289</b>	<b>\$943,102</b>	<b>\$134,729</b>	<b>\$13,472,890</b>
2032-33	\$6,062,801	\$4,796,349	\$188,620	\$1,347,289	\$943,102	\$134,729	\$13,472,890
<b>Total</b>	<b>\$50,240,601</b>	<b>\$39,745,898</b>	<b>\$1,563,041</b>	<b>\$11,164,578</b>	<b>\$7,815,205</b>	<b>\$1,116,458</b>	<b>\$111,645,780</b>

### C. California Constitutional Compliance

The MCTID assessment is not a property-based assessment subject to the requirements of Proposition 218. Courts have found Proposition 218 limited the term ‘assessments’ to levies on real property.<sup>1</sup> Rather, the MCTID assessment is a business-based assessment, and is subject to Proposition 26. Pursuant to Proposition 26 all levies are a tax unless they fit one of seven exceptions. Two of these exceptions apply to the MCTID, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the cities and County of conferring the benefits or providing the services.

#### 1. Specific Benefit

Proposition 26 requires that assessment funds be expended on, “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”<sup>2</sup> The services in this Plan are designed to provide targeted benefits directly to assessed businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are tailored not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific businesses within the MCTID. The activities described in this Plan are specifically targeted to increase demand for room night sales for assessed lodging businesses within the boundaries of the MCTID, and are narrowly tailored. MCTID funds shall be used exclusively to provide the specific benefit of increased demand for room night sales directly to the assessees. Assessment funds shall not be used to feature non-assessed lodging businesses in MCTID activities, or to directly generate sales for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

The assessment imposed by this MCTID is for a specific benefit conferred directly to the payors that is not provided to those not charged. The specific benefit conferred directly to the payors is the generation of room night sales. The specific benefit of increased demand for room night sales for assessed lodging businesses shall be provided only to lodging businesses paying the district assessment, with MCTID activities promoting lodging businesses paying the MCTID assessment. The MCTID activities will be designed to generate room night sales at each assessed lodging businesses. Because they are necessary to provide the MCTID activities that specifically benefit the assessed lodging

<sup>1</sup> *Jarvis v. the City of San Diego* 72 Cal App. 4<sup>th</sup> 230

<sup>2</sup> Cal. Const. art XIII C § 1(e)(1)

businesses, the administration and contingency services also provide the specific benefit of increased demand for room night sales to the assessed lodging businesses.

Although the MCTID, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, “A specific benefit is not excluded from classification as a ‘specific benefit’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor.”<sup>3</sup>

### **2. Specific Government Service**

The assessment may also be utilized to provide, “a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product.”<sup>4</sup> The legislature has recognized that marketing and promotions services like those to be provided by the MCTID are government services within the meaning of Proposition 26<sup>5</sup>. Further, the legislature has determined that “a specific government service is not excluded from classification as a ‘specific government service’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor.”<sup>6</sup>

### **3. Reasonable Cost**

MCTID services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed shall be used to provide the services described herein. Excluding Zone 2 funds managed by the City of Salinas, funds shall be managed by the MCCVB, and reports submitted on an annual basis to the City of Monterey. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from MCTID-funded activities, be featured in advertising campaigns, and benefit from other MCTID-funded services. Non-assessed lodging businesses will not receive these, nor any other, MCTID-funded services and benefits.

The MCTID-funded activities are all targeted directly at and feature only assessed businesses. It is, however, possible that there will be a spill over benefit to non-assessed businesses. If non-assessed lodging businesses receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-MCTID funds. MCTID funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which directly generates incidental room nights for non-assessed businesses.

### **D. Assessment**

The assessment is a fixed amount per occupied room per night. The assessment is based on the business hotel type. Based on the provision of additional services and additional benefit to the lodging businesses, the assessment rate shall automatically increase biennially beginning in FY 2025-26, unless the MCCVB Board’s TID Committee votes not to implement the automatic increase based upon circumstances that they deem significant. If the MCCVB Board’s TID Committee elects to cancel the automatic increase for that year, the MCCVB Board may implement a cumulative increase at the next regularly scheduled rate increase. Because services shall remain constant for the Salinas Visitor Services program (brochures, maps, and information regarding local events for visitors), the additional rate of \$0.50 per annum in Zone 2 shall not be increased over the life of the district. The biennial assessment

<sup>3</sup> Government Code § 53758(a)

<sup>4</sup> Cal. Const. art XIII C § 1(e)(2)

<sup>5</sup> Government Code § 53758(b)

<sup>6</sup> Government Code § 53758(b)

increase shall be \$0.90 per paid occupied room per night for luxury lodging businesses, \$0.60 per paid occupied room per night for non-luxury full service lodging businesses, and \$0.20 per paid occupied room per night for limited service lodging businesses. Based on the benefit received, assessments shall not be collected on: stays of more than thirty (30) consecutive days; stays at vacation time-share facilities; stays at vacation rentals; stays at RV parks; stays by any Federal or State of California officer or employee when on official business; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of Federal law or international treaty. The assessment increase schedule is illustrated in the table below.

Fiscal Year	Zone 1			Zone 2		
	Luxury	Non-Luxury Full Service	Limited Service	Luxury	Non-Luxury Full Service	Limited Service
2023-24	\$ 7.00	\$ 4.50	\$ 1.50	\$ 7.50	\$ 5.00	\$ 2.00
2024-25	\$ 7.00	\$ 4.50	\$ 1.50	\$ 7.50	\$ 5.00	\$ 2.00
<b>2025-26</b>	\$ 7.90	\$ 5.10	\$ 1.70	\$ 8.40	\$ 5.60	\$ 2.20
2026-27	\$ 7.90	\$ 5.10	\$ 1.70	\$ 8.40	\$ 5.60	\$ 2.20
<b>2027-28</b>	\$ 8.80	\$ 5.70	\$ 1.90	\$ 9.30	\$ 6.20	\$ 2.40
2028-29	\$ 8.80	\$ 5.70	\$ 1.90	\$ 9.30	\$ 6.20	\$ 2.40
<b>2029-30</b>	\$ 9.70	\$ 6.30	\$ 2.10	\$ 10.20	\$ 6.80	\$ 2.60
2030-31	\$ 9.70	\$ 6.30	\$ 2.10	\$ 10.20	\$ 6.80	\$ 2.60
<b>2031-32</b>	\$ 10.60	\$ 6.90	\$ 2.30	\$ 11.10	\$ 7.40	\$ 2.80
2032-33	\$ 10.60	\$ 6.90	\$ 2.30	\$ 11.10	\$ 7.40	\$ 2.80

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. If the MCTID assessment is identified separately it shall be disclosed as the "MCTID Assessment." As an alternative, the disclosure may include the amount of the MCTID assessment and the amount of the assessment imposed pursuant to the California Tourism Marketing Act, Government Code §13995 et seq. and shall be disclosed as the "Tourism Assessment." The assessment is imposed solely upon, and is the sole obligation of, the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for any purpose, including calculation of transient occupancy taxes.

Bonds shall not be issued.

### **E. Penalties and Interest**

The MCTID shall reimburse the cities and County for any costs associated with collecting unpaid assessments. If sums in excess of the delinquent MCTID assessment are sought to be recovered in the same collection action by the cities or County, the MCTID shall bear its pro rata share of such collection costs. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

1. *Original Delinquency*: Any lodging business that fails to remit any assessment imposed within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment or the estimated assessment.
2. *Continued Delinquency*: Any lodging business that fails to remit any delinquent assessment on or before a period of thirty (30) days following the date on which the assessment first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the

assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.

3. *Fraud:* If the cities or County determine that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto, in addition to the penalties stated in paragraphs 1 and 2 of this section.
4. *Interest:* In addition the penalties imposed, any lodging business that fails to remit any assessment imposed shall pay interest at the rate of one percent (1%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.
5. *Penalties Merged with Assessment:* Every penalty imposed and such interest as accrues under the provisions of this section shall become a part of the assessment required to be paid.
6. *Audit Deficiency:* If, upon audit by the cities or County, a lodging business is found to be deficient in either its return or its remittances or both, the cities or County shall immediately invoice the lodging business for the amount of the net deficiency plus a penalty of ten percent (10%) of the net deficiency. If the lodging business fails or refuses to pay the deficient amount and applicable penalties within thirty (30) days of the date of the invoice, an additional ten percent (10%) penalty shall be added to the original deficiency. In addition to the penalties imposed, any lodging business that fails to remit payment of billed audit deficiencies within thirty (30) days of the date of the invoice shall pay interest at the rate of one percent (1%) per month or fraction thereof on the amount of the assessment, exclusive of penalties.

#### **F. Time and Manner for Collecting Assessments**

The MCTID assessment shall be implemented beginning July 1, 2023, or as soon as possible thereafter, and end ten (10) years from its start date. The cities and County shall be responsible for collecting the assessment on a monthly, bi-monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in their respective jurisdictions. The cities and County shall make all reasonable efforts to collect the assessments from each lodging business. The cities and County shall forward the assessments collected to the Owners' Association, except for the additional assessments in Zones 2.

## V. GOVERNANCE

### A. Owners' Association

The Monterey City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the MCTID as defined in Streets and Highways Code §36612. Monterey County Destination Marketing Organization, Inc. d.b.a. Monterey County Convention and Visitors Bureau (MCCVB) shall continue to serve as the Owners' Association for the MCTID. The MCCVB Board's TID Committee shall continue to have full decision-making authority over the expenditure of MCTID funds. The TID Committee shall be comprised solely of assessed lodging business representatives. The number of seats on the TID Committee from each MCTID jurisdiction shall reflect the proportional assessment revenue derived from each MCTID jurisdiction. Notwithstanding the forgoing, the City of Salinas shall have full decision-making authority over the expenditure of funds raised by the additional \$0.50 assessment rate on all lodging business types in Zone 2.

### B. Brown Act and California Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association acts as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the MCCVB board and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

### C. Annual Report

The MCCVB shall present an annual report at the end of each year of operation to the Monterey City Council pursuant to Streets and Highways Code §36650 (see Appendix 1). The annual report shall include:

- Any proposed changes in the boundaries of the improvement district or in any benefit zones or classification of businesses within the district.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.
- The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- The estimated amount of any contributions to be made from sources other than assessments levied.



## APPENDIX 1 – LAW

\*\*\* THIS DOCUMENT IS CURRENT THROUGH THE 2022 SUPPLEMENT \*\*\*  
(ALL 2021 LEGISLATION)

### STREETS AND HIGHWAYS CODE DIVISION 18. PARKING PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

#### CHAPTER 1. General Provisions

#### ARTICLE 1. Declarations

##### **36600. Citation of part**

This part shall be known and may be cited as the “Property and Business Improvement District Law of 1994.”

##### **36601. Legislative findings and declarations; Legislative guidance**

The Legislature finds and declares all of the following:

- (a) Businesses located and operating within business districts in some of this state’s communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.
- (b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.
- (c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.
- (d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.
- (e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:
  - (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
  - (2) Job creation.
  - (3) Business attraction.
  - (4) Business retention.
  - (5) Economic growth.
  - (6) New investments.
- (f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.
- (g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.
- (h) The act amending this section is intended to provide the Legislature’s guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.
  - (1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.
  - (2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the

incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

### **36602. Purpose of part**

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

### **36603. Preemption of authority or charter city to adopt ordinances levying assessments**

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

### **36603.5. Part prevails over conflicting provisions**

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

### **36604. Severability**

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

## **ARTICLE 2. Definitions**

### **36606. “Activities”**

“Activities” means, but is not limited to, all of the following that benefit businesses or real property in the district:

- (a) Promotion of public events.
- (b) Furnishing of music in any public place.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

### **36606.5. “Assessment”**

“Assessment” means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

### **36607. “Business”**

“Business” means all types of businesses and includes financial institutions and professions.

**36608. “City”**

“City” means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

**36609. “City council”**

“City council” means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

**36609.4. “Clerk”**

“Clerk” means the clerk of the legislative body.

**36609.5. “General benefit”**

“General benefit” means, for purposes of a property-based district, any benefit that is not a “special benefit” as defined in Section 36615.5.

**36610. “Improvement”**

“Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the district.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

**36611. “Management district plan”; “Plan”**

“Management district plan” or “plan” means a proposal as defined in Section 36622.

**36612. “Owners’ association”**

“Owners’ association” means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners’ association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners’ association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners’ association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Division 10 (commencing with Section 7920.000) of Title 1 of the Government Code), for all records relating to activities of the district.

**36614. “Property”**

“Property” means real property situated within a district.

**36614.5. “Property and business improvement district”; “District”**

“Property and business improvement district,” or “district,” means a property and business improvement district established pursuant to this part.

**36614.6. “Property-based assessment”**

“Property-based assessment” means any assessment made pursuant to this part upon real property.

**36614.7. “Property-based district”**

“Property-based district” means any district in which a city levies a property-based assessment.

**36615. “Property owner”; “Business owner”; “Owner”**

“Property owner” means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. “Business owner” means any person recognized by the city as the owner of the business. “Owner” means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

**36615.5. “Special benefit”**

“Special benefit” means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

**36616. “Tenant”**

“Tenant” means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

**ARTICLE 3. Prior Law****36617. Alternate method of financing certain improvements and activities; Effect on other provisions**

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

**CHAPTER 2. Establishment****36620. Establishment of property and business improvement district**

A property and business improvement district may be established as provided in this chapter.

**36620.5. Requirement of consent of city council**

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

**36621. Initiation of proceedings; Petition of property or business owners in proposed district**

- (a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.
- (b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:
- (1) A map showing the boundaries of the district.
  - (2) Information specifying where the complete management district plan can be obtained.
  - (3) Information specifying that the complete management district plan shall be furnished upon request.
- (c) The resolution of intention described in subdivision (a) shall contain all of the following:
- (1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.
  - (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

**36622. Contents of management district plan**

The management district plan shall include, but is not limited to, all of the following:

- (a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.
- (d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.
- (e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial

year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k)

(1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.

(2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.

(l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.

(m) In a property-based district, the total amount of general benefits, if any.

(n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.

(o) Any other item or matter required to be incorporated therein by the city council.

### **36623. Procedure to levy assessment**

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such

businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

### **36624. Changes to proposed assessments**

At the conclusion of the public hearing to establish the district, the city 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. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

### **36625. Resolution of formation**

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

### **36627. Notice and assessment diagram**

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

**36628. Establishment of separate benefit zones within district; Categories of businesses**

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

**36628.5. Assessments on businesses or property owners**

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

**36629. Provisions and procedures applicable to benefit zones and business categories**

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

**36630. Expiration of district; Creation of new district**

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

**CHAPTER 3. Assessments**

**36631. Time and manner of collection of assessments; Delinquent payments**

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

**36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property**

- (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.
- (b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.
- (c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.



**36633. Time for contesting validity of assessment**

The validity of an assessment levied under this part shall not be contested in an action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36625. An appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

**36634. Service contracts authorized to establish levels of city services**

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

**36635. Request to modify management district plan**

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

**36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention**

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

- (1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.
- (2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

**36637. Reflection of modification in notices recorded and maps**

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

**CHAPTER 3.5. Financing****36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments**

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to

be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

#### **CHAPTER 4. Governance**

##### **36650. Report by owners' association; Approval or modification by city council**

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

- (1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.
- (2) The improvements, maintenance, and activities to be provided for that fiscal year.
- (3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.
- (4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.
- (5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- (6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) 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.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

##### **36651. Designation of owners' association to provide improvements, maintenance, and activities**

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

#### **CHAPTER 5. Renewal**

##### **36660. Renewal of district; Transfer or refund of remaining revenues; District term limit**

(a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

## **CHAPTER 6. Disestablishment**

### **36670. Circumstances permitting disestablishment of district; Procedure**

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assesseses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

### **36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district**

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

## APPENDIX 2 – ASSESSED BUSINESSES

Business Name	Business Address	City/State/Zip	Type
ABV Presidents Inn MUNRAS MTY	1150 MUNRAS AVE	MONTEREY, CA 93940	Limited
Adams Motel/Boronda Inn	2086 N. Main St.	Salinas, CA 93906	Limited
ADOBE INN	1919 GRAND CANAL BL.#B5	STOCKTON CA 95207	Full
Aloha Motel	235 Kern St.	Salinas, CA 93905	Limited
ANDRIL MOTEL & COTTAGES	569 ASILOMAR BLVD	PACIFIC GROVE, CA 93950-3701	Limited
ARAMARK Sports & Entertainment	800 ASILOMAR BLVD	PACIFIC GROVE, CA 93950-3704	Limited
AUBERGE CARMEL	PO BOX J	CARMEL CA 93921	Luxury
BAYSIDE INN	2055 NORTH FREMONT ST.	MONTEREY, CA 93940	Limited
BEACHCOMBER INN	1996 SUNSET DR	PACIFIC GROVE, CA 93950-3787	Limited
Bernardus Lodge	415 W CARMEL VALLEY RD	Carmel Valley, CA 93924-9417	Luxury
Best 5 Motel/Lakshmi Hotel Group	1010 Fairview Ave.	Salinas, CA 93905	Limited
BEST WESTERN DE ANZA INN	2141 NORTH FREMONT ST	MONTEREY, CA 93940	Limited
Best Western Marina State Beach	3290 DUNES DR	MARINA, CA 93933	Limited
BEST WESTERN MONTEREY INN	825 ABREGO	MONTEREY, CA 93940	Limited
Best Western Salinas Monterey/Western Hotel Corp	175 Kern St.	Salinas, CA 93905	Limited
Best Western Salinas Valley Inn	187 Kern St.	Salinas, CA 93905	Limited
BEST WESTERN INN AND SUITES	4258 CESAR CHAVEZ ST	San Francisco, CA 94131-1815	Limited
BEST WESTERN-PARK CREST	1100 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
BIDE A WEE INN AND COTTAGES	221 ASILOMAR BLVD	PACIFIC GROVE, CA 93950-2093	Limited
Big Sur Campground & Cabins	47000 HIGHWAY 1	BIG SUR, CA 93920-9556	Limited
Big Sur Lodge	47225 HIGHWAY 1	BIG SUR, CA 93920-9542	Full
Big Sur River Inn	46800 HIGHWAY 1	BIG SUR, CA 93920-9693	Full
BLU PACIFIC HOTEL (FORMERLY COMFORT INN-MTY BAY)	2050 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
Blue Sky Lodge	10 FLIGHT RD	Carmel Valley, CA 93924-9617	Limited
BORGS MOTEL	1315 SKYVIEW DR	BURLINGAME, CA 94010-6236	Limited
Budget Inn Motel/BMN LLC	219 John St.	Salinas, CA 93901	Limited
BUTTERFLY GROVE INN	1073 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2357	Limited
Cabana Holiday	8710 Prunedale North Rd	SALINAS, CA 93907-1371	Limited
California Inn Motel	736 N. Main St.	Salinas, CA 93906	Limited
CANDLE BAY INN	2118 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
CANDLELIGHT INN	P.O. Box 101	CARMEL CA 93921	Limited
CANNERY ROW INN	200 FOAM ST.	MONTEREY, CA 93940	Limited
Capitol Motel/Jainika Corporation	2110 N. Main St.	Salinas, CA 93906	Limited
Captain's Inn At Moss Landing	8122 MOSS LANDING RD	Moss Landing, CA 95039-9617	Limited
CARMEL BAY VIEW INN	700 UNIVERSITY AV.#150	SACRAMENTO CA 95825	Limited
CARMEL COTTAGE INN	PO BOX 5805	CARMEL CA 93921	Limited
CARMEL COUNTRY INN	PO BOX 3756	CARMEL CA 93921	Limited
CARMEL FIREPLACE INN INC.	P.O. BOX 5245	CARMEL CA 93921	Limited
CARMEL GARDEN INN	PO BOX 5547	CARMEL CA 93921	Limited
CARMEL GREEN LANTERN INN	PO BOX 1114	CARMEL CA 93921	Limited

CARMEL INN & SUITES	P.O. BOX 1295	CARMEL CA 93921	Limited
CARMEL LODGE	P.O. BOX 4235	CARMEL CA 93921	Limited
Carmel Mission Inn	3665 RIO RD	CARMEL, CA 93923-8609	Full
CARMEL OAKS INN	P.O. BOX 3696	CARMEL CA 93921	Limited
CARMEL RESORT INN	P.O. BOX 2106	MONTEREY CA 93942	Limited
Carmel River Inn	26600 OLIVER RD	CARMEL, CA 93923-9219	Limited
CARMEL TRADEWINDS INN	P. O. BOX 3403	CARMEL CA 93921	Limited
Carmel Valley Lodge	8 FORD RD	Carmel Valley, CA 93924-9511	Limited
Carmel Valley Manor	8545 CARMEL VALLEY RD	CARMEL, CA 93923-9556	Full
Carmel Valley Ranch	1 OLD RANCH RD	CARMEL, CA 93923-8551	Luxury
CARMEL WAYFARER INN	P.O. BOX 1896	CARMEL CA 93921	Limited
CARMEL'S TOWN HOUSE LODGE	P.O. BOX 3574	CARMEL CA 93921	Limited
CARRIAGE HOUSE INN	PO BOX 101	CARMEL CA 93921	Limited
Casa Linda Motel	1109 N. Main St.	Salinas, CA 93906	Limited
CASA MUNRAS HOTEL	700 MUNRAS AVENUE	MONTEREY, CA 93940	Full
Casa Palmero	1518 CYPRESS DR	PEBBLE BEACH, CA 93953	Luxury
CASA VERDE INN	2113 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
CENTRELLA INN	612 CENTRAL AVE	PACIFIC GROVE, CA 93950-2611	Limited
Ciudad Del Rey Motel	50620 MESA VERDE RD	KING CITY, CA 93930	Limited
CLARION HOTEL	1046 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
COACHMAN'S INN	PO BOX 3073	MONTEREY CA 93940	Limited
COLTON INN	707 PACIFIC ST	MONTEREY, CA 93940	Limited
COMFORT INN	140 RESERVATION RD	MARINA, CA 93933-2522	Limited
Comfort Inn & Suites/Shakti LLC	181 Kern St.	Salinas, CA 93905	Limited
Comfort Inn Monterey Airport	1200 OLMSTED RD	MONTEREY, CA 93940	Limited
COMFORT INN-CARMEL BY THE SEA	P.O. BOX 3838	CARMEL CA 93921	Limited
Contenta Inn	20 VIA CONTENTA	Carmel Valley, CA 93924-9501	Limited
Continental Motel	1165 N. Main St.	Salinas, CA 93906	Limited
COUNTRY INN & SUITES	3288 DUNES DR	MARINA, CA 93933	Limited
Country Inn/Meldi Inc	126 John St.	Salinas, CA 93901	Limited
Courtyard Salinas	17225 EL RANCHO WAY	SALINAS, CA 93907-1732	Limited
CVI INVESTORS	PO BOX 3185	CARMEL CA 93921	Limited
CVI INVESTORS	PO BOX 3185	CARMEL CA 93921	Limited
CYPRESS INN	P.O. Box Y	CARMEL CA 93921	Limited
Days Inn	1130 Broadway St	KING CITY, CA 93930	Limited
DAYS INN	1288 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
DAYS INN - SAN CARLOS	850 ABREGO	MONTEREY, CA 93940	Limited
DEER HAVEN INN	750 CROCKER AVE	PACIFIC GROVE, CA 93950-3727	Limited
Deetjen's Big Sur Inn	48865 HIGHWAY 1	BIG SUR, CA 93920-9512	Full
Discovery Inn	1106 Fremont Blvd.	Seaside, CA 93955	Limited
ECONO LODGE (MONTEREY FAIRGROUNDS INN)	2042 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
EconoLodge Bay Breeze Inn	2049 Fremont Blvd	Seaside, CA 93955	Limited
Economy Inn	214 John St.	Salinas, CA 93901	Limited
Economy Inn	1131 Fremont Blvd.	Seaside, CA 93955	Limited

EL CASTELL MOTEL	2102 NORTH FREMONT	MONTEREY, CA 93940	Limited
El Dorado Motel/Café Main Street	1351 N. Main	Salinas, CA 93906	Limited
El Rey Motel	443 W. Market St.	Salinas, CA 93901	Limited
El Sombrero Motel/Ramesh J. Patel	210 Abbott St.	Salinas, CA 93901	Limited
Embassy Suites	1441 Canyon Del Rey Blvd.	Seaside, CA 93955	Full
Esalen Institute	55000 HIGHWAY 1	BIG SUR, CA 93920-9546	Full
Fairview Inn	1060 Fairview Ave.	Salinas, CA 93905	Limited
Fernwood Resort	47200 HIGHWAY 1	BIG SUR, CA 93920-9542	Limited
Fireside Inn	640 Broadway St	KING CITY, CA 93930	Limited
FOREST LODGE	PO BOX 6286	CARMEL CA 93921	Limited
Gateway Lodge	1909 Fremont Blvd. #3128	Seaside, CA 93955	Limited
Glen Oaks Big Sur	47080 HIGHWAY 1	BIG SUR, CA 93920-9556	Limited
Gorda Cabin Rental	7801 HIGHWAY 1	BIG SUR, CA 93920	Limited
GOSBY HOUSE INN	643 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2691	Limited
GREEN GABLES INN	PO BOX 3073	MONTEREY, CA 93942-3080	Limited
H.I. Resort Condominium Assoc, Inc	120 HIGHLAND DR	CARMEL, CA 93923-9607	Full
Hacienda House	505 CORRAL DE TIERRA RD	SALINAS, CA 93908-8950	Limited
HAMPTON INN	17777 Center Court Dr. #725	MARINA, CA 93933	Limited
Hampton Inn & Suites/Salinas Hotel Investors	523 Work St.	Salinas, CA 93901	Limited
HAMPTON INN (formerly LaQuinta)	2401 DEL MONTE AVENUE	MONTEREY, CA 93940	Limited
HHLP SANCTUARY ASSOCIATES	3295 DUNES RD	MARINA, CA 93933-2002	Full
Hidden Valley Inn	102 W CARMEL VALLEY RD	Carmel Valley, CA 93924-9573	Limited
Highlands Inn	140 HIGHLAND DR	CARMEL, CA 93923-9607	Limited
HILTON GARDEN INN	1000 AGUAJITO RD	MONTEREY, CA 93940	Full
HOFAS HOUSE INC.	P.O. BOX 1195	CARMEL CA 93921	Limited
Holiday Inn Express	1400 Del Monte Blvd.	Seaside, CA 93955	Limited
HOLIDAY INN EXPRESS	443 WAVE STREET	MONTEREY, CA 93940	Limited
Holiday Inn Express & Suites	195 Kern St.	Salinas, CA 93905	Limited
Holiday Inn Express & Suites Marina	189 SEASIDE AVE	MARINA, CA 93933-2505	Limited
Holman Ranch, LLC	60 HOLMAN RD	Carmel Valley, CA 93924-9620	Limited
HOME 2 SUITES	1534 Fremont Blvd Suite D	MARINA, CA 93933	Limited
HORIZON INN	P. O. BOX 1693	CARMEL CA 93921	Limited
HOTEL 1110	1110 DEL MONTE AVENUE	MONTEREY, CA 93940	Limited
HOTEL ABREGO	755 ABREGO ST.	MONTEREY, CA 93940	Full
HOTEL CARMEL	8000 S Arizona Grand Pkwy	PHOENIX AZ 85044	Limited
HOTEL PACIFIC	300 PACIFIC STREET	MONTEREY, CA 93940	Limited
HOWARD JOHNSON	416 RESERVATION RD	MARINA, CA 93933-3320	Limited
Howard Johnson Inn/Ambakari, Inc	131 John St.	Salinas, CA 93901	Limited
HYATT REGENCY MONTEREY	ONE OLD GOLF COURSE RD.	MONTEREY, CA 93940	Full
IHG ARMY POM	Presidio of Monterey	MONTEREY, CA 93940	Full
Inn at King City	4 Broadway Cir.	KING CITY, CA 93930	Limited
Inn At Moss Landing Point	8425 MOSS LANDING RD D	Moss Landing, CA 95039-9679	Limited

Inn At Spanish Bay, Attn: David Hoopinger	2700 17 MILE DR	PEBBLE BEACH, CA 93953	Luxury
Inn at the Pinnacles	32025 Stonewall Canyon Rd	SOLEDAD, CA 93960	Limited
INN BY THE BAY MONTEREY	936 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
Inns of California	1215 De La Torre	Salinas, CA 93905	Limited
INTERCONTINENTAL – The Clement	750 CANNERY ROW	MONTEREY, CA 93940	Full
JABBERWOCK	598 LAINE ST.	MONTEREY, CA 93940	Limited
Keefers Inn	615 Canal St	KING CITY, CA 93930	Limited
LA PLAYA HOTEL	8000 S Arizona Grand Pkwy	PHOENIX AZ 85044	Luxury
LAGUNA LODGE	430 RESERVATION RD	MARINA, CA 93933-3320	Limited
LAMPLIGHTER INN	PO BOX 6286	CARMEL CA 93921	Limited
Laurel Inn	801 W. Laurel Dr.	Salinas, CA 93906	Limited
Lincoln Green Inn	26200 CARMELO ST	CARMEL, CA 93923-9134	Limited
LOBOS LODGE	P.O. Box L-1	CARMEL CA 93921	Limited
LONE OAK MOTEL	2221 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
Los Laureles Lodge	313 W CARMEL VALLEY RD	Carmel Valley, CA 93924-9415	Full
LOVERS POINT INN	9600 Blue Larkspur Ln Ste 101	MONTEREY, CA 93940-6585	Limited
Lucia Lodge	62400 HIGHWAY 1	BIG SUR, CA 93920-9533	Limited
MARIPOSA INN	1386 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
MARRIOTT SPRINGHILL SUITES	215 10TH ST	MARINA, CA 93933-6004	Limited
MARTINE INN	PO BOX 330	PACIFIC GROVE, CA 93950-0321	Limited
MERRITT HOUSE	386 PACIFIC ST.	MONTEREY, CA 93940	Limited
Mission Ranch	26270 DOLORES ST	CARMEL, CA 93923-9218	Full
Monarch Inn	633 Broadway St.	KING CITY, CA 93930	Limited
MONARCH RESORT	1111 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2312	Limited
MONTE VERDE INN	PO BOX 394	CARMEL CA 93921	Limited
MONTE VERDE INN EAST	P.O.BOX 394	CARMEL CA 93921	Limited
MONTEREY BAY INN	242 CANNERY ROW	MONTEREY, CA 93940	Limited
MONTEREY BAY LODGE	55 CAMINO AGUAJITO	MONTEREY, CA 93940	Limited
MONTEREY FIREPLACE INN	2362 N. Fremont	MONTEREY, CA 93940	Limited
MONTEREY FIRESIDE MOTEL	1131 TENTH ST.	MONTEREY, CA 93940	Limited
MONTEREY HOSTEL	778 HAWTHORNE ST.	MONTEREY, CA 93940	Limited
MONTEREY HOTEL	406 ALVARADO	MONTEREY, CA 93940	Limited
MONTEREY MARRIOTT	350 CALLE PRINCIPAL	MONTEREY, CA 93940	Full
MONTEREY OCEANSIDE INN	2030 DEL MONTE AVENUE	MONTEREY, CA 93940	Limited
MONTEREY PENINSULA INN	1101 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2312	Limited
Monterey Pines Inn	1298 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
MONTEREY PLAZA	400 CANNERY ROW	MONTEREY, CA 93940	Full
MONTEREY SURF INN	1200 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
MONTEREY TIDES HOTEL	2600 SAND DUNES DRIVE	MONTEREY, CA 93940	Full
MOTEL 6	2124 NORTH FREMONT	MONTEREY, CA 93940	Limited
Motel 6 #0639/G6 Hospitality Property LLC	1257 De La Torre	Salinas, CA 93905	Limited
MOTEL 6 #1026	100 RESERVATION RD	MARINA, CA 93933-2517	Limited

Motel 6 #1370/G6 Hospitality Property LLC	140 Kern St.	Salinas, CA 93901	Limited
MOTEL 6 MONTEREY DOWNTOWN	1240 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
Motel 6 Soledad	152 San Felipe Rd	Soledad CA 93960	Limited
Mountain Paradise	17717 CACHAGUA RD	Carmel Valley, CA 93924-9319	Limited
MUNRAS INN	1010 MUNRAS AVE	MONTEREY, CA 93940	Limited
NORMANDY INN	700 UNIVERSITY AV.#150	SACRAMENTO CA 95925	Limited
OCEAN VIEW LODGE	P. O. BOX 1693	CARMEL CA 93921	Limited
OCM LIGHTHOUSE LODGE LLC	1150 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2360	Limited
OLD MARINA INN	3110 DEL MONTE BLVD	MARINA, CA 93933-3049	Limited
OLD MONTEREY INN	500 MARTIN STREET	MONTEREY, CA 93940	Limited
OLD SAINT ANGELA INN	321 CENTRAL AVE	PACIFIC GROVE, CA 93950-2934	Limited
OLYMPIA MOTOR LODGE	PO BOX 51907	PACIFIC GROVE, CA 93950-6907	Limited
Pacific Best Inn	1141 Fremont Blvd.	Seaside, CA 93955	Limited
PACIFIC GARDENS INN	701 ASILOMAR BLVD	PACIFIC GROVE, CA 93950-3701	Limited
PACIFIC GROVE INN	PO BOX 2106	MONTEREY, CA 93942-2215	Limited
PACIFIC GROVE PLAZA	PO BOX 476	PACIFIC GROVE, CA 93950-0476	Limited
PACIFIC INN MONTEREY	2332 NORTH FREMONT ST.	MONTEREY, CA 93940	Limited
PADRE OAKS MOTEL	1278 MUNRAS AVE	MONTEREY, CA 93940	Limited
Pal Rest Easy LLC	196 Infantry RD	Fort Hunter Liggett, CA 93928	Limited
Parkfield Inn	70403 PARKFIELD RD	SAN MIGUEL, CA 93451	Limited
PELICAN INN	2058 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
Pessagno Winery	1645 RIVER RD	SALINAS, CA 93908-8751	Limited
PINE ACRES LODGE	1380 LEAD HILL BLVD 201	ROSEVILLE, CA 95661-2997	Limited
PINE INN	P.O. Box 250	CARMEL CA 93921	Full
PORTOLA HOTEL & SPA	2 PORTOLA PLAZA	MONTEREY, CA 93940	Full
Post Ranch Inn	47900 HIGHWAY 1	BIG SUR, CA 93920-9576	Luxury
Prunedale Motor Lodge	1017 EL CAMINO REAL N	PRUNEDALE, CA 93907-3359	Limited
Prunedale Motor Lodge Cabins	1017 EL CAMINO REAL N	PRUNEDALE, CA 93907-3359	Limited
Quail Lodge And Golf Club	8205 VALLEY GREENS DR	CARMEL, CA 93923-9512	Luxury
Quality Inn	1190 Broadway St.	KING CITY, CA 93930	Limited
QUALITY INN - FAIRGROUNDS	2075 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
QUALITY INN - MUNRAS (Arbor Inn)	1058 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
Quality Inn/Om Namah	144 Kern St	Salinas, CA 93905	Limited
RAMADA INN	323 RESERVATION RD	MARINA, CA 93933-3218	Limited
RAMADA LTD. CARMEL HILL	1182 CASS STREET	MONTEREY, CA 93940	Limited
RED LION INN (FORMERLY BAY PARK HOTEL)	1425 MUNRAS AVENUE	MONTEREY, CA 93940	Full
RED ROOF INN	2227 N FREMONT ST	MONTEREY, CA 93940	Limited
Residence Inn Salinas	17215 EL RANCHO WAY	SALINAS, CA 93907-1732	Limited
Rex Motel/Parshottambhai M Ahir	305 Kern St.	Salinas, CA 93905	Limited
Ripplewood Resort	47047 HIGHWAY 1	BIG SUR, CA 93920	Full
Riverside Campground	47020 HIGHWAY 1	BIG SUR, CA 93920-9556	Limited
RODEWAY INN	2041 FREMONT ST	MONTEREY, CA 93940	Limited
Rodeway Inn (Formerly Knights Inn)	1374 MUNRAS AVENUE	MONTEREY, CA 93940	Limited



ROSEDALE INN	4781 SAN LUCAS WAY	SAN JOSE, CA 95135-2345	Limited
Sai Enterprises DBA Motel 6	3 Broadway Cir.	KING CITY, CA 93930	Limited
Salinas Travel Inn/MJ Nahal Inc	425 Monterey St.	Salinas, CA 93901	Limited
Salinas Valley Motel/Aatray Hotels, Inc/BAPS LLC	2100 N. Main St.	Salinas, CA 93906	Limited
Sand Castle Inn	1011 La Salle Ave.	Seaside, CA 93955	Limited
Sand Dollar Inn (formerly Magic Carpet Inn)	1875 Fremont Blvd	Seaside, CA 93955	Limited
Sandpiper Inn	2408 BAY VIEW AVE	CARMEL, CA 93923-9118	Limited
SEA VIEW INN	35 W.POPLAR AV.	SAN MATEO CA 94402	Limited
SeaLamp Inn	2201 Del Monte Blvd.	Seaside, CA 93955	Limited
Seaside Inn	1986 Del Monte Blvd.	Seaside, CA 93955	Limited
SEVEN GABLES INN	301 N CANON DR STE 302	BEVERLY HILLS, CA 90210-4724	Limited
Silver Saddle	705 Broadway St	KING CITY, CA 93930	Limited
Soledad Motel 8	1013 Front St	Soledad CA 93960	Limited
SPINDRIFT INN	652 CANNERY ROW	MONTEREY, CA 93940	Full
STAGE COACH LODGE	1111 10 ST	MONTEREY, CA 93940	Limited
Steinbeck Lodge/Travelodge/J S Inc	109 John St.	Salinas, CA 93901	Limited
STONEHOUSE INN	5130 COMMERCIAL CIRCLE	CONCORD CA 94520	Limited
Stonepine Estate Resort	150 E CARMEL VALLEY RD	Carmel Valley, CA 93924-9605	Full
SUNSET HOUSE	PO BOX 6286	CARMEL CA 93921	Limited
SUNSET INN	133 ASILOMAR BLVD	PACIFIC GROVE, CA 93950-2094	Limited
SUPER 8 - FREMONT	2120 NO. FREMONT ST.	MONTEREY, CA 93940	Limited
SUPER 8 - MUNRAS	1300 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
Super 8/Ram Hotels LLC	131 Kern St.	Salinas, CA 93906	Limited
Sure Stay Hotel	1893 Fremont Blvd.	Seaside, CA 93955	Limited
SVENDSGAARD'S INN	PO BOX 101	CARMEL CA 93921	Limited
TALLY HO INN	P.O. Box 3726	CARMEL CA 93921	Limited
Tehama Golf Club, LLC	25000 Via Malpaso Canada Woods	CARMEL, CA 93923	Limited
THE BRIARWOOD INN	PO BOX 5245	CARMEL CA 93921	Limited
THE BRIARWOOD INN II	PO BOX 5245	CARMEL CA 93921	Limited
THE COLONIAL TERRACE	P.O. BOX 1375	CARMEL CA 93921	Limited
The Holly Farm	9200 CARMEL VALLEY RD	CARMEL, CA 93923-9574	Limited
THE HOMESTEAD	26270 DOLORES ST.	CARMEL CA 93923	Limited
The Inn at 1252 Monterey	1252 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
The Inn at 1252 Monterey	1262 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
The Lodge At Pebble Beach Attn: David Hoopingarner	1500 CYPRESS DR	PEBBLE BEACH, CA 93953	Luxury
THE SEA BREEZE INN	1100 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2362	Limited
THE STEVENSON MONTEREY	675 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
THE VAGABOND'S HOUSE	PO BOX 2747	CARMEL CA 93921	Limited
Thunderbird Motel	1933 Fremont Blvd. #3128	Seaside, CA 93955	Limited
Tickle Pink Motor Inn	155 HIGHLAND DR	CARMEL, CA 93923-9601	Limited
TRAVELODGE - FAIRGROUNDS	2030 N. FREMONT ST	MONTEREY, CA 93940	Limited

Treebones Resort	71895 HIGHWAY 1	BIG SUR, CA 93920-9573	Limited
Vendange Carmel Inn & Suites	24815 CARPENTER ST	CARMEL, CA 93923	Limited
Ventana Big Sur	48123 HIGHWAY 1	BIG SUR, CA 93920-9538	Luxury
VICTORIAN INN	487 FOAM STREET	MONTEREY, CA 93940	Limited
VILLA FRANCA (FORMERLY EL DORADO INN)	900 MUNRAS AVENUE	MONTEREY, CA 93940	Limited
Vision Quest Safari Bed & Breakfast	400 RIVER RD	SALINAS, CA 93908-9627	Limited
Wagon Wheel Motel	1217 N. Main St.	Salinas, CA 93906	Limited
WAVE STREET INN (PREVIOUSLY OTTER INN)	571 WAVE ST	MONTEREY, CA 93940	Limited
WAYSIDE INN	PO BOX 101	CARMEL CA 93921	Limited
Western Motel/Western Skylodge LLC	6 S. Wood St.	Salinas, CA 93906	Limited
WILKIES INN	1038 LIGHTHOUSE AVE	PACIFIC GROVE, CA 93950-2424	Limited
Willow Lodge	719 S. Main St.	Salinas, CA 93901	Limited
Zen Mtn Center/Tassajar Springs C/O Ccao Controlle	39171 TASSAJARA RD	CARMEL VALLEY, CA 93924-9316	Limited

*\*List as of October 2022*

### APPENDIX 3 – BENEFITS BY HOTEL TYPE

PROGRAMS / ACTIVITIES	Luxury	Non-Luxury Full Service	Limited Service
General: Inclusion in Sales, Marketing, and Promotional Opportunities*	X	X	X
General: Listing on www.SeeMonterey.com with direct link to hotel page	X	X	X
General: Inclusion on SeeMonterey Online travel planning app	X	X	X
General: Inclusion on SeeMonterey Consumer Brochures	X	X	X
General: Access to SeeMonterey research reports and insights	X	X	X
General: Represented by SeeMonterey at industry conferences & events	X	X	X
Consumer: Opportunity to participate in Consumer Marketing Campaigns	X	X	X
Consumer: Public Relations participation opportunities	X	X	X
Consumer: Familiarization Tour (Press & Influencer) Opportunities	X	X	X
Consumer: Inclusion Opportunity in Social Media Efforts	X	X	X
Consumer: Inclusion Opportunity in Destination Video & Photo Shoots	X	X	X
Consumer: New project & special event opportunities	X	X	X
Travel Trade: Trade Show Opportunities	X	X	X
Travel Trade: Sales Mission Opportunities	X	X	X
Travel Trade: Lead Opportunities	X	X	X
Travel Trade: Familiarization Tour Leads (Press & Travel Trade) Opportunities	X	X	X
Meetings/Group: Brochure Inclusion (Mention)	X	X	X
Meetings/Group: Familiarization Tours	X	X	
Meetings/Group: Tradeshow Participation	X	X	
Meetings/Group: Site Inspections	X	X	
Meetings/Group: Marketing Campaigns	X	X	
Meetings/Group: Brochure Inclusion (Full Page)	X	X	
Inclusion in SeeMonterey destination partnership with Virtuoso Network	X		

Representation a luxury travel conferences (e.g. ILTM)	X		
Representation at VCA luxury travel week	X		
Featured in Luxury Advertising Campaign	X		
Featured in Luxury Public Relations Campaign	X		

*\* Each property that meets the minimum criteria of the client, journalist, or meeting planner will be promoted.*

DRAFT

APPENDIX 4 - TOURISM ECONOMICS STUDY



# TABLE OF CONTENTS

- 1** Introduction
  - 2** Monterey visitor economy: overview and trends
  - 3** MCCVB performance
  - 4** Growing the visitor economy
  - 5** Competitive funding analysis
  - 6** Impact of TID funding on Monterey's economy
- Appendix 1: The impact of TIDs
- Appendix 2: The ROI of destination marketing

# 1 Introduction

# Introduction

In 2019, visitors to Monterey County spent a total of \$3.2 billion locally and booked 3.1 million rooms. Total visitor spending increased 43% from 2011 to 2019. The revenue generated by the Monterey County Tourism Improvement District (TID) and the work performed by the Monterey County Convention and Visitors Bureau (MCCVB) is a major factor in this accelerated growth.

This report provides a comprehensive overview of the TID and its impact on Monterey's tourism sector and overall economy. It highlights key trends over the past decade and quantifies how TID funding benefits hotels across the county.

Right now, Monterey is experiencing a strong recovery from the pandemic. Continued support and a renewal of the TID will support these trends into the future and ensure that the county's visitor economy reaches its full potential.





# Key findings



In 2019, visitors spent \$3.2 billion in Monterey County, supporting 40,480 jobs and \$2.1 billion in local income (including direct, indirect, and induced impacts).



From 2011 to 2019, spending in Monterey increased 43%, faster than the state and region.



MCCVB's group sales team was increasing its bookings prior to the pandemic and provided an ROI of 14-1.



MCCVB sales and marketing are integral to increasing spending per visitor and driving visitation in the off-season.



Monterey County's TID will generate \$2.3 billion in visitor spending over the next decade. Adopting the MCCVB's proposed assessment would generate an additional \$2.2 billion, greatly accelerating post-pandemic growth.

# 2 Monterey Visitor Economy: Overview and Trends

# Monterey Visitor Economy: Overview and Trends

Importance of the visitor economy

**In 2019\*, visitors spent \$3.2 billion in Monterey County, supporting 40,480 jobs and \$2.1 billion in local income\*\***

Visitors to Monterey County spent \$3.2 billion in 2019. Most of this spending accrued to the accommodations and food services sectors.

This spending directly generated (i.e., not including indirect and induced effects) 27,160 jobs, \$1.4 billion of income, and \$298 million in state and local taxes.

Monterey County represents approximately one-third of the Central Coast region's tourism sector and 2% of the state's tourism sector.

\*Much of this report focuses on 2019 (fiscal or calendar year) as a benchmark for a typical year.

## Key tourism indicators in Monterey County, 2019

Dollar figures in millions

<b>Total visitor spending</b>	<b>\$3,241</b>
<i>Accommodations</i>	\$879
<i>Food Service</i>	\$967
<i>Food Stores</i>	\$78
<i>Local Tran. &amp; Gas</i>	\$267
<i>Arts, Ent. &amp; Rec.</i>	\$394
<i>Retail Sales</i>	\$520
<i>Visitor Air Tran.</i>	\$24
<i>Other</i>	\$112
<b>Total Earnings**</b>	<b>\$2,161</b>
<i>Direct earning</i>	\$1,420
<b>Total jobs**</b>	<b>40,480</b>
<i>Direct jobs</i>	27,160
<b>Total S&amp;L taxes**</b>	<b>\$398</b>
<i>Direct S&amp;L taxes</i>	\$298

Sources: Dean Runyan Associates, Tourism Economics

\*\*totals include indirect and induced impacts calculated by Tourism Economics

# Monterey Visitor Economy: Overview and Trends

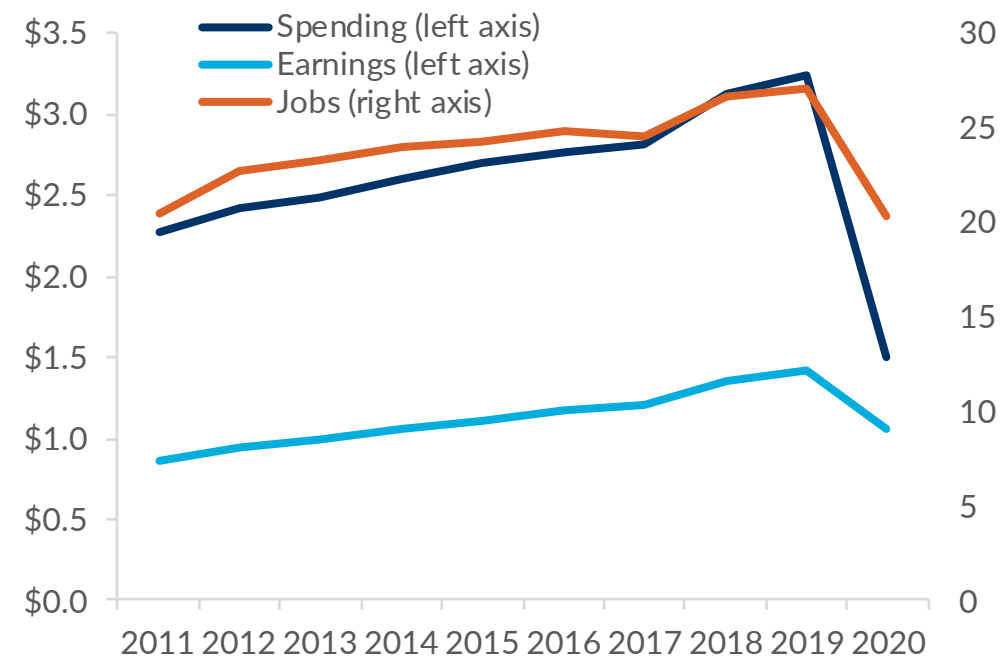
Trends in the visitor economy

Visitor spending increased 43% from 2011 to 2019.

Meanwhile earning and jobs increased 65% and 32%, respectively.

## Growth of the visitor economy\* in Monterey

Dollar figures in billions



Source Dean Runyan Associates

\*earnings and jobs include direct impacts only

# Monterey Visitor Economy: Overview and Trends

## Hotel sector KPIs

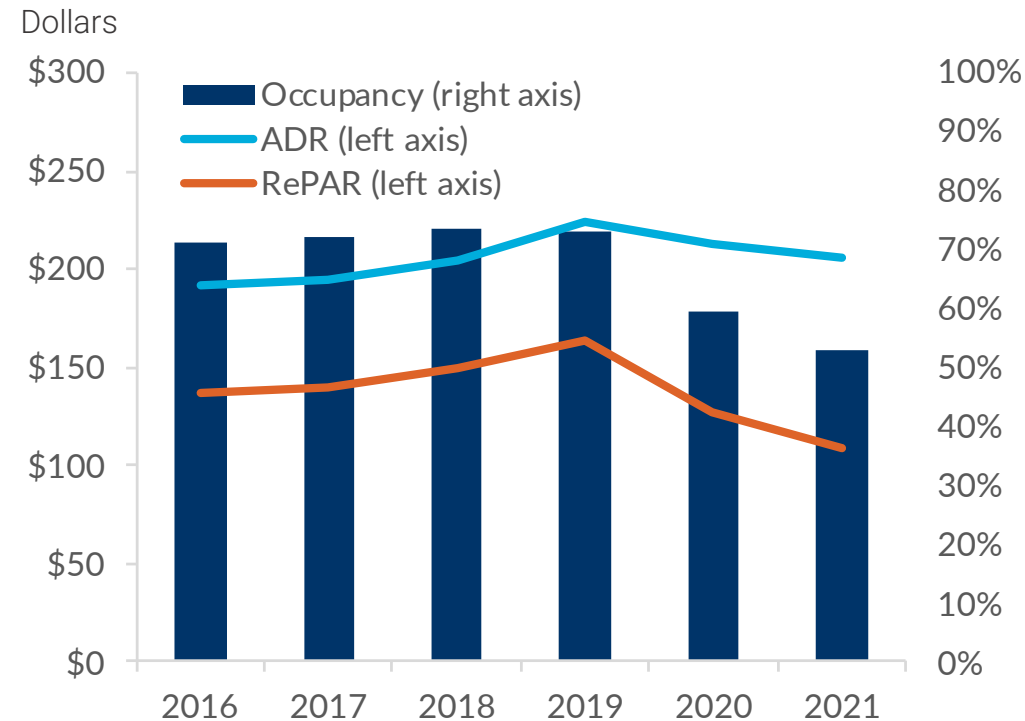
**Hotel performance metrics were all strengthening in the years prior to the pandemic.**

From FY2016-2019, ADR grew from \$192 to \$224, a 17% increase over three years

RevPAR grew to \$164 from \$137, a 20% increase.

Hotel occupancy increased to 73% from 71%.

**Hotel sector KPIs in Monterey County**



Source Dean Runyan Associates

# Monterey Visitor Economy: Overview and Trends

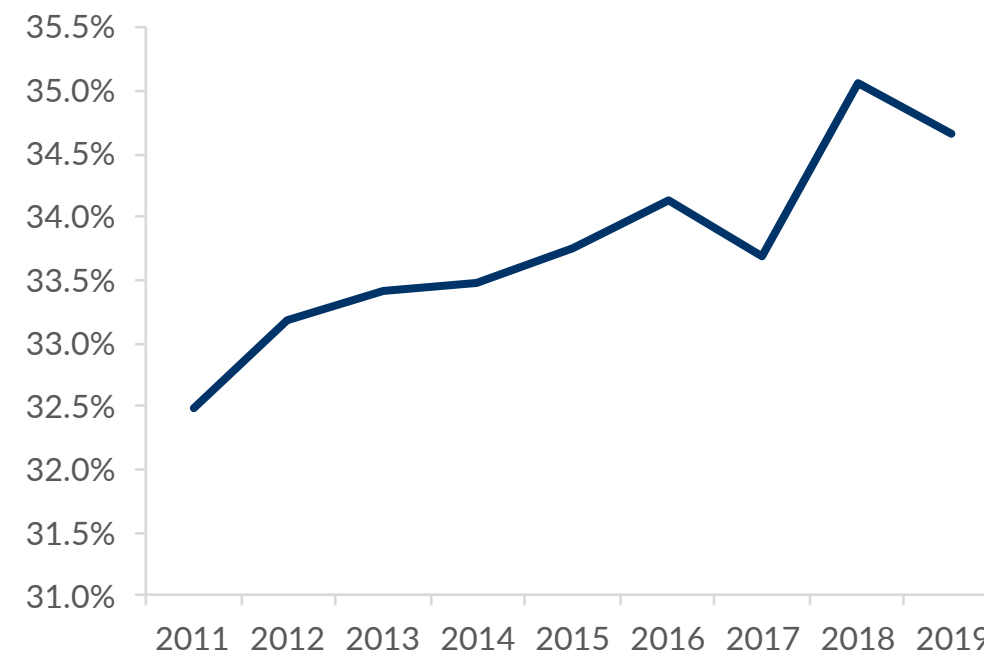
## Visitor spending share

### Monterey has been capturing an increasing share of the region's tourism market.

In 2019, Monterey County accounted for 34.7% of all spending in the Central Coast region, up from 32.5% in 2011. This increase of 2.2% may seem small; but given that visitors spent \$9.4 billion dollars in the region in 2019, the 2.2% increase represents an additional \$202 million in visitor spending injected into Monterey's economy.

### Monterey share of visitor spending in the Central Coast region

Share of total regional spending



Source: Dean Runyan Associates

\* Includes Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura Counties

# Monterey Visitor Economy: Overview and Trends

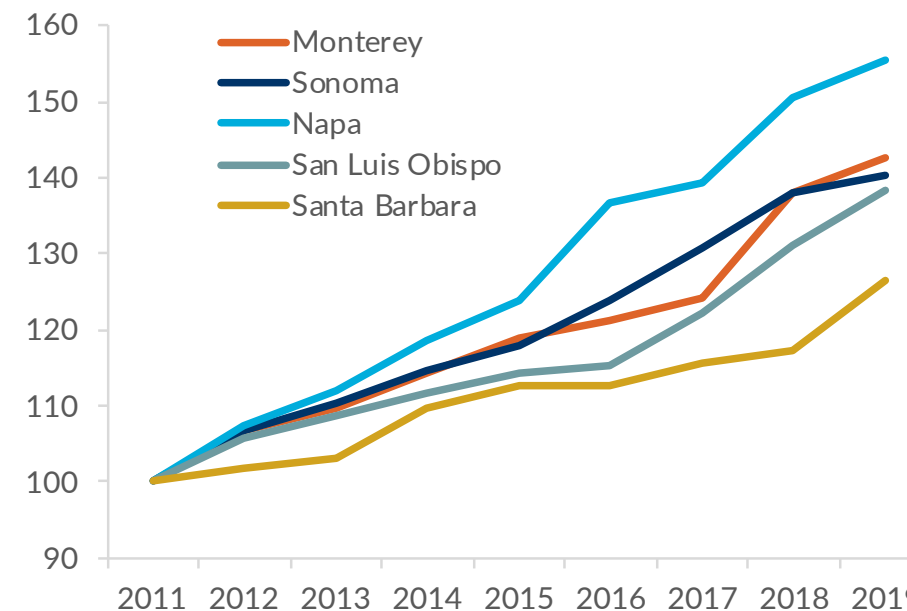
## Visitor spending comparisons

**Monterey exhibited strong growth compared to other nearby leisure-oriented counties.**

Monterey County outpaced three of four nearby leisure-oriented counties from 2011-2019, including Sonoma, San Luis Obispo, and Santa Barbara.

### Visitor spending growth in Monterey and local competitors

Index (2011=100)



Source: Dean Runyan Associates

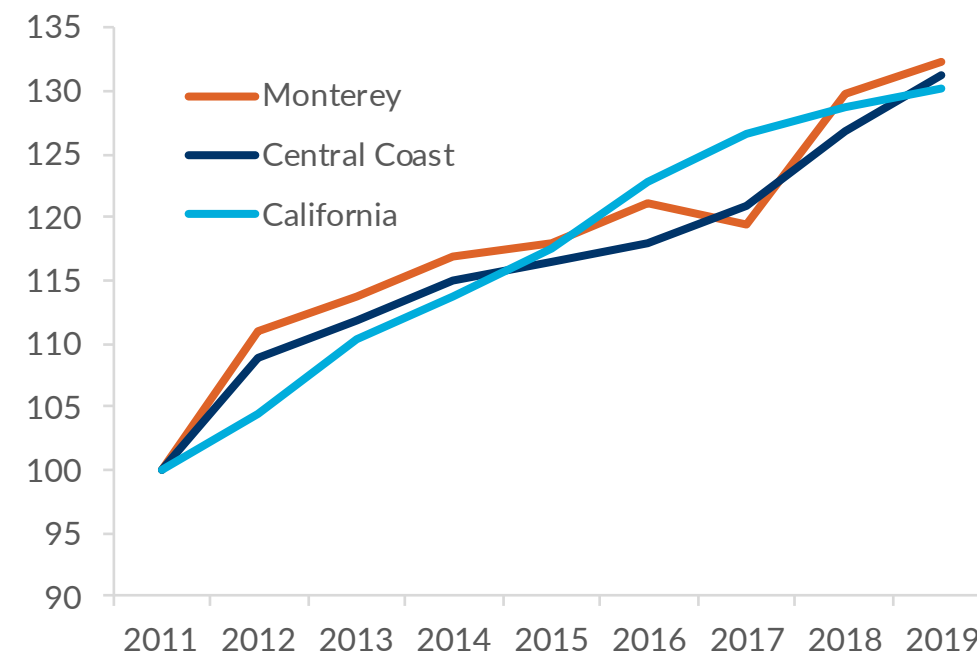
# Monterey Visitor Economy: Overview and Trends

Tourism employment growth comparisons

**Direct tourism employment in Monterey has grown at an accelerated rate.**

Direct employment in Monterey County reached 27,160 in 2019, up from 20,510 in 2011. This represents an increase of 32% over that time period, which is slightly faster than growth in the state and region.

**Direct tourism employment growth in Monterey, the region, and the state**  
Index (2011=100)



Source: Dean Runyan Associates



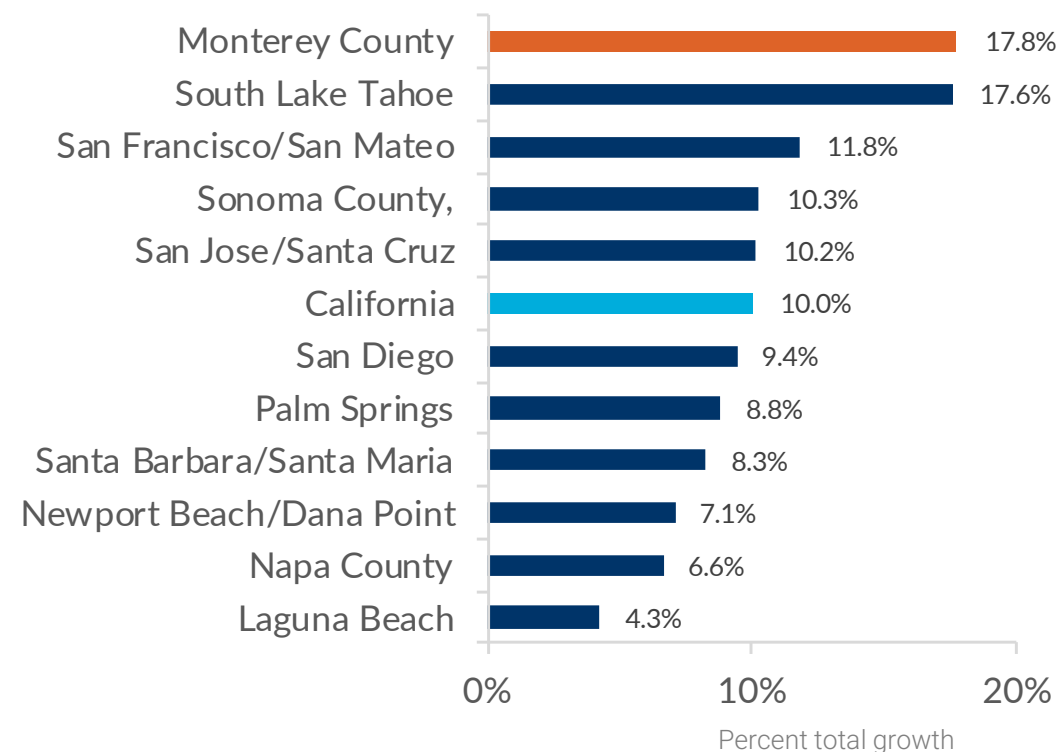
# Monterey Visitor Economy: Overview and Trends

## Hotel sector growth comparisons

**Monterey led its competition in terms of room revenue growth over the three years prior to the pandemic.**

Hotel room revenue in Monterey outpaced 10 competing destinations and grew almost 8% faster than the state.

**Room revenue growth in Monterey and competitors, FY2017-2019\***



Source: STR

\*We use a shorter time horizon due to data limitations

# Monterey Visitor Economy: Overview and Trends

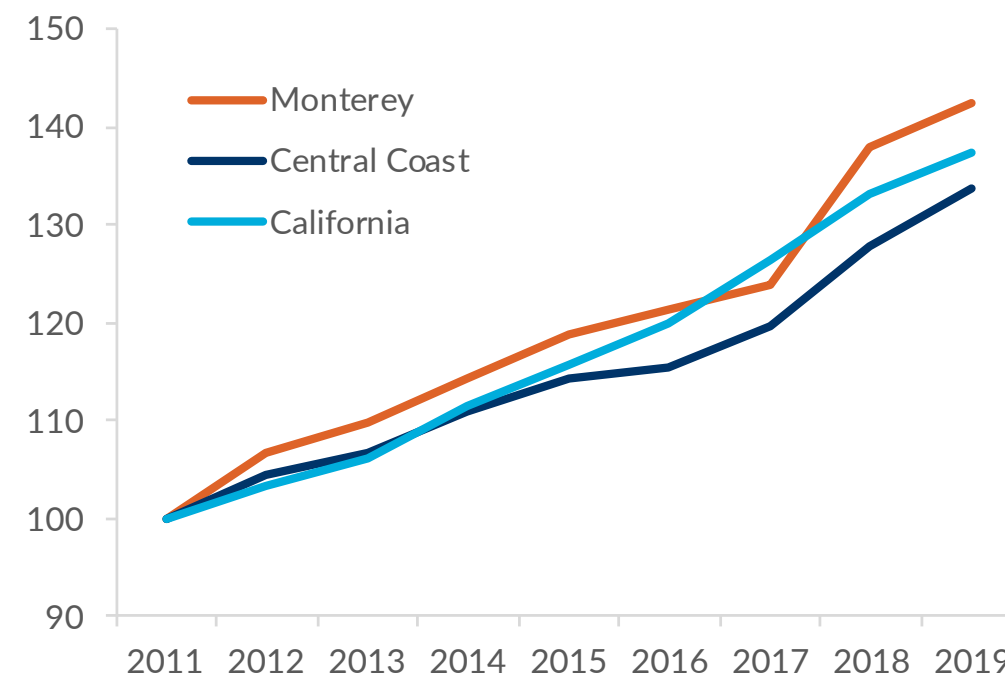
## Visitor spending comparisons

### Visitor spending increased at a faster rate in Monterey than in the state or region.

While Monterey's strong performance is notable over the entire decade, the county achieved particularly robust growth in the later half of the decade. Between 2015 and 2019, visitor spending in Monterey increased 20%, outpacing both the region (+17%) and the state (+19%).

### Visitor spending growth in Monterey, the region, and the state

Index (2011=100)



Source: Dean Runyan Associates

# 3 MCCVB Performance

# MCCVB Performance

## Advertising ROI

### MCCVB advertising generates a significant ROI in drive and fly markets.

In the first half of FY2022, media campaigns run by the MCCVB generated awareness of Monterey County as a tourism destination in 4.2 million households in both drive and fly markets. These newly aware households made 115,261 trips to Monterey County and spent \$136.8 million locally. These ads produced an ROI of 75-to-1.

### MCCVB advertising performance by market type, mid-year FY2022

	Drive	Fly	Total
Aware households created	2,500,000	1,700,000	<b>4,200,000</b>
Influenced trips to Monterey	45,857	69,404	<b>115,261</b>
Influenced visitor spending (millions)	\$44.0	\$92.8	<b>\$136.8</b>
Ad spending (millions)	\$0.7	\$1.1	<b>\$1.8</b>
ROI	62-to-1	84-to-1	<b>75-to-1</b>

Source: SMARI

# MCCVB Performance

## Group sales performance

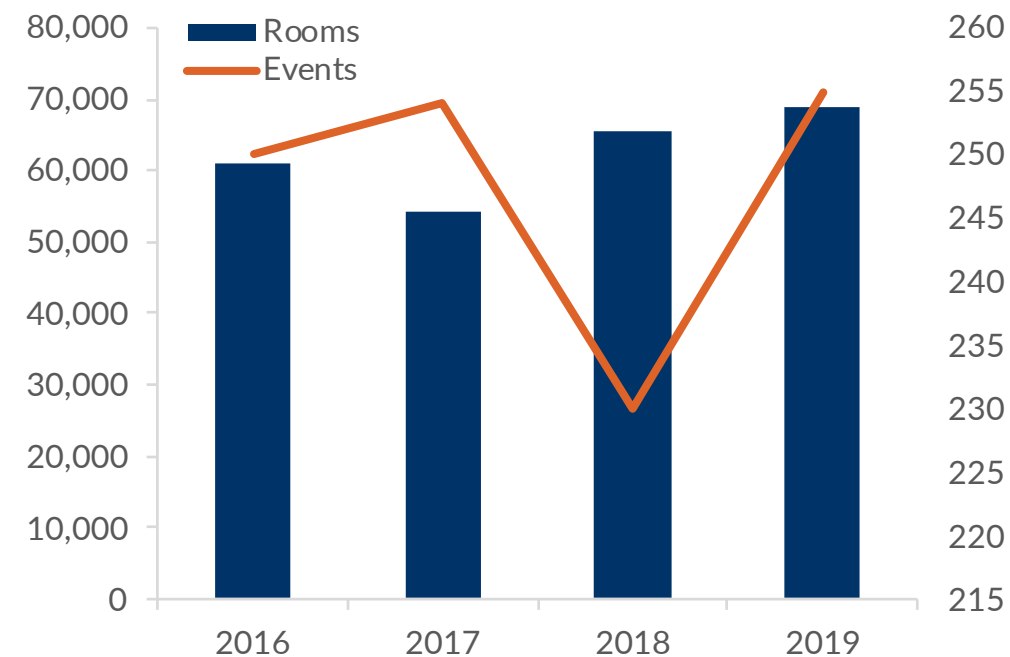
### The MCCVB's group sales team was increasing its bookings prior to the pandemic.

The sales teams booked 255 events in FY2019, up from 250 in FY2016. Meanwhile, rooms booked increased to 69,000 from 61,200, a 13% increase over the same time period.

The average size of events also increased in this time period, growing to 271 rooms per event from 245.

### MCCVB group sales

Rooms booked



Source: MCCVB

# MCCVB Performance

Group sales return on investment

## The MCCVB's group sales team generated a substantial ROI in FY2019.

The events booked by the MCCVB sales team resulted in 96,800 total room sales and \$44 million in visitor spending. This provided an ROI of 14-to-1 when measured against their \$3.1 million budget.

## MCCVB group sales performance, FY2019

Total event rooms*	96,800
Spending per room**	\$455
Total Spending (millions)	\$44.0
Sales and group services expenses (millions)	\$3.1
Group sales ROI	14-to-1

Source: MCCVB; Tourism Economics

\*This includes bookings in the event room block and an estimation of outside the block bookings from Tourism Economics' and Destination International's Event Impact Calculator.

\*\* Includes spending by the event organizer.

# MCCVB Performance

## Group sales and seasonality

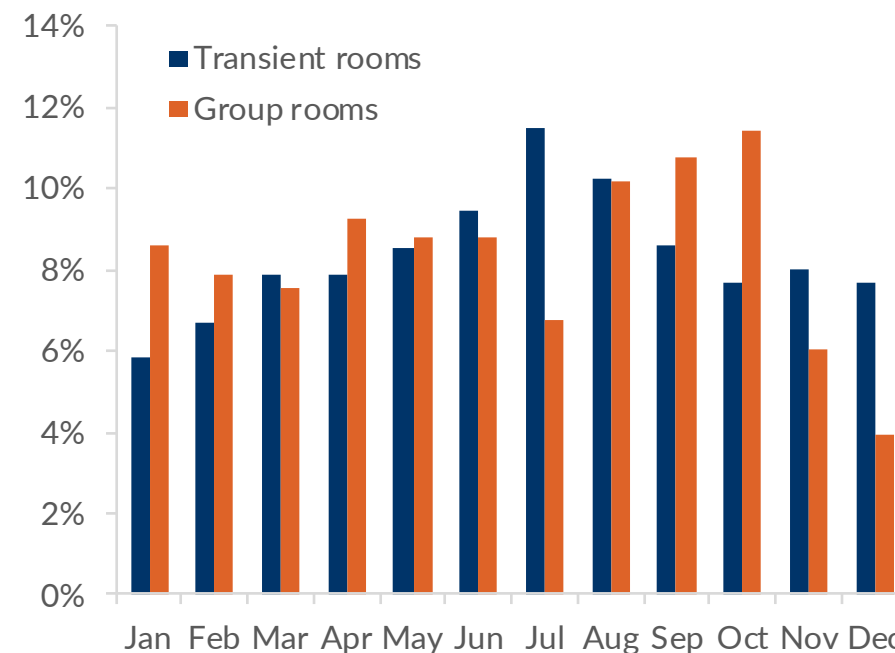
### Group sales help fill out the off-peak “shoulder” seasons for the Monterey visitor economy.

While group sales\* remain low in November and December, they create a substantial boost in the shoulder months of Jan.-Apr. and Sep.-Oct. when transient (i.e., not group or contract) room bookings are lower.

\*As reported by STR, which includes additional rooms beyond what the MCCVB books.

### Seasonality of room bookings in Monterey County, 2018

Monthly share of annual rooms



Source: STR

# 4 Growing the Visitor Economy



# Growing the Visitor Economy

## Overcoming supply constraints

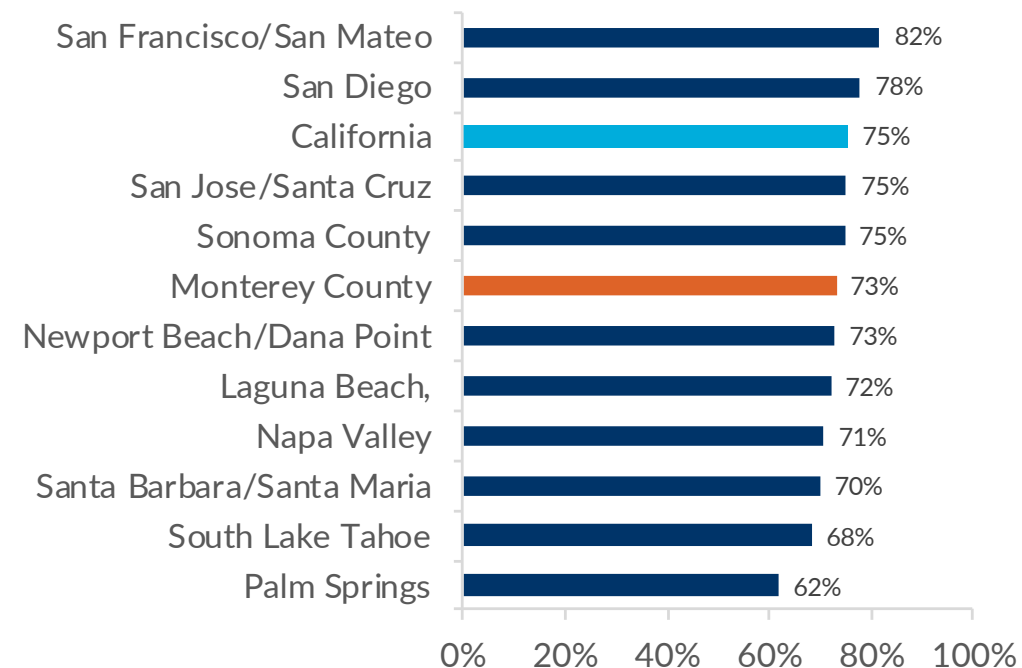
### Monterey's pre-pandemic occupancy rate was nearing full capacity.

This section reviews ways to increase the economic impact of tourism given current supply constraints

While a 73% occupancy rate may leave an impression that there are numerous available rooms, this is close to full capacity for a leisure destination. It is rare to see non-urban destinations (cities fill weekdays and 'low' seasons with business travelers) maintain annual occupancy rates above 75%.

Therefore, increasing the economic impact of tourism in Monterey County largely depends on some combination of increasing room inventory, increasing visitor spending per booked room, and filling out the shoulder periods (especially weekdays).

### Occupancy rate in Monterey County and competing destinations, FY2019



Source: STR

# Growing the Visitor Economy

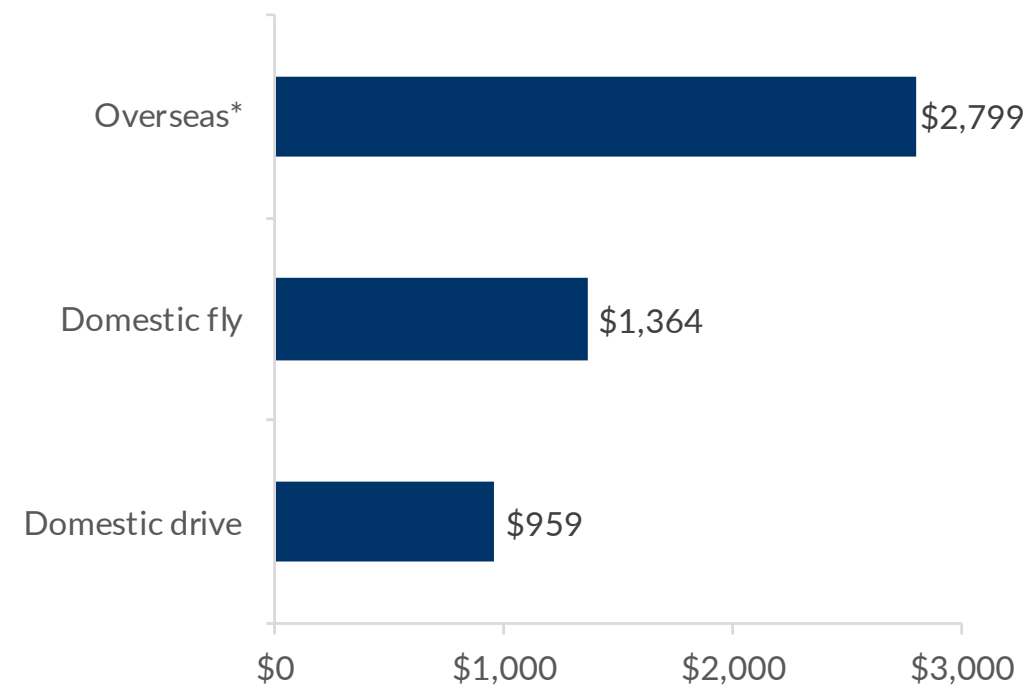
## Importance of visitor value

### Visitors from greater distances spend significantly more per trip.

To maximize the value of each visitor, the MCCVB can concentrate on the domestic-fly and overseas markets. The domestic-fly market spends 42% more than the drive market, and the overseas\* market spends 192% more than the domestic drive market.

\*The overseas spending estimate is a statewide average that comes from Tourism Economics' International State Travel database and includes data inputs from a dozen sources including the NTTD, the BEA, and VisaVue Travel. This includes spending in California, but not spending on travel to the US.

Spending per trip by origin market



Sources: SMARI; Tourism Economics

\*California figure – calendar year 2020, other figures FY2021

Dollars per trip

# Growing the Visitor Economy

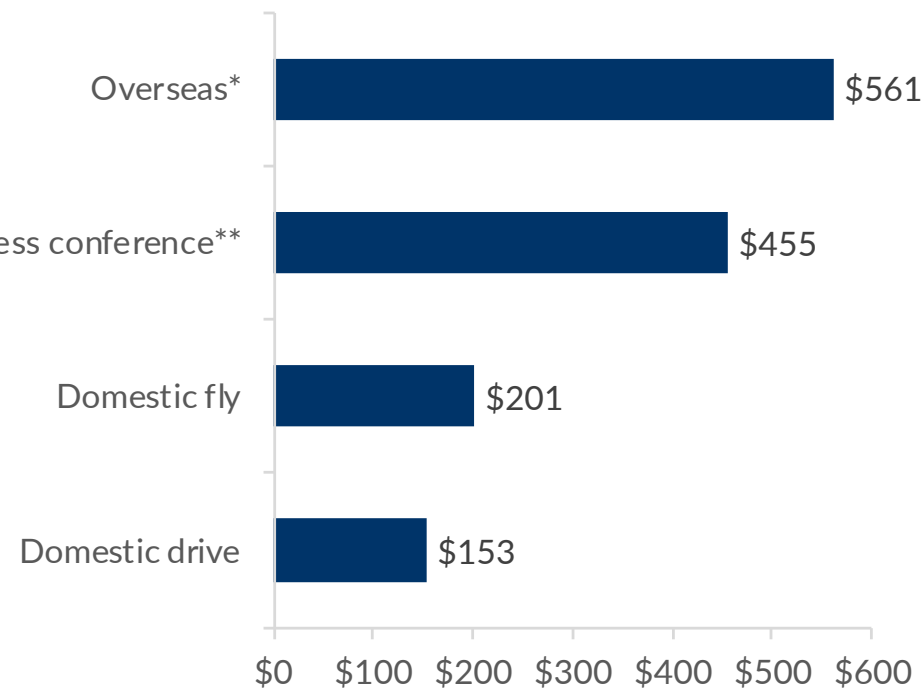
## Importance of visitor value

### Visitors from greater distances spend significantly more per night.

Compared to the domestic drive market, the domestic fly market spends 31% more per night, the business conference market spends 158% more, and the overseas\* market spends 190% more.

\*The overseas origin market estimate uses San Jose data, the closest available data point, and comes from Tourism Economics' Global City Travel database. This uses data inputs from a dozen sources including the NTTD, the BEA, and VisaVue Travel. This includes spending in San Jose, but not spending on travel to the US.

### Spending per night by origin market



Sources: SMARI; Tourism Economics

\*San Jose figure – calendar year 2020, other figures FY2021

\*\* Includes spending by the event organizer.

Dollars per night

# Growing the Visitor Economy

Boosting the low season

## MCCVB is also well-positioned to increase off-season bookings.

While Monterey's 73% annual occupancy rate is quite high for a non-urban leisure destination, MCCVB can realize the opportunity to increase low-season bookings.

If the six low-season months (average occupancy 64%) matched the occupancy rate of the six high-seasons months (80%), Monterey would see an increase of 354,000 rooms booked—a 10% increase over its current total.

## Seasonality and potential new booking in Monterey, 2019

	Rooms booked	Occupancy rate	Potential new bookings*
Jan	214,000	56%	93,000
Feb	215,000	64%	53,000
Mar	253,000	68%	44,000
Apr	277,000	75%	18,000
May	290,000	76%	--
Jun	302,000	82%	--
Jul	319,000	84%	--
Aug	317,000	83%	--
Sep	291,000	79%	--
Oct	295,000	77%	--
Nov	248,000	67%	49,000
Dec	210,000	55%	97,000
<b>Total</b>	<b>3,231,000</b>		<b>354,000</b>

Sources: STR; Tourism Economics

\*Potential new room bookings if these months could match the high-season occupancy rate of 80%.

# 5 Competitive Funding Analysis

# Competitive Funding Analysis

## TID overview

### The Monterey County TID assessment that funds the MCCVB ranges from \$1.00 to \$2.00.

Full-service hotels are assessed \$2.00 and other hotels are assessed \$1.00. In FY2019, the TID (tourism improvement district) generated \$4.2 million of funding dedicated for tourism promotion through the MCCVB and represented the largest source of funding for tourism promotion in the county.

### Monterey hotel sector and TID details by scale, FY2019

	ADR	Room revenue	% of Revenue	Current Avg TID per Room Assumption	Current TID Contribution	Contribution % of Total TID
Luxury	\$455	\$294,000,000	41%	\$2.00	\$1,293,000	31%
Upper Upscale	\$229	\$134,000,000	19%	\$1.50	\$875,000	21%
Upscale	\$180	\$48,000,000	7%	\$1.25	\$333,000	8%
Upper Midscale	\$185	\$75,000,000	10%	\$1.15	\$468,000	11%
Midscale	\$179	\$39,000,000	5%	\$1.00	\$218,000	5%
Economy	\$132	\$133,000,000	18%	\$1.00	\$1,013,000	24%
<b>Total</b>	<b>\$231</b>	<b>\$724,000,000</b>	<b>100%</b>	<b>\$0.00</b>	<b>\$4,201,000</b>	<b>100%</b>

Source: MCCVB, STR

# Competitive Funding Analysis

## TID rate comparison

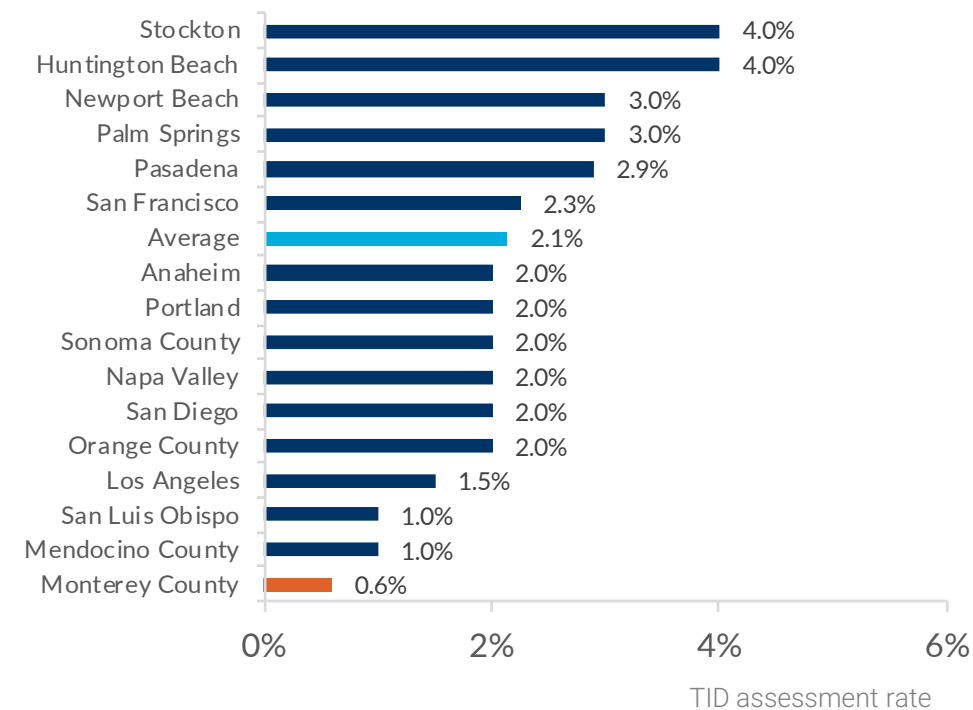
**Monterey's TID assessment of 0.6%\* is much lower than the competitive set average of 2.1%.**

This set includes the MCCVB's competitive set and additional DMOs that disclosed their assessment rate to Destinations International (DI).

Since the assessment is a major source of revenue for the MCCVB (and the majority of other DMOs on this list), this results in a limited tourism promotion budget for Monterey County. Increasing the TID assessment rate could generate additional funding and provide competitive funding for tourism promotion in Monterey County.

\*Monterey's per room assessment scheme results in an overall rate of 0.6% of room revenue.

**TID assessment rates in Monterey and competitors**



Sources: Dean Runyan Associates; Tourism Economics

# Competitive Funding Analysis

## Competitive funding analysis

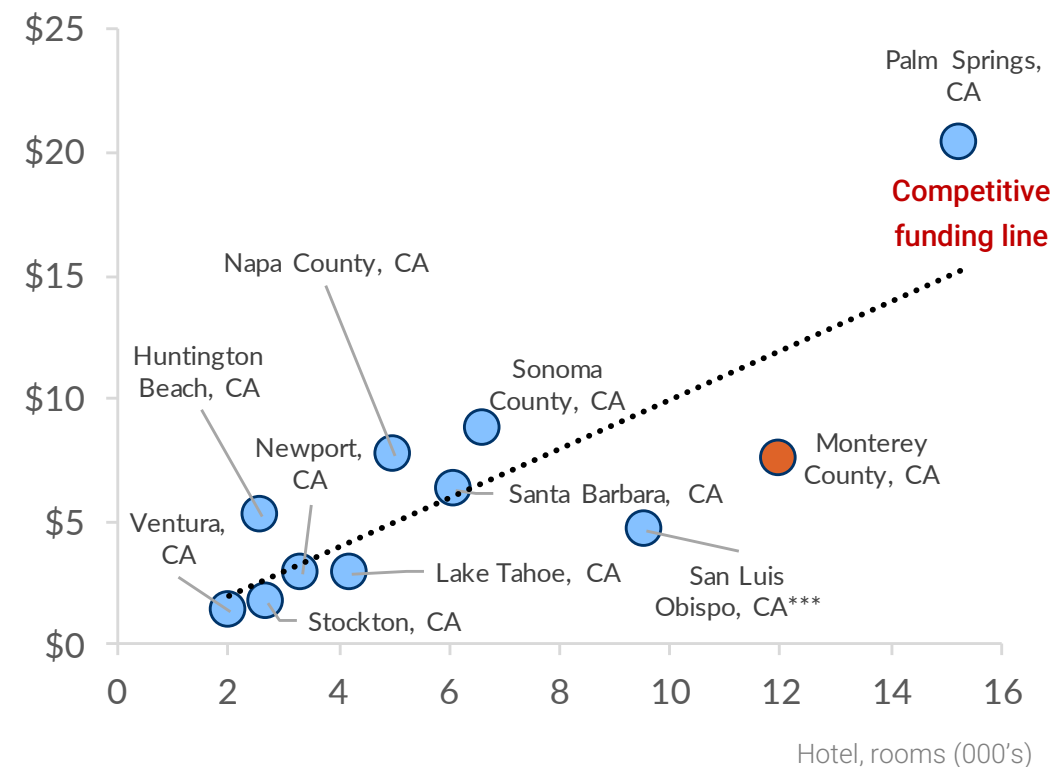
### Tourism promotion in Monterey County is underfunded relative to local competitors.

This analysis compares destinations' DMO budgets relative to the size of the local tourism sector (as measured by hotel room inventory). This analysis shows that Monterey County tourism promotion is underfunded compared to the line of best fit (the dotted line).

We chose to conduct a pre-pandemic analysis to provide perspective on a 'normal' level of DMO spending and room inventory, as the pandemic has caused severe swings.

### Hotel rooms and DMO revenue in competing destinations, pre-pandemic\*

DMO budget, millions



Sources: Tourism Economics, DI, STR

\*2018 or 2019 depending on destination's reporting

\*\* San Luis Obispo has greatly increased their DMO's budget recently. The destination will likely spend close to \$10m in 2022, up from \$4.6m in this analysis.



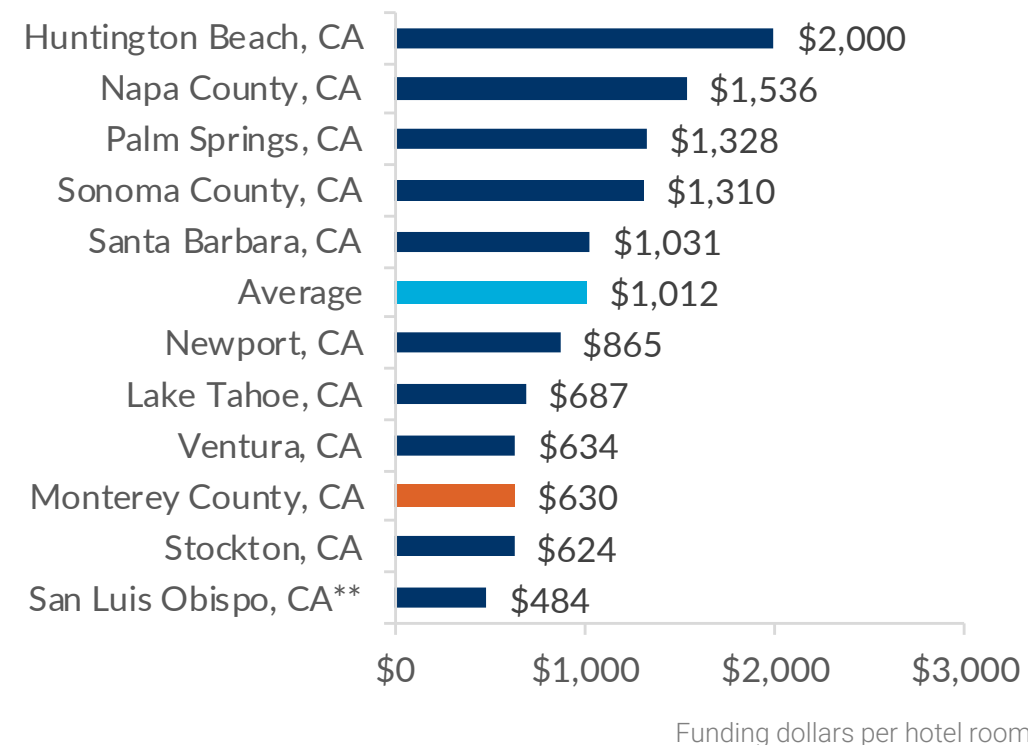
# Competitive Funding Analysis

## Competitive funding analysis

### Monterey County's tourism promotion budget is 38% below the set average.

Examining the same data as the prior slide, we see that Monterey County provides \$630 of tourism promotion spending for every hotel room, 38% below the set average.

### Tourism promotion funding per room in select destinations, pre-pandemic



Sources: Tourism Economics, DI, STR

\*2018 or 2019 depending on destination's reporting

\*\* San Luis Obispo has recently increased their DMO's budget, and their figure may double in 2022.

# 6 Impact of TID Funding on the Monterey Economy

# Impact of TID Funding on the Monterey Economy

Importance of visitor value

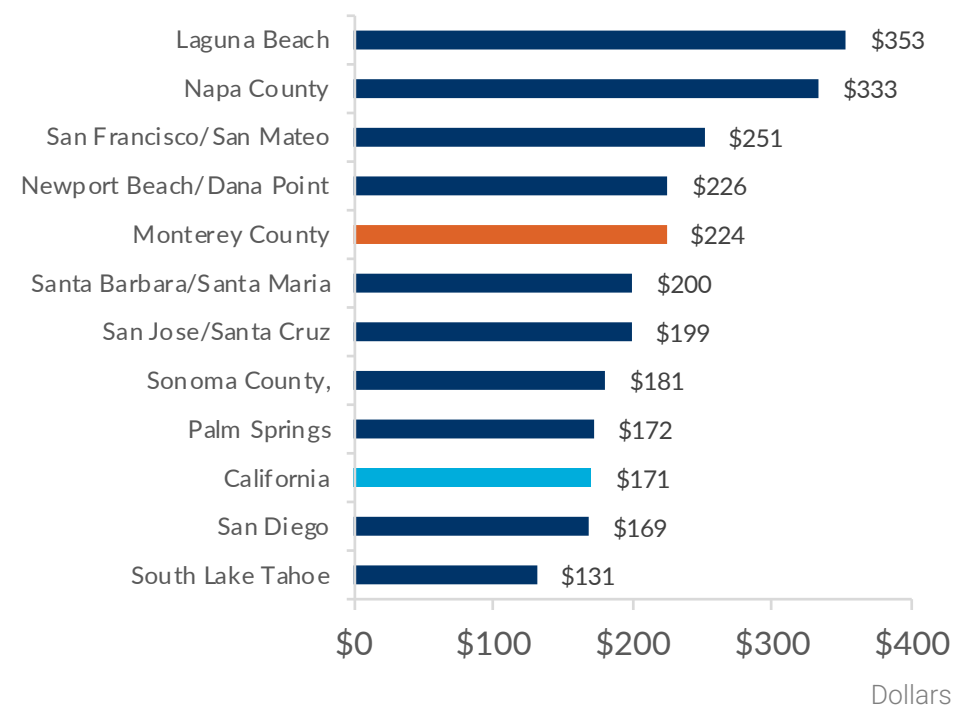
## Changing the TID assessment rate would not impact local hotels' price competitiveness.

Increasing or decreasing the TID assessment rate would do little to change Monterey's price competitiveness amongst its main competitors. Economically, elimination of the TID is unlikely to produce any positive benefit on room demand. Tourism Economics modeling on behalf of STR has consistently found hotel room demand to be highly inelastic at the market level. That is, while an individual property may gain or lose share within a market based on price, a market-wide shift in rate has no appreciable impact on room demand.

The impact of the loss of tourism promotion funding would in all likelihood far exceed any possible negative effect of higher room costs. We also note that from FY2016-2019, ADR increased 17% while the occupancy rate grew to 73% from 71%. This indicates that price sensitivity does not seem to be a major factor for visitors.

In sum, eliminating the TID would not impact hotels' price competitiveness but would appreciably undercut Monterey's competitive market position in the absence of concerted destination sales and marketing.

## Average room rate in Monterey and competitors, FY2019\*



Source: STR

\* The US Open boosted room rates in Monterey County FY2019.

# Impact of TID Funding on the Monterey Economy

Importance of visitor value

## The MCCVB generated an ROI of \$47-to-\$1.

Based on prior calculations of paid media and group sales ROIs, we estimate that the MCCVB has an organizational ROI of 47-to-1 (i.e., one dollar of MCCVB funding generates \$47 of visitor spending).

## MCCVB organizational ROI calculations

	Value	Source / calculation
Paid media ROI on visitor spending	75-to-1	See 'MCCVB Performance' section
Paid Media expenses share of total DMO budget	56%	MCCVB
Group Sales ROI on visitor spending	14-to-1	See 'MCCVB Performance' section
Group sales share of total DMO budget	33%	MCCVB
Organization ROI on visitor spending	47-to-1	$(75 * 61\%) + (14 * 33\%)$

Sources: SMARI; MCCVB; Tourism Economics

# Impact of TID Funding on the Monterey Economy

## Scenario development

### Changes in the TID could create an impact of several hundred million dollars.

Here we evaluate the impact of changes to the TID structure via three scenarios. In the Baseline Scenario the TID structure remains the same, in the TID elimination scenario the TID is removed, and in the Alternative TID Scenario the TID structure is changed to a three-tiered flat assessment that begins at \$1.50 for limited-service hotels, \$4.50 for full-service hotels, and \$7.00 for luxury properties with biennial escalators.

We provide additional details on the three scenarios in fiscal year 2025, as this is the first year without a “cool-down” or “ramp-up” effect (i.e. the full effect of a funding increase/decrease will not be felt in the first two years of budget changes as lags exists between assessments being collected, distributed, media spending being increased/decreased, consumers making travel plans, and visitors actually traveling).

In 2025, our Baseline Scenario forecasted MCCVB’s revenue is \$9.0 million. In the TID Elimination Scenario, the MCCVB receives \$4.0 million, a decrease of \$5.0 million. We estimate a 47-to-1 ROI on this lost funding spending, which results in \$233 million of lost visitor spending.

### MCCVB revenue and visitor spending in three scenarios, FY2025

Dollar figures in millions

	TID Elimination Scenario	Baseline Scenario	Alternative Assessment Scenario
TID revenue	\$0.0	\$5.0	\$9.8
Jurisdiction investment	\$4.0	\$4.0	\$4.0
<b>Total MCCVB revenue</b>	<b>\$4.0</b>	<b>\$9.0</b>	<b>\$13.8</b>
Revenue change relative to baseline	-\$5.0	--	\$4.8
Anticipated ROI revenue change*	47-to-1	--	42-to-1
Change in visitor spending	-\$233	--	\$204
<b>Total visitor spending</b>	<b>\$3,157</b>	<b>\$3,391</b>	<b>\$3,594</b>

Sources: SMARI; MCCVB; Tourism Economics

In the Alternative Assessment Scenario, the MCCVB receives \$13.8 million in revenue, an increase of \$4.8 million. To be conservative and account for diminishing marginal returns on new funding, we estimate a 42-to-1 ROI on this new funding, which results in \$204 million of gained visitor spending.

# Impact of TID Funding on the Monterey Economy

## Baseline Scenario forecast

In our Baseline Scenario, visitor spending grows to \$3.8 billion in FY2032\*\*.

### Monterey County's visitor economy, Baseline Scenario\*

Dollar figures in millions

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	'19-'32 Growth
Spending	\$3,189	\$2,529	\$2,197	\$2,751	\$3,295	\$3,342	\$3,391	\$3,440	\$3,525	\$3,576	\$3,627	\$3,680	\$3,733	\$3,787	17%
Earnings	\$1,387	\$1,239	\$991	\$1,179	\$1,405	\$1,418	\$1,431	\$1,445	\$1,473	\$1,487	\$1,501	\$1,515	\$1,529	\$1,543	10%
Jobs	26,895	23,765	19,342	24,226	28,431	28,265	28,100	27,936	28,053	27,890	27,727	27,565	27,404	27,244	2%
Local taxes	\$168	\$130	\$114	\$143	\$172	\$175	\$178	\$182	\$186	\$190	\$193	\$196	\$200	\$204	19%
<i>Sales tax</i>	\$72	\$58	\$50	\$63	\$75	\$76	\$77	\$78	\$80	\$81	\$82	\$83	\$83	\$84	15%
TOT	\$71	\$53	\$47	\$60	\$72	\$74	\$76	\$78	\$80	\$82	\$84	\$86	\$88	\$90	23%
State taxes	\$142	\$109	\$96	\$115	\$143	\$147	\$153	\$156	\$159	\$162	\$164	\$166	\$169	\$171	19%

### Monterey County's visitor economy, Baseline Scenario

Index, (FY2019=100)

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Spending	100	79	69	86	103	105	106	108	111	112	114	115	117	119
Earnings	100	89	71	85	101	102	103	104	106	107	108	109	110	111
Jobs	100	88	72	90	106	105	104	104	104	104	103	102	102	101
Local taxes	100	78	68	85	103	105	106	108	111	113	115	117	119	121
<i>Sales tax</i>	100	81	70	87	104	105	106	108	110	111	113	114	115	117
TOT	100	75	66	84	101	104	106	109	112	115	117	120	123	126
State taxes	100	77	68	81	101	104	108	110	113	114	116	118	119	121

Sources: SMARI; MCCVB; Tourism Economics

\*Fiscal years

\*\*Based on MCCVB projections of hotel revenue

# Impact of TID Funding on the Monterey Economy

## TID Elimination scenario

The TID Elimination scenario results in \$2.3 billion dollars of lost spending over the next decade.

These spending losses result in losses of \$939 million in earnings, \$120 million in local taxes, and an average of 1,759 jobs annually.

### Monterey County's visitor economy, TID Elimination Scenario

Dollar figures in millions

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	Total losses
Baseline Scenario visitor spending	\$3,189	\$2,529	\$2,197	\$2,751	\$3,295	\$3,342	\$3,391	\$3,440	\$3,525	\$3,576	\$3,627	\$3,680	\$3,733	\$3,787	--
Lost TID Scenario visitor spending	--	--	--	--	\$3,221	\$3,192	\$3,157	\$3,201	\$3,280	\$3,325	\$3,370	\$3,416	\$3,463	\$3,510	--
Lost spending	--	--	--	--	\$73	\$150	\$233	\$239	\$245	\$251	\$257	\$263	\$270	\$277	\$2,259
Lost earnings	--	--	--	--	\$31	\$64	\$98	\$100	\$102	\$104	\$106	\$108	\$111	\$113	\$939
Lost jobs*	--	--	--	--	633	1,270	1,933	1,941	1,949	1,957	1,966	1,974	1,982	1,990	1,759
Lost local taxes	--	--	--	--	\$3.8	\$7.9	\$12.3	\$12.6	\$12.9	\$13.3	\$13.7	\$14.1	\$14.5	\$14.9	\$120
Sales tax	--	--	--	--	\$1.7	\$3.5	\$5.4	\$5.5	\$5.6	\$5.8	\$5.9	\$6.0	\$6.2	\$6.3	\$52
TOT	--	--	--	--	\$1.6	\$3.2	\$5.1	\$5.3	\$5.4	\$5.6	\$5.8	\$6.0	\$6.2	\$6.4	\$51
Lost state taxes	--	--	--	--	\$3.2	\$6.6	\$10.6	\$10.8	\$11.1	\$11.4	\$11.6	\$11.9	\$12.2	\$12.5	\$102

Source: Tourism Economics

\*annual average

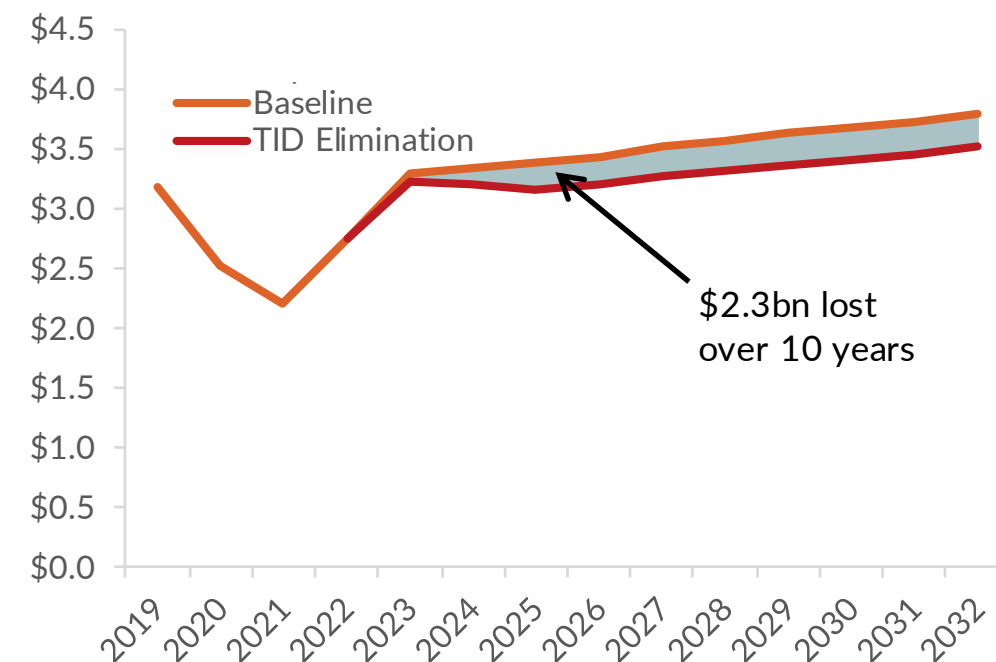
# Impact of TID Funding on the Monterey Economy

TID Elimination scenario

The TID elimination scenario results in \$2.3 billion dollars of lost spending over the next decade.

Future visitor spending growth in Monterey, two scenarios

Dollars, billions



Source: Tourism Economics



# Impact of TID Funding on the Monterey Economy

## Alternative Assessment Scenario

The Alternative Assessment Scenario results in \$2.2 billion dollars of gained spending over the next decade.

These spending gains result in gains of \$920 million in earnings, \$118 million in local taxes, and an average of 1,716 jobs annually.

### Monterey County's visitor economy, Alternative Assessment Scenario

Dollar figures in millions

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	Total gains
Baseline Scenario visitor spending	\$3,189	\$2,529	\$2,197	\$2,751	\$3,295	\$3,342	\$3,391	\$3,440	\$3,525	\$3,576	\$3,627	\$3,680	\$3,733	\$3,787	--
Alternative Assessment Scenario visitor spending	--	--	--	--	\$3,349	\$3,448	\$3,594	\$3,638	\$3,766	\$3,812	\$3,906	\$3,953	\$4,048	\$4,096	--
Gained spending	--	--	--	--	\$55	\$106	\$204	\$199	\$242	\$236	\$279	\$273	\$316	\$310	\$2,218
Gained earnings	--	--	--	--	\$23	\$45	\$86	\$83	\$101	\$98	\$115	\$112	\$129	\$126	\$920
Gained jobs*	--	--	--	--	471	896	1,688	1,613	1,923	1,842	2,132	2,047	2,317	2,228	1,716
Gained local taxes	--	--	--	--	\$2.9	\$5.6	\$10.7	\$10.5	\$12.8	\$12.5	\$14.8	\$14.6	\$16.9	\$16.7	\$118
Sales tax	--	--	--	--	\$1.7	\$3.5	\$5.4	\$5.5	\$5.6	\$5.8	\$5.9	\$6.0	\$6.2	\$6.3	\$52
TOT	--	--	--	--	\$1.6	\$3.2	\$5.1	\$5.3	\$5.4	\$5.6	\$5.8	\$6.0	\$6.2	\$6.4	\$51
Gained state taxes	--	--	--	--	\$2.4	\$4.7	\$9.2	\$9.0	\$10.9	\$10.7	\$12.6	\$12.4	\$14.3	\$14.0	\$100

Source: Tourism Economics

\*annual average

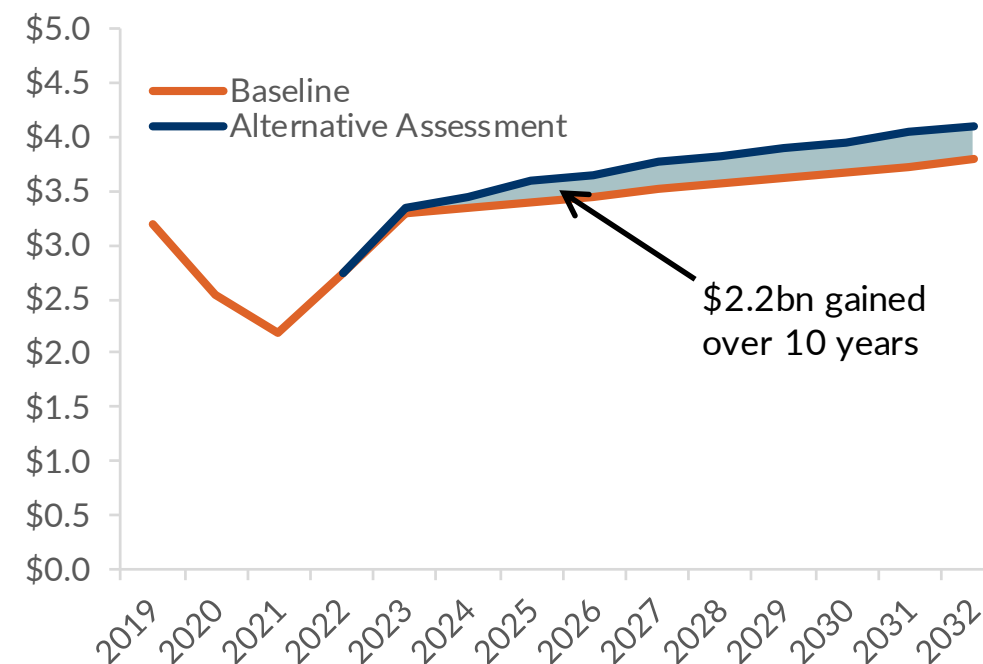
# Impact of TID Funding on the Monterey Economy

Alternative Assessment Scenario

The Alternative Assessment Scenario results in \$2.2 billion dollars of gained spending over the next decade.

Future visitor spending growth in Monterey, two scenarios

Dollars, billions



Source: Tourism Economics

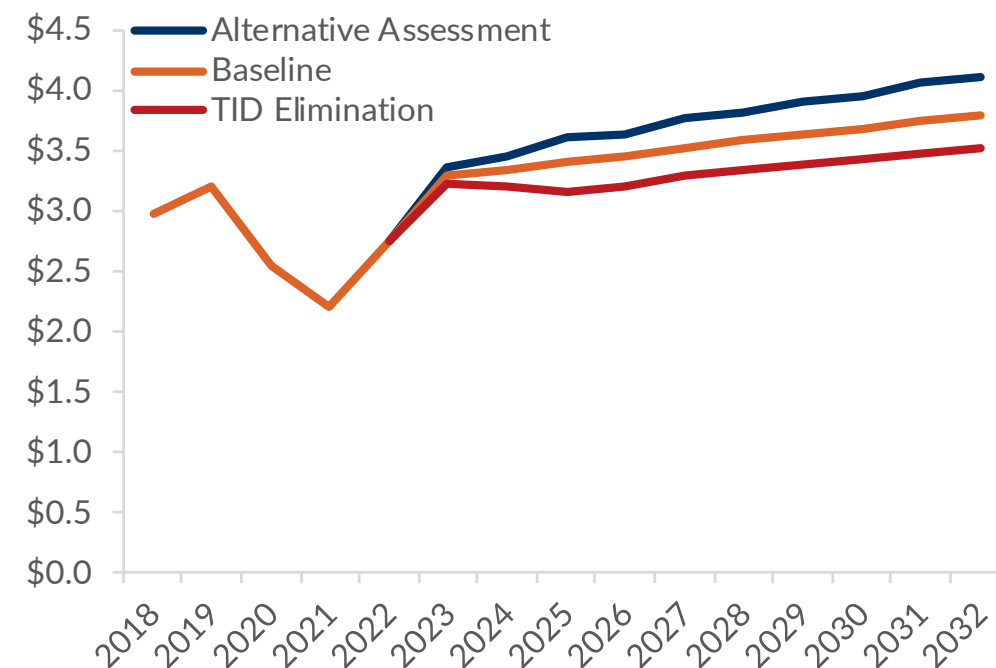
# Impact of TID Funding on the Monterey Economy

Scenario comparison

The changes in TID funding create a notable impact on the future path of the visitor economy.

Future visitor spending growth in Monterey, three scenarios

Dollars, billions



Source: Tourism Economics

# Appendix: The National Impact of Tourism Improvement Districts

# The Impact of Tourism Improvement Districts

National study of TID benefits

**The following pages review a collaborative research project on the impact of TIDs performed by Tourism Economics.**

The study finds that tourism improvement districts (TIDs) provide a competitive advantage for destinations. By examining TID impacts on room demand, revenue, and visitor spending, this white paper explores that ground-breaking research and explains how TIDs enhance economic impacts in destinations.

# The Impact of TIDs

Destination sample

The analysis covers 100 cities, including 29 TID destinations and 71 non-TID destinations.

## Cities included in Tourism Economics' TID impact analysis

TID sample				Non-TID sample					
	City	State	Year established		City	State	City	State	
1	Mobile	AL	2020	1	Anchorage	AK	36	Charlotte	NC
2	Sacramento	CA	2019	2	Birmingham	AL	37	Asheville	NC
3	Los Angeles	CA	2011	3	Huntsville	AL	38	Greensboro	NC
4	Anaheim	CA	2010	4	Little Rock	AR	39	Raleigh	NC
5	Napa	CA	2010	5	Tucson	AZ	40	Fargo	ND
6	Palm Springs	CA	2008	6	Mesa	AZ	41	Omaha	NE
7	San Francisco	CA	2008	7	Colorado Springs	CO	42	Atlantic City	NJ
8	San Diego	CA	2007	8	Aspen	CO	43	Albuquerque	NM
9	Monterey	CA	2006	9	Hartford	CT	44	Las Vegas	NV
10	San Jose	CA	2006	10	New Haven	CT	45	Syracuse	NY
11	Denver	CO	2017	11	Washington	DC	46	Albany	NY
12	Tampa	FL	2020	12	Jacksonville	FL	47	Buffalo	NY
13	Wichita	KS	2014	13	Miami	FL	48	New York	NY
14	New Orleans	LA	2014	14	Orlando	FL	49	Lake George	NY
15	Baltimore	MD	2019	15	Pensacola	FL	50	Cincinnati	OH
16	Billings	MT	2007	16	Atlanta	GA	51	Cleveland	OH
17	Newark	NJ	2013	17	Savannah	GA	52	Columbus	OH
18	Tulsa	OK	2019	18	Honolulu	HI	53	Oklahoma City	OK
19	Portland	OR	2012	19	Des Moines	IA	54	Gettysburg	PA
20	Philadelphia	PA	2017	20	Boise	ID	55	Pittsburgh	PA
21	Newport	RI	2017	21	Chicago	IL	56	Harrisburg	PA
22	Sioux Falls	SD	2011	22	Fort Wayne	IN	57	Providence	RI
23	Memphis	TN	2015	23	Indianapolis	IN	58	Charleston	SC
24	San Antonio	TX	2018	24	Louisville	KY	59	Hilton Head Island	SC
25	Fort Worth	TX	2017	25	Lexington	KY	60	Myrtle Beach	SC
26	Arlington	TX	2016	26	Baton Rouge	LA	61	Chattanooga	TN
27	Dallas	TX	2012	27	Boston	MA	62	Nashville	TN
28	Seattle	WA	2012	28	Portland_ME	ME	63	Austin	TX
29	Spokane	WA	2003	29	Detroit	MI	64	Salt Lake City	UT
				30	Grand Rapids	MI	65	Richmond	VA
				31	Minneapolis	MN	66	Virginia Beach	VA
				32	Saint Paul	MN	67	Tacoma	WA
				33	St. Louis	MO	68	Madison	WI
				34	Kansas City	MO	69	Milwaukee	WI
				35	Jackson	MS	70	Charleston_WV	WV
							71	Jackson_WY	WY

# The Impact of TIDs

## Room demand regression model

Our approach to estimate the effect of TID on room demand included:

1. 100 US destinations (counties); 29 TID destinations and 71 non-TID destinations
2. Oxford Economics databank was utilized for relevant macroeconomic indicators, namely, GDP and employment (at county level)
3. The final panel dataset consisted of 100 cross-sections and 30 time periods (1990-2019), totaling 3,000 observations

$$\log(\text{Room demand}) = b_1 + b_2 \times \log(\text{Arts\&Rec GDP}) + b_3 \times \log(\text{Total GDP}) + b_4 \times \text{TID}_{dummy} + \text{error}$$

Where  $\text{TID}_{dummy} = 1$  for a TID city, and 0 otherwise.

- The model sought to test whether a positive and significant relationship existed between the dependent variable, *Room demand*, and the independent variable  $\text{TID}_{dummy}$ ; a positive  $b_4$  coefficient with a small p-value.
- The other two independent variables, *Arts & Rec GDP* and *Total GDP*, were employed as control variables to control for a destination's size and its relative importance as a tourist destination.
- Below are the regression results indicating a positive and highly significant  $b_4$  coefficient.
- The results suggest that when controlled for size and importance of a destination as a tourist destination, across our sample of 100 cities, there was an average 2.12% difference in room demand between years in which a destination had an active TID and years without a TID. **Results are statistically significant with a 99% confidence level.**

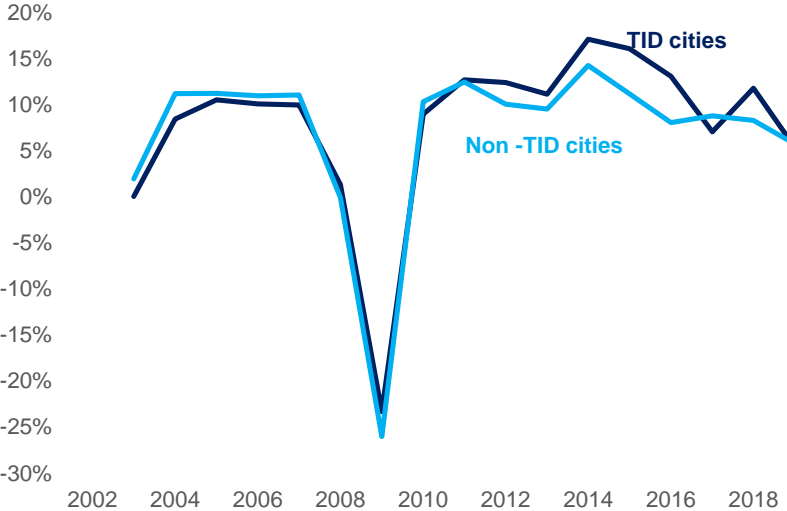
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	7.051367	0.125775	56.06344	0.0000
LOG(GDP71LCC)	0.135999	0.008530	15.94374	0.0000
LOG(GDPTOTLCC)	0.671031	0.014663	45.76392	0.0000
DUMMY2_TID	0.021258	0.005906	3.599285	0.0003

# The Impact of TIDs

## High-level view

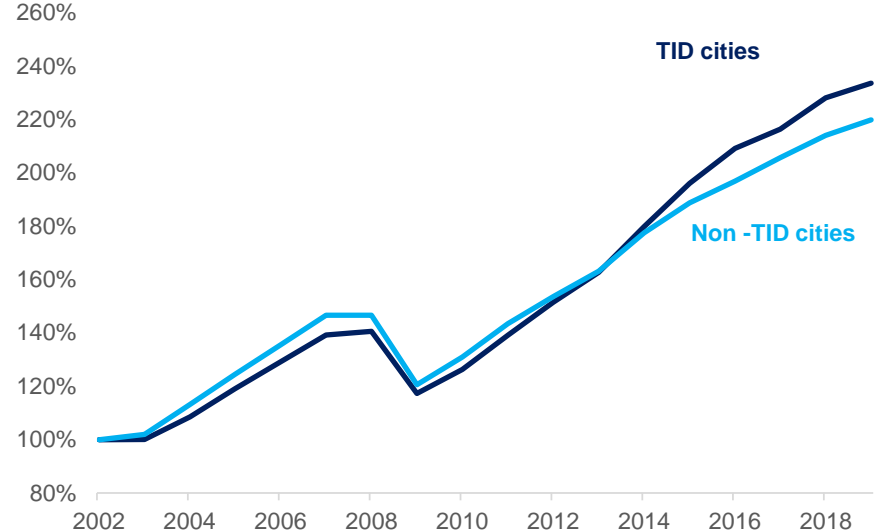
Visually, we can observe that TID destinations outperformed non-TID markets in the latest upcycle.

**Total hotel room revenue**  
TID vs. non-TID cities growth



Source: STR, Civitas, Tourism Economics

**Total hotel room revenue**  
TID vs. non-TID cities (2002=100)



Source: STR, Civitas, Tourism Economics



# The Impact of TIDs

TID growth premium: demand

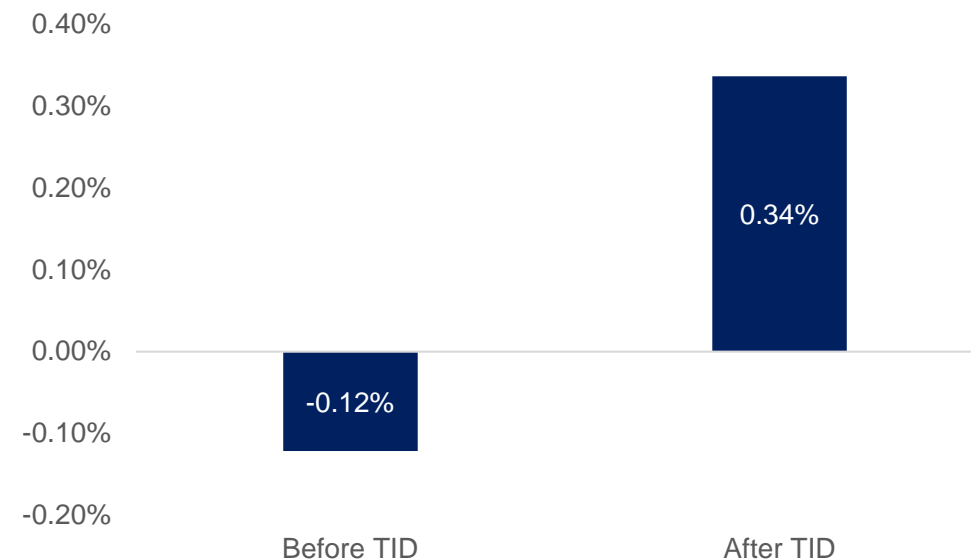
**On average, a destination gains 0.5% in demand growth per year after a TID is put in place.**

The demand premium is calculated as the difference between an average 3-year growth in TID cities and non-TID cities prior to the TID (“Before TID”) and post the TID (“After TID”).

- Before authorizing a TID, growth in cities that eventually had a TID was 12 basis points slower compared to growth in TID cities.
- After authorizing a TID, growth in TID cities was 34 basis points faster compared to non-TID cities.
- Swing of 0.5% in room demand.

## Room demand growth premium\*

2003-2019



\*“Premium” is measured as the difference in growth rates between TID and non-TID destinations  
Source: STR, Tourism Economics

# The Impact of TIDs

TID growth premium: revenue

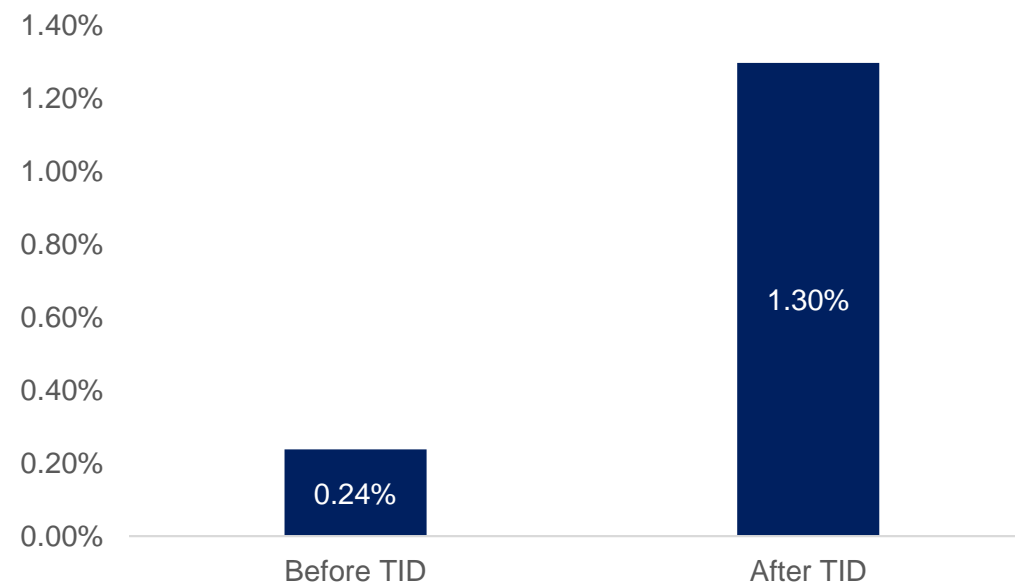
**On average, a destination gains 1.1% in revenue growth per year after a TID is put in place.**

The revenue premium is calculated as the difference between an average 3-year growth in TID cities and non-TID cities prior to the TID (“Before TID”) and post the TID (“After TID”).

- Before authorizing a TID, growth in TID cities was 24 basis points faster compared to growth in non-TID cities
- After authorizing a TID, growth in TID cities was 130 basis points faster compared to non-TID cities
- Gain of 1.1% in room revenue.

## Room revenue growth premium\*

2003-2019



\*“Premium” is measured as the difference in growth rates between TID and non-TID destinations  
Source: STR, Tourism Economics

# The Impact of TIDs

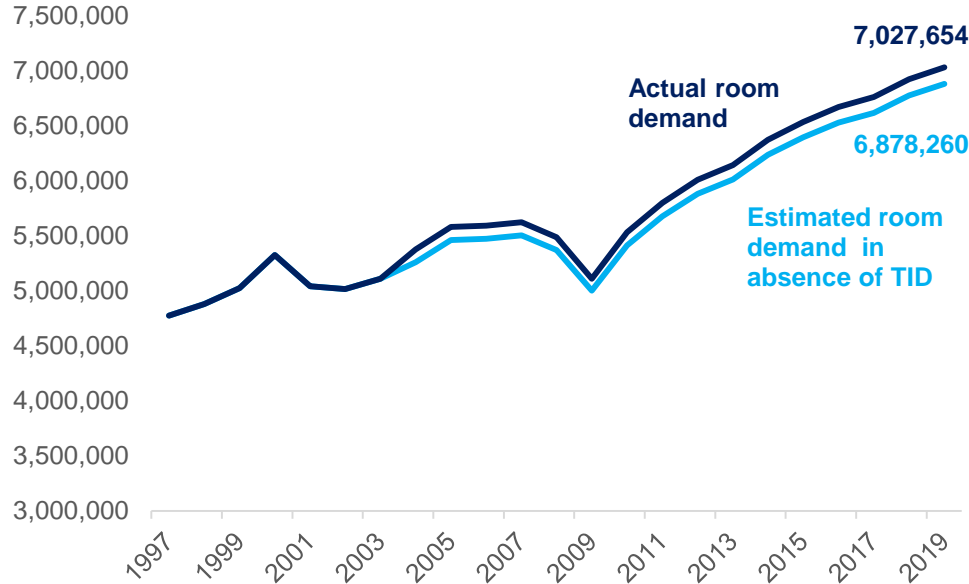
TID room demand lift

**On average, our modeling indicates that TIDs produce a 2.1% lift in hotel room demand.**

The 29 TID destinations in our model grew to generate 7,027,654 rooms in 2019. Without the boost generated by the TIDs, these destinations would have only generated 6,878,260 rooms.

**Average annual hotel room demand**

TID cities



Sources: STR, Civitas, Tourism Economics

# The Impact of TIDs

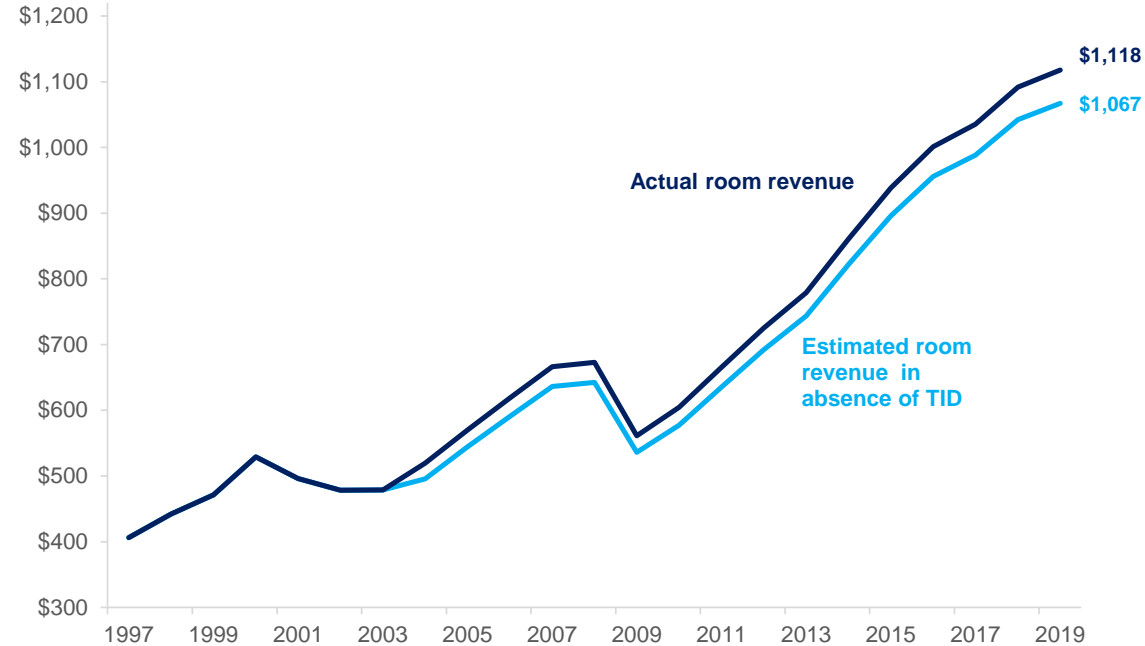
TID room demand lift

**On average, our modeling indicates that TIDs produce a 4.5% lift in hotel room revenue.**

The 29 TID destinations in our model grew to generate \$1.12 billion in room revenue in 2019. Without the boost generated by the TIDs, these destinations would have only generated \$1.07 billion in room revenue.

**Average annual hotel room demand**

TID cities (millions)



Sources: STR, Civitas, Tourism Economics

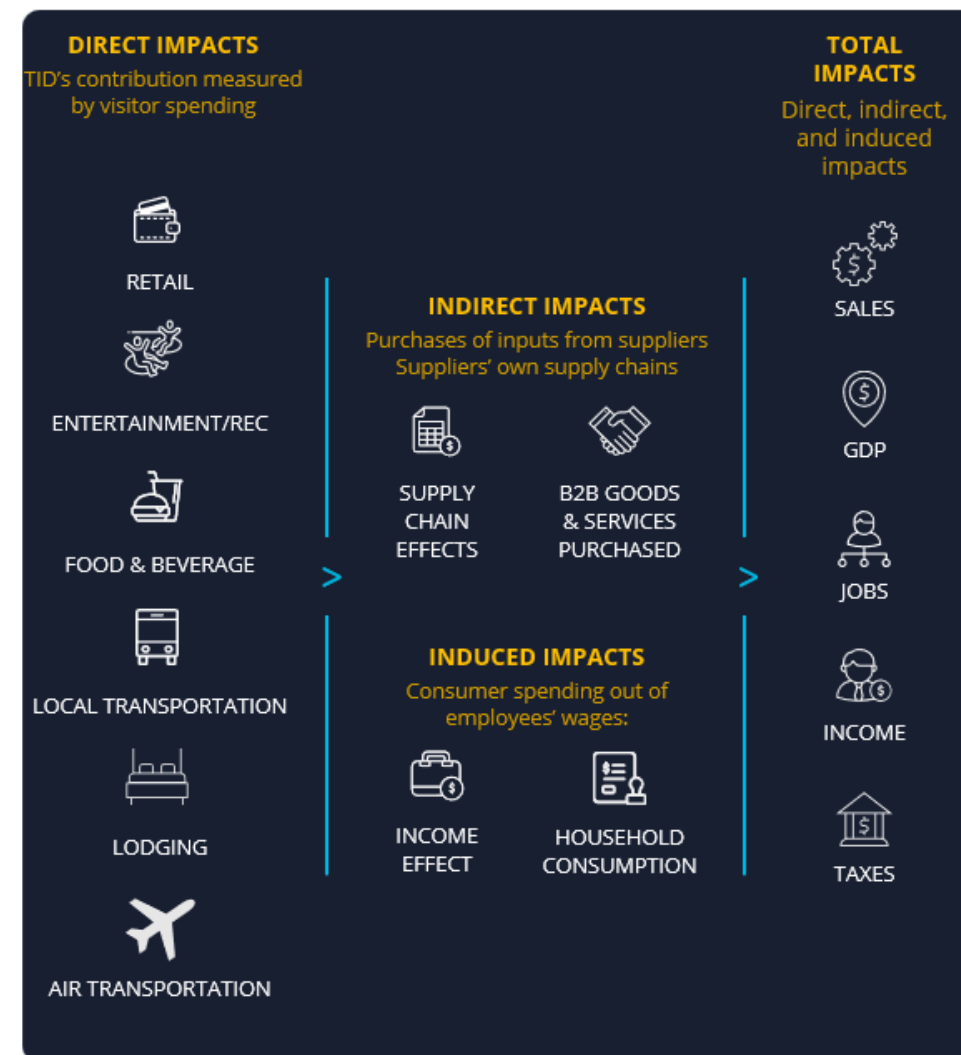
# The Impact of Tourism Improvement Districts

## Economic benefits of TIDs

### The impacts of TIDs go beyond just the hotel and tourism sector.

Tourism promotion funding provided by TIDs results in more visitors and visitor spending, and this spending represents a new injection to the local economy with many downstream benefits. In total, benefits are felt on three levels.

- **Direct Impacts:** Visitors create direct economic value within a discrete group of sectors (e.g., recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- **Indirect Impacts:** Each directly affected sector also purchases goods and services as inputs (e.g., food wholesalers, utilities) into production. These impacts are called indirect impacts.
- **Induced Impacts:** Lastly, the induced impact is generated when employees whose wages are generated whether directly or indirectly by visitors, spend those wages in the local economy.



# Appendix 2: The ROI of Destination Marketing

# The ROI of Destination Marketing

Many state and local CVBs and DMOs conduct periodic assessments of marketing effectiveness. There are several goals of these studies, including understanding how specific marketing campaigns are perceived by households, how effective the campaigns are in having an impact on households' intent to travel to a given destination, and which target markets are showing differing level of responsiveness to marketing. Frequently these studies include a specific analysis of the ROI of marketing spending in the form of a quantitative assessment of the level of incremental visitor spending and tax revenues that are attributable to destination marketing.

These studies use a variety of methods and are measuring the impact of a range of different campaigns across different situations. For example, a specific study may look at incremental visitors attracted by a state-level marketing campaign conducted by a state that attracts travelers from a range of national markets, while another study may focus on the results of a more targeted regional campaign carried out by a city-level CVB. While the results of a specific study pertain most directly to the situation that was analyzed and the corresponding assumptions, it is appropriate to consider broader inferences from the research. We analyzed recent studies that included an estimate of the incremental visitor spending attributable to advertising campaign spending.

For example, in a fairly typical approach, a study would:

- Use a survey to analyze the effect of a specific advertising campaign on households' travel to a given destination, such as by analyzing the impact on actual travel among those that had observed the advertising or by analyzing the impact on households' intentions to travel;
- Project that effect to the broader set of households in the marketing area to estimate the number of incremental visits attributable to the campaign;
- Apply typical levels of spending per visitor to estimate incremental visitor spending; and,
- Compare incremental visitor spending to the level of advertising spending to estimate the ROI.

Tourism Economics summarized the estimates of incremental visitor spending per dollar of advertising campaign spending from these studies in the table on the following page

# The ROI of Destination Marketing

Estimates of incremental visitor spending per dollar of advertising campaign spending from the set of studies we analyzed is summarized in the adjacent table, supporting the following observations:

Overall, we observe that recent marketing campaigns by destination marketing organizations at the metro/regional level have generated approximately \$53 of incremental visitor spending per dollar of advertising spending.

These ROI estimates relate directly to advertising spending. It is also appropriate to consider a visitor spending ROI relative to total CVB operating costs, or relative to public funding. As an example of the former approach, Meet Minneapolis reports the ratio of visitor spending associated with events tracked in its group sales management system to total CVB operating costs has averaged \$33 in recent years. This excludes almost all leisure visitor spending.

As an example of an ROI based on public funding, the Florida state government recently analyzed the return on investment for public funding of Visit Florida. The analysis attributed Visit Florida's public funding (excluding, for example, significant private funding for cooperative advertising and promotions) to generating \$11.2 billion of visitor spending during the three-year-period through FY 2013, representing a visitor spending ROI of \$97, and a state tax revenue ROI of \$3.2 (\$3.20 of state tax revenue generated by each \$1 of state funding).

## Marketing ROI matrix

Region	Timing	Visitor spending per ad dollar
<b>States</b>		
California	Average 2009 to 2013	\$326
Arizona	Average 2007, '11, '12, '15	\$221
Georgia	Average 2011 and 2012	\$211
Colorado	2012	\$200
Florida	2011	\$177
Maryland	2012	\$160
Wyoming	Average 2012, '13, '14	\$156
Kentucky	2014	\$151
Missouri	2013	\$131
North Dakota	Average 2010, '12, '14	\$101
Utah	Average 2010, '11, '13	\$83
New Mexico	2013 to 2015	\$72
Virginia	2006	\$71
Michigan	Average 2006 to 2014	\$69
<b>Metros and regions</b>		
Philadelphia, PA	2009/10	\$100
Kansas City, MO	2013	\$65
Washington, DC	2013	\$27
San Diego, CA	2013	\$19
Branson, MO	2012	\$79
Springfield, MO	2011	\$61
Finger Lakes Wine Country, NY	2012	\$44
Syracuse, NY	2008	\$12
Average of metros/regions		\$51
Median of metros/regions		\$53

Sources: Local studies compiled by Tourism Economics



# About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Dubai, Frankfurt, and Ontario.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 400 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

For more information:

[info@tourismeconomics.com](mailto:info@tourismeconomics.com)

## **City of Monterey MCTID Renewal Process**

### **December 20, 2022 - RESOLUTION ADOPTED - INTENTION TO RENEW**

The City of Monterey received Petitions in favor of MCTID by lodging businesses that represent more than fifty percent (50%) of the total MCTID assessment to renew the MCTID.

### **December 20, 2022 - RESOLUTION ADOPTED - REQUESTING CONSENT**

The Monterey City Council requested consent from the County of Monterey and cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad to be included in the renewed MCTID. Consent must be received from the cities and County prior to the final public hearing for their jurisdiction to be included in the renewed MCTID.

### **December 20, 2022 - RESOLUTION ADOPTED - PROCEDURAL GUIDELINES**

Procedural guidelines for the formation of the MCTID have been proposed. Those guidelines cover the petition process, protest submittals, protest requirements, protest withdrawals, majority protest, and tabulation process.

### **January 7, 2022 - NOTICE**

Written notice was mailed by the City of Monterey to the owners of all businesses proposed to be within the renewed MCTID.

### **January 17, 2023 - PUBLIC MEETING**

Allow public testimony on the renewal of the MCTID and levy of assessments. No Council action required.

### **February 21, 2023 - CITY OF MONTEREY FINAL PUBLIC HEARING; POTENTIAL ADOPTION OF RESOLUTION OF FORMATION**

If written or oral protests are received from the owners of lodging businesses in the renewed MCTID which will pay more than fifty percent (50%) of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment against such businesses shall be taken for a period of one (1) year from the date of the finding of a majority protest by the Council.

If protests totaling less than 50% proposed assessments are received, the Council, following the public hearing, may decide to renew the MCTID, and then shall adopt a resolution of formation.



## City of Salinas

COMMUNITY DEVELOPMENT DEPARTMENT

65 W. Alisal Street, 2nd Floor • Salinas, California 93901  
(831) 758-7387 • (831) 775-4258 (Fax) • [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

January 9, 2023



To Whom It May Concern:

The City of Salinas has received a letter from the City of Monterey requesting the City of Salinas take to council and consider the renewal of the Monterey County Tourism Improvement District (“MCTID”), which would replace the existing TID. At this time, you should have received a notice from the City of Monterey notifying you of a public meeting and public hearing concerning the renewal of the MCTID and levy of an assessment on business within the MCTID zones. The City of Salinas would like to formally notify Hotel/Motel Owners and Operators at the City’s intent to consent to the renewal of the Monterey County Tourism Improvement District on the January 24, 2023 City Council meeting. The current TID assessment is \$1.50 per-room night for Limited-Service Hotels/Motels.

The proposed TID will have the following amendments:

1. Renewed to a ten (10) year term
2. Assessment will be increased from \$1.50 to \$2.00 per-room night for Limited-Service Hotels/Motels. (\$1.50 will be provided to the Monterey County Convention and Visitor Bureau (MCCVB) and the remainder \$0.50 will be utilized to fund the Salinas Welcome Center.)
3. Automatic biennial increase of \$0.20 beginning FY 2025-26, unless the MCCVB Board’s TID Committee votes not to implement the automatic increase based on circumstances they deem significant. (Welcome Center \$0.50 will not increase through the term of the MCTID)
4. Once per year, beginning on the anniversary of this district renewal, there is a 30-day period in which lodging business operators paying fifty percent (50%) or more of the assessment may protest and initiate proceeds in to terminate the MCTID

The transition from the old to the renewed MCTID is anticipated to take place July 1, 2023, and end ten (10) years from its start date. The City of Salinas will continue to be responsible for collecting the assessment from each lodging business located in the City of Salinas.

## City of Monterey MCTID Renewal Process

### **December 20, 2022** RESOLUTION ADOPTED - INTENTION TO RENEW

The City of Monterey received Petitions in favor of MCTID by lodging businesses that represent more than fifty percent (50%) of the total MCTID assessment to renew the MCTID.

### **December 20, 2022** RESOLUTION ADOPTED - REQUESTING CONSENT

The Monterey City Council requested consent from the County of Monterey and cities of Carmel-by-the-Sea, Del Rey Oaks, Gonzales, Greenfield, King City, Marina, Pacific Grove, Salinas, Sand City, Seaside, and Soledad to be included in the renewed MCTID. Consent must be received from the cities and County prior to the final public hearing for their jurisdiction to be included in the renewed MCTID. The City of Salinas will take to Council on January 24, 2023 requesting council consent.

### **December 20, 2022** RESOLUTION ADOPTED - PROCEDURAL GUIDELINES

Procedural guidelines for the formation of the MCTID have been proposed. Those guidelines cover the petition process, protest submittals, protest requirements, protest withdrawals, majority protest, and tabulation process.

### **January 7, 2023** NOTICE

Written notice shall be mailed to the owners of all businesses proposed to be within the renewed MCTID.

### **January 17, 2023** PUBLIC MEETING

Allow public testimony on the renewal of the MCTID and levy of assessments. No Council action required.

### **January 24, 2023** CITY OF SALINAS PUBLIC MEETING

City of Salinas will take to council to adopt Resolution consenting to the renewal of the MCTID

### **February 21, 2023** CITY OF MONTEREY FINAL PUBLIC HEARING; POTENTIAL ADOPTION OF RESOLUTION OF FORMATION

If written or oral protests are received from the owners of lodging businesses in the renewed MCTID which will pay more than fifty percent (50%) of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than fifty percent (50%), no further proceedings to levy the proposed assessment against such businesses shall be taken for a period of one (1) year from the date of the finding of a majority protest by the Council.

If protests totaling less than 50% proposed assessments are received, the Council, following the public hearing, may decide to renew the MCTID, and then shall adopt a resolution of formation.

If you have any questions feel free to contact Jennifer Johnson, Vice President of Operations for the Monterey County Convention and Visitors Bureau at [jennifer@seemonterey.com](mailto:jennifer@seemonterey.com) or 831-657-6406. The above QR code will allow you to view the MCTID Management Plan and City of Monterey adopted Resolutions.



# City of Salinas

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

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**File #:** ID#23-015, **Version:** 1

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### Minutes

Approve minutes of December 13, 2022 and January 10, 2023.



# City of Salinas

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

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**File #:** ID#23-056, **Version:** 1

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### **Financial Claims**

Approve financial claims report.

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
463787	01/10/2023	Open	2NDNATURE, LLC	\$95,203.85
463788	01/10/2023	Open	Alameda Electrical Distributors	\$650.92
463789	01/10/2023	Open	Alco Water	\$43.49
463790	01/10/2023	Open	Alco Water	\$10,711.78
463791	01/10/2023	Open	Alhambra and Sierra Spring DS Waters of America LP	\$29.97
463792	01/10/2023	Open	Alhambra and Sierra Spring DS Waters of America LP	\$10.00
463793	01/10/2023	Open	Alhambra and Sierra Spring DS Waters of America LP	\$272.56
463794	01/10/2023	Open	Amazon.Com	\$503.02
463795	01/10/2023	Open	American Supply Company	\$594.87
463796	01/10/2023	Open	American Textile and Supply Inc	\$838.29
463797	01/10/2023	Open	Ana Rueda De Vidales dba JAV Language Solutions	\$336.88
463798	01/10/2023	Open	Analgesic Services Inc	\$295.00
463799	01/10/2023	Open	Aramark Uniform & Career Apparel Group, Inc	\$645.23
463800	01/10/2023	Open	AT and T	\$9,120.75
463801	01/10/2023	Open	AT&T Mobility	\$70.00
463802	01/10/2023	Open	Avolve Software Corp	\$4,363.88
463803	01/10/2023	Open	Bound Tree Medical	\$991.84
463804	01/10/2023	Open	Cal Line Equipment Company	\$500.19
463805	01/10/2023	Open	California Association for Local Economic Developm	\$100.00
463806	01/10/2023	Open	California Department of Transportation	\$100,000.00
463807	01/10/2023	Open	California Water Service	\$1,766.23
463808	01/10/2023	Open	CDW-G	\$3,277.11
463809	01/10/2023	Open	Central Coast Marketing	\$2,500.00
463810	01/10/2023	Open	Central Coast YMCA	\$14,121.00
463811	01/10/2023	Open	Check In Systems Inc	\$399.00
463812	01/10/2023	Open	Cintas	\$46.79
463813	01/10/2023	Open	Coast Automotive Warehouse Inc	\$688.21
463814	01/10/2023	Open	Collin Mitchell	\$295.00
463815	01/10/2023	Open	Comcast (Business)	\$607.06
463816	01/10/2023	Open	Comcast (Business)	\$54.07
463817	01/10/2023	Open	Comcast (Business)	\$240.70
463818	01/10/2023	Open	CONCERN	\$4,298.08
463819	01/10/2023	Open	Consolidated Electrical Distributors, Inc.	\$301.38
463820	01/10/2023	Open	CorVel Corporation Inc dba CorVel Enterprise Compa	\$18,054.25
463821	01/10/2023	Open	Cristina Sifuentes	\$1,000.00
463822	01/10/2023	Open	CSC Of Salinas	\$242.83
463823	01/10/2023	Open	Don Chapin Inc	\$152,051.46
463824	01/10/2023	Open	Edges Electrical Group, LLC	\$141.72
463825	01/10/2023	Open	Efrain Contreras dba Century Metals, LLC	\$1,249.82
463826	01/10/2023	Open	Elmer's Auto Parts	\$72.39
463827	01/10/2023	Open	Emergency Response Training Inc dba Defibthis Emer	\$175.00
463828	01/10/2023	Open	ESO Solutions Inc	\$8,495.00

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
463829	01/10/2023	Open	Fastenal Company	\$817.27
463830	01/10/2023	Open	Ferguson US Hodings, Inc dba Ferguson Enterprises	\$508.33
463831	01/10/2023	Open	First Alarm	\$1,035.03
463832	01/10/2023	Open	First American Title Company	\$1,057.47
463833	01/10/2023	Open	Francisco DeLeon	\$500.00
463834	01/10/2023	Open	G2Solutions, Inc	\$8.25
463835	01/10/2023	Open	Granicus LLC	\$8,231.25
463836	01/10/2023	Open	Granite Construction Company	\$2,633.12
463837	01/10/2023	Open	Granite Rock Co	\$458.85
463838	01/10/2023	Open	Griffin Structures, Inc	\$19,153.06
463839	01/10/2023	Open	Griffin Structures, Inc	\$34,743.83
463840	01/10/2023	Open	Home Depot Credit Services	\$40.20
463841	01/10/2023	Open	Ingram Book Company	\$1,836.61
463842	01/10/2023	Open	Instrument Technology Corporation	\$9,822.25
463843	01/10/2023	Open	J.J. Keller and Associates Inc	\$689.00
463844	01/10/2023	Open	Jan Roehl DbA Jan Roehl Consulting	\$2,775.00
463845	01/10/2023	Open	Joaquin Vasquez DbA Rose Backflow Services	\$170.00
463846	01/10/2023	Open	John E Arriaga DbA J.E.A. and Associates	\$10,500.00
463847	01/10/2023	Open	Johnson Associates	\$1,871.37
463848	01/10/2023	Open	Juan A Avila dba Juan Avila Photography	\$200.00
463849	01/10/2023	Open	Julio Gil dba Central Coast Sign & Design	\$321.49
463850	01/10/2023	Open	K&D Landscaping, Inc	\$19,000.00
463851	01/10/2023	Open	Kimley Horn And Assoc Inc	\$6,030.12
463852	01/10/2023	Open	Law Offices of Roy C Gunter III	\$367.00
463853	01/10/2023	Open	Lexipol LLC	\$8,552.17
463854	01/10/2023	Open	Life Assist	\$267.88
463855	01/10/2023	Open	Midwest Tape, LLC dba Midwest Tape	\$97.65
463856	01/10/2023	Open	MIS CORP	\$675.00
463857	01/10/2023	Open	MNS Engineers, Inc	\$78,599.20
463858	01/10/2023	Open	Monterey County Convention And Visitors Bureau	\$30,886.53
463859	01/10/2023	Open	Monterey County Health Department	\$4,625.00
463860	01/10/2023	Open	Monterey Transfer and Storage Inc	\$599.00
463861	01/10/2023	Open	Municipal Resource Group LLC	\$2,625.00
463862	01/10/2023	Open	My Chevrolet	\$509.72
463863	01/10/2023	Open	My Jeep	\$1,523.39
463864	01/10/2023	Open	Natividad Medical Center	\$186.00
463865	01/10/2023	Open	New Image Landscape Company	\$100.00
463866	01/10/2023	Open	Office Depot Business Service Division	\$759.14
463867	01/10/2023	Open	Owen Equipment Sales	\$302.29
463868	01/10/2023	Open	Pacific Gas and Electric Company	\$4,152.94
463869	01/10/2023	Open	Pacific Gas and Electric Company	\$16,621.23
463870	01/10/2023	Open	Pacific Gas and Electric Company	\$797.40



# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
463871	01/10/2023	Open	Pacific Gas and Electric Company	\$797.66
463872	01/10/2023	Open	PARS Retirement Services	\$427.35
463873	01/10/2023	Open	Pinnacle Medical Group Inc dba Pinnacle Healthcare	\$80.00
463874	01/10/2023	Open	PLM Lender Services Inc	\$667.50
463875	01/10/2023	Open	Preferred Alliance Inc.	\$210.00
463876	01/10/2023	Open	Pure Water	\$234.75
463877	01/10/2023	Open	Quality Water Enterprises	\$316.55
463878	01/10/2023	Open	Rancho Cielo Youth Center	\$37,529.26
463879	01/10/2023	Open	RDO Equipment Company	\$150.99
463880	01/10/2023	Open	Regional Government Services	\$1,414.99
463881	01/10/2023	Open	RELX Inc. dba LexisNexis, Division of RELX Inc.	\$998.25
463882	01/10/2023	Open	Roy Hastings dba R.L. Hastings & Associates LLC	\$9,000.00
463883	01/10/2023	Open	Russell Branson dba Russ Branson Consulting	\$6,006.25
463884	01/10/2023	Open	Ruth Maria Milla-Leon dba Andersen's Lock & Safe	\$70.00
463885	01/10/2023	Open	Safety-Kleen Systems, Inc.	\$2,476.07
463886	01/10/2023	Open	Salinas Toyota	\$36,737.25
463887	01/10/2023	Open	Salinas Valley Ford Inc	\$47,760.60
463888	01/10/2023	Open	Salinas Valley Tourism And Visitors Bureau	\$20,000.00
463889	01/10/2023	Open	San Jose Motosport, Inc dba San Jose BMW	\$1,063.42
463890	01/10/2023	Open	San Lorenzo Lumber	\$797.28
463891	01/10/2023	Open	Shaw HR Consulting Inc	\$565.00
463892	01/10/2023	Open	Simplot AB Retail Sub Inc	\$5,000.00
463893	01/10/2023	Open	SpeakWrite LLC	\$2,680.58
463894	01/10/2023	Open	State Bar Of California	\$610.00
463895	01/10/2023	Open	State Bar Of California	\$640.00
463896	01/10/2023	Open	State Bar Of California	\$670.00
463897	01/10/2023	Open	Stommel Inc dba Lehr	\$7,240.31
463898	01/10/2023	Open	Target Pest Control	\$255.00
463899	01/10/2023	Open	Tehama Golf Club LLC	\$800.00
463900	01/10/2023	Open	Thomson-West/Barclays	\$382.38
463901	01/10/2023	Open	TK Elevator Corporation	\$4,217.34
463902	01/10/2023	Open	U.S. Bank National Association ND	\$23,551.92
463903	01/10/2023	Open	United Parcel Service	\$33.68
463904	01/10/2023	Open	United Site Services	\$375.10
463905	01/10/2023	Open	Valley Fabrication Inc	\$1,465.97
463906	01/10/2023	Open	Valley Saw Shop	\$163.84
463907	01/10/2023	Open	Verizon Wireless	\$1,001.19
463908	01/10/2023	Open	Verizon Wireless	\$1,211.65
463909	01/10/2023	Open	Verizon Wireless	\$38.01
463910	01/10/2023	Open	Verizon Wireless	\$4,786.10
463911	01/10/2023	Open	Vikki Balestra	\$275.63
463912	01/10/2023	Open	Voyager	\$1,097.21

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
463913	01/10/2023	Open	W W Grainger Inc	\$1,910.99
463914	01/10/2023	Open	Wallace Group A California Corporation	\$51,070.13
463915	01/10/2023	Open	Wallace Group A California Corporation	\$12,946.88
463916	01/10/2023	Open	Wallace Group A California Corporation	\$2,510.00
463917	01/10/2023	Open	Walmart c/o Capitol One	\$193.53
463918	01/10/2023	Open	WCDJR LLC dba Watsonville Chrysler Dodge Jeep Ram	\$380.19
463919	01/10/2023	Open	ATN Associates LLC dba Center for Executive	\$2,450.00
463920	01/10/2023	Open	Blake Ziebell	\$312.00
463921	01/10/2023	Open	Bryan Cupak	\$636.28
463922	01/10/2023	Open	David Puckett	\$237.50
463923	01/10/2023	Open	Francisco DeLeon	\$198.17
463924	01/10/2023	Open	Jared Reyes	\$163.50
463925	01/10/2023	Open	Jose Andrew Sandoval	\$359.50
463926	01/10/2023	Open	Sylvia Enriquez	\$370.03
463927	01/17/2023	Open	Ace Hardware	\$289.86
463928	01/17/2023	Open	Adriana Robles	\$175.00
463929	01/17/2023	Open	Alco Water	\$6,074.26
463930	01/17/2023	Open	All Safe Security Alarm	\$330.00
463931	01/17/2023	Open	Amazon.Com	\$347.07
463932	01/17/2023	Open	American Assoc Of Airport Executive	\$275.00
463933	01/17/2023	Open	American Supply Company	\$977.29
463934	01/17/2023	Open	AP Triton, LLC	\$2,423.50
463935	01/17/2023	Open	Applied Maintenance Supplies & Solutions LLC	\$392.96
463936	01/17/2023	Open	Arrowhead Forensics	\$558.82
463937	01/17/2023	Open	Assured Aggregates Company Inc	\$4,418.74
463938	01/17/2023	Open	AT and T	\$168.49
463939	01/17/2023	Open	AT and T	\$11,998.11
463940	01/17/2023	Open	AT&T Mobility	\$1,572.31
463941	01/17/2023	Open	Automotive and Industrial	\$436.99
463942	01/17/2023	Open	B F T LP dba Pet Waste Eliminator	\$1,014.79
463943	01/17/2023	Open	Bay Area Community Services Inc.	\$13,259.20
463944	01/17/2023	Open	Benitez Security Services, Inc	\$85,749.00
463945	01/17/2023	Open	Brandon Wright dba Centricity GIS, LLC	\$1,000.00
463946	01/17/2023	Open	BrightView Landscape Services, Inc	\$13,333.77
463947	01/17/2023	Open	C3 Engineering, Inc.	\$5,223.75
463948	01/17/2023	Open	Cadence Team, Inc	\$13,425.00
463949	01/17/2023	Open	California Water Service	\$1,062.07
463950	01/17/2023	Open	California Water Service	\$20,513.12
463951	01/17/2023	Open	Candido Martinez Dbw Welders Fabrication and Desig	\$425.00
463952	01/17/2023	Open	Canon Solutions America Inc	\$395.46
463953	01/17/2023	Open	CDW-G	\$13,984.26
463954	01/17/2023	Open	Central Coast Center For Independent	\$81,254.30

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
463955	01/17/2023	Open	Cintas	\$2,339.55
463956	01/17/2023	Open	ClientFirst Consulting Group, LLC dba ClientFirst	\$1,023.75
463957	01/17/2023	Open	CMP-1 Llc dba The Pointe at Westlake	\$38,914.19
463958	01/17/2023	Open	CMS Communication Inc	\$2,311.92
463959	01/17/2023	Open	Coastal Monterey Properties, LLC dba Garden Court	\$7,146.00
463960	01/17/2023	Open	Comcast	\$2,896.20
463961	01/17/2023	Open	Comcast (Business)	\$167.58
463962	01/17/2023	Open	Community Homeless Solutions	\$33,320.31
463963	01/17/2023	Open	Consolidated Electrical Distributors, Inc.	\$406.22
463964	01/17/2023	Open	CorVel Corporation Inc dba CorVel Enterprise Compa	\$18,054.25
463965	01/17/2023	Open	CSC Of Salinas	\$172.36
463966	01/17/2023	Open	Danielle Clayton	\$326.00
463967	01/17/2023	Open	Direct TV LLC	\$86.99
463968	01/17/2023	Open	Division Of The State Architect	\$261.20
463969	01/17/2023	Open	Don Chapin Inc	\$2,500.00
463970	01/17/2023	Open	East Bay Tire Company	\$3,959.27
463971	01/17/2023	Open	Edges Electrical Group, LLC	\$441.37
463972	01/17/2023	Open	Elmer's Auto Parts	\$36.56
463973	01/17/2023	Open	Environmental Systems, Inc of Northern California	\$2,632.50
463974	01/17/2023	Open	Fastenal Company	\$1,261.17
463975	01/17/2023	Open	Ferguson US Hodings, Inc dba Ferguson Enterprises	\$348.35
463976	01/17/2023	Open	Fifth Asset, Inc dba Debtbook	\$8,775.00
463977	01/17/2023	Open	First Alarm Security & Patrol Inc dba An Allied Un	\$2,358.11
463978	01/17/2023	Open	Francis Enos dba Francis Enos Fire Pump Repair	\$6,175.00
463979	01/17/2023	Open	Fresno Oxygen & Welding Suppliers, Inc.	\$113.83
463980	01/17/2023	Open	Glasswork by Design	\$360.00
463981	01/17/2023	Open	Golden State Emergency Vehicle Service Inc	\$791.90
463982	01/17/2023	Open	Granite Construction Company	\$26,191.89
463983	01/17/2023	Open	Granite Rock Co	\$3,554.18
463984	01/17/2023	Open	Grant Writing USA	\$495.00
463985	01/17/2023	Open	Green Valley Industrial Supply	\$7.73
463986	01/17/2023	Open	Harris and Associates	\$401.50
463987	01/17/2023	Open	HD Supply White Cap Construction Supply	\$315.33
463988	01/17/2023	Open	Home Depot Credit Services	\$676.35
463989	01/17/2023	Open	Interactive Data, LLC dba IDI	\$144.00
463990	01/17/2023	Open	International Assoc of Chiefs of Police	\$190.00
463991	01/17/2023	Open	International Association for Property and Evidenc	\$260.00
463992	01/17/2023	Open	Interstate Battery System Inc	\$1,429.54
463993	01/17/2023	Open	Johnson Associates	\$174.58
463994	01/17/2023	Open	Jose Luis Corral dba Salinas Pizza	\$148.45
463995	01/17/2023	Open	Kelly-Moore Paint Company	\$77.70
463996	01/17/2023	Open	L.N. Curtis & Sons	\$242.54

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
463997	01/17/2023	Open	LAZ KARP Associates, LLC	\$56,883.26
463998	01/17/2023	Open	LexisNexis Risk Data Management Inc Accurint Acct	\$440.05
463999	01/17/2023	Open	Life Assist	\$668.21
464000	01/17/2023	Open	Mackay Motor Parts, Inc dba Napa Auto Parts	\$427.67
464001	01/17/2023	Open	McLaughlin Painting	\$11,192.00
464002	01/17/2023	Open	Midwest Tape, LLC dba Midwest Tape	\$86.09
464003	01/17/2023	Open	MIS CORP	\$375.00
464004	01/17/2023	Open	Monterey County Convention And Visitors Bureau	\$59,168.74
464005	01/17/2023	Open	Monterey County Office of Education	\$31,250.00
464006	01/17/2023	Open	Monterey County Recorders	\$26.00
464007	01/17/2023	Open	Monterey County Tax Collector	\$6,973.05
464008	01/17/2023	Open	Monterey One Water	\$8,728.35
464009	01/17/2023	Open	Monterey One Water	\$220.92
464010	01/17/2023	Open	Monterra Ranch Of Monterey Home Owner's Associatio	\$900.00
464011	01/17/2023	Open	Motion Picture Licensing Corporation	\$3,350.42
464012	01/17/2023	Open	MV Cheng & Associates Inc.	\$8,845.00
464013	01/17/2023	Open	My Jeep	\$147.70
464014	01/17/2023	Open	NetFile Inc	\$2,500.00
464015	01/17/2023	Open	O'Reilly Auto Parts	\$79.52
464016	01/17/2023	Open	Office Depot Business Service Division	\$1,863.16
464017	01/17/2023	Open	OIN Investments Inc dba Real Property Management	\$8,200.00
464018	01/17/2023	Open	Pacific Gas and Electric Company	\$4,402.90
464019	01/17/2023	Open	Pacific Gas and Electric Company	\$415.51
464020	01/17/2023	Open	Pacific Truck Parts Inc	\$632.03
464021	01/17/2023	Open	Pedro C Estrada Db a Estrada Janitorial Service	\$61,565.00
464022	01/17/2023	Open	Peninsula Messenger, LLC	\$210.00
464023	01/17/2023	Open	Petsmart	\$959.09
464024	01/17/2023	Open	Public Sector Personnel Consultants	\$7,500.00
464025	01/17/2023	Open	Pure Water	\$42.40
464026	01/17/2023	Open	Quality Water Enterprises	\$47.00
464027	01/17/2023	Open	R3 Consulting Group, Inc.	\$3,442.50
464028	01/17/2023	Open	Refrigeration Supplies Distributor	\$2,292.94
464029	01/17/2023	Open	Republic Services of Salinas	\$2,859.41
464030	01/17/2023	Open	Response Training Group	\$24,847.00
464031	01/17/2023	Open	Rexel USA, Inc dba Platt Electric Supply	\$205.63
464032	01/17/2023	Open	Rhonda Combs	\$1,000.00
464033	01/17/2023	Open	Ruth Maria Milla-Leon dba Andersen's Lock & Safe	\$278.97
464034	01/17/2023	Open	S & L Investments dba Salinas Valley ProSquad	\$4,821.34
464035	01/17/2023	Open	Safety-Kleen Systems, Inc.	\$285.00
464036	01/17/2023	Open	Salinas Valley Ford Inc	\$8.78
464037	01/17/2023	Open	Salinas Valley Ford Inc	\$47,737.30
464038	01/17/2023	Open	San Lorenzo Lumber	\$130.75

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
464039	01/17/2023	Open	Sentry Alarm System	\$180.00
464040	01/17/2023	Open	SettlementOne Screening Corporation dba PeopleFact	\$12.08
464041	01/17/2023	Open	Shaw HR Consulting Inc	\$760.00
464042	01/17/2023	Open	Shepard AV LLC dba McCune Audio Visual Lighting	\$6,391.15
464043	01/17/2023	Open	State Water Resource Control Board	\$2,674.15
464044	01/17/2023	Open	Stommel Inc dba Lehr	\$573.09
464045	01/17/2023	Open	Sturdy Oil Company	\$25,714.51
464046	01/17/2023	Open	Sunstar Media	\$25.00
464047	01/17/2023	Open	Target Pest Control	\$100.00
464048	01/17/2023	Open	The Bakery Station LLC	\$66.15
464049	01/17/2023	Open	The Beistle Company dba Fire Smart Promotions	\$2,340.14
464050	01/17/2023	Open	The Prophet Corp. dba Gopher Sport	\$115.65
464051	01/17/2023	Open	Total Imaging Solutions, LLC	\$2,520.00
464052	01/17/2023	Open	Tri County Concrete and Supply, Inc	\$830.30
464053	01/17/2023	Open	Tri County Fire Protection	\$51.64
464054	01/17/2023	Open	U.S. Bank National Association dba U.S. Bank Equip	\$3,533.16
464055	01/17/2023	Open	U.S. Bank National Association ND	\$25,401.24
464056	01/17/2023	Open	Valley Fabrication Inc	\$622.22
464057	01/17/2023	Open	Valley Saw Shop	\$48.90
464058	01/17/2023	Open	Verizon Wireless	\$6,206.27
464059	01/17/2023	Open	Verizon Wireless	\$828.30
464060	01/17/2023	Open	Verizon Wireless	\$47,869.84
464061	01/17/2023	Open	Verizon Wireless	\$3,328.66
464062	01/17/2023	Open	Verizon Wireless	\$302.69
464063	01/17/2023	Open	W W Grainger Inc	\$1,324.91
464064	01/17/2023	Open	Wald, Ruhnke & Dost Architects, LLP	\$202.50
464065	01/17/2023	Open	Wayne Lager dba LPS Tactical & Personal Security	\$4,916.40
464066	01/17/2023	Open	WCAF, LLC dba Watsonville Ford	\$3,209.01
464067	01/17/2023	Open	WCDJR LLC dba Watsonville Chrysler Dodge Jeep Ram	\$292.35
464068	01/17/2023	Open	Worldpac	\$493.20
464069	01/17/2023	Open	Antuan Goldman	\$40.00
464070	01/17/2023	Open	Bogard Construction	\$1,563.00
464071	01/17/2023	Open	Carlos Arcega c/o Solcius LLC	\$225.75
464072	01/17/2023	Open	Catie Case c/ Lovotti Inc	\$57.20
464073	01/17/2023	Open	Greg Goldman	\$2,023.35
464074	01/17/2023	Open	Jaina Garcia	\$40.00
464075	01/17/2023	Open	Jose Cortez	\$40.00
464076	01/17/2023	Open	Manuel Gomez	\$47.00
464077	01/17/2023	Open	Veronica Carrillo	\$40.00
464078	01/17/2023	Open	Yabel Bucio	\$47.00
464079	01/17/2023	Open	Advanced Computer Tech Solutions, Inc dba Alliance	\$9,450.00
464080	01/17/2023	Open	Angel Gonzalez	\$161.75

# City of Salinas

## Payment Register

From Payment Date: 1/5/2023 - To Payment Date: 1/18/2023

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
464081	01/17/2023	Open	Anthony Avila	\$385.50
464082	01/17/2023	Open	Anthony Rocha	\$632.25
464083	01/17/2023	Open	Austin Scaggs	\$385.50
464084	01/17/2023	Open	Brandon Kuschill	\$385.50
464085	01/17/2023	Open	Byron Gansen	\$111.00
464086	01/17/2023	Open	Cameron Lane	\$385.50
464087	01/17/2023	Open	Cameron Mitchell	\$385.50
464088	01/17/2023	Open	David Crabill Jr.	\$161.75
464089	01/17/2023	Open	Ermelinda Reyes	\$181.50
464090	01/17/2023	Open	Estefania Vargas	\$204.00
464091	01/17/2023	Open	Evan Adams	\$385.50
464092	01/17/2023	Open	Gabriela Contreras	\$163.50
464093	01/17/2023	Open	Isidoro Medrano	\$385.50
464094	01/17/2023	Open	John McNeil	\$161.75
464095	01/17/2023	Open	Johnathan Flores	\$294.00
464096	01/17/2023	Open	Jonathan Juarez	\$385.50
464097	01/17/2023	Open	Michael Rivera	\$17.00
464098	01/17/2023	Open	Robert Balaoro	\$385.50
464099	01/17/2023	Open	Ruben Sanchez	\$163.50
464100	01/17/2023	Open	Sophia Rome	\$271.75
464101	01/17/2023	Open	Steven Villaneda	\$385.50
464102	01/17/2023	Open	Zachary Dunagan	\$163.50
464103	01/17/2023	Open	D-Prep, Inc.	\$799.00
464104	01/17/2023	Open	SBRPSTC	\$5,675.00
<b>Type Check Totals:</b>				<b>\$1,993,644.68</b>
<b>General Account - General Account Totals</b>				



# City of Salinas

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

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**File #: ID#23-040, Version: 1**

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### **Amendment to Professional Services Agreement with CSG Consultants**

Approve a Resolution authorizing the City Manager to enter into an amendment to a professional services agreement entered on June 21, 2022, between the City of Salinas and CSG Consultants to include project/construction management services for the repairs/renovations of fire stations 1-6.



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

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**DATE:** JANUARY 24, 2023  
**DEPARTMENT:** FIRE DEPARTMENT  
**FROM:** SAM KLEMEK, FIRE CHIEF  
**BY:** ESTEFANIA VARGAS, MANAGEMENT ANALYST  
**TITLE:** AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT  
BETWEEN THE CITY OF SALINAS AND CSG CONSULTANTS

RECOMMENDED MOTION:

A motion to approve a Resolution:

1. Authorizing an amendment to the professional services agreement entered on June 21<sup>st</sup>, 2022, between the City of Salinas and CSG Consultants to include project/construction management services for the repairs/renovations of fire stations 1-6;
2. Amending the original amount of compensation on the professional services agreement to incorporate construction/project management fees, not exceeding 10% of total project/construction costs plus \$17,500 to complete Phase 1 of the project and allow a 10% contingency on total project/construction management services;
3. Extending the agreement expiration until the exhaustion of Fire Department ARPA funding or until the end of the ARPA funding spending period, whichever comes first; an
4. Authorizing the City Manager, upon approval of the City Attorney, to execute agreements for the completion of projects under the scope of the agreement, utilizing Fire Department ARPA allocations available in account 3911 and allowing for a 10% contingency.

EXECUTIVE SUMMARY:

On September 14, 2021, the City Council approved a resolution accepting the City of Salinas ARPA funds allocation and designating funds for public facilities, including toward the renovation of Fire Stations. On June 21, 2022, the City Council passed a resolution authorizing the renewal of the agreement for professional services with CSG Consultants Inc. Salinas Fire Department is requesting an amendment to the current agreement, to include the additional scope of work for the project/construction management of renovation work for Fire Stations 1-6. Due to the expertise needed, staffing constraints, and competing priorities, the Fire Department needs construction/project management services to successfully expend ARPA funding by 2026.



## BACKGROUND:

In 2017, the Salinas Fire Department contracted Wald Ruhnke & Dost Architects to conduct a Fire Station Improvement Feasibility Study and assist the City in meeting its immediate and future funding priorities. The study found that various levels of renovation and new construction are needed to tend to urgent deferred maintenance items and bring all fire stations into a state of good repair. In 2020, the Fire Department conducted a Standards of Cover Assessment that incorporated a capital asset assessment on fixed facilities. The study found all fire stations to be in fair to poor condition. In 2021, the City Council allocated \$2.9 million in ARPA funding toward renovating and repairing all fire stations. Due to staffing constraints and the level of expertise needed to manage construction projects, as well as the workload capacity of Public Works Engineering and Fire Administration, the outsourcing of the management of the projects is needed. Outsourcing the management of the projects will allow Salinas Fire to complete much-needed deferred maintenance repairs and improvements using ARPA funding. ARPA funds must be obligated by the City Council by December 31, 2024, and expended by December 31, 2026. After careful consideration of qualified vendors, Fire Administration requested and received a quote from CSG Consultants, an established City of Salinas vendor. CSG Consultants has been successfully providing building official, technical permitting, and inspection services for the City of Salinas Permit Services Center over the years.

## CEQA CONSIDERATION:

**Not a Project.** 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). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability

## STRATEGIC PLAN INITIATIVE:

These actions support the Council's strategic goals of Infrastructure and Environmental Sustainability and Public Safety.

## DEPARTMENTAL COORDINATION:

The Salinas Fire Department worked with the Legal Department to explore extending the agreement of a current vendor. Salinas Fire will work closely with City Administration, Public Works Engineering, and the Finance Department through the execution of the agreement, expending of funds, and renovation projects.

FISCAL AND SUSTAINABILITY IMPACT:

Funds are appropriated and available in the Fire Department's 3911- American Rescue Plan Act (ARPA) account.

ATTACHMENTS:

Resolution

Exhibit B: Scope of Services

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

**A RESOLUTION AUTHORIZING AN AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH CSG CONSULTANTS AND AUTHORIZING THE CITY MANAGER TO EXECUTE AGREEMENTS FOR THE RENOVATION OF FIRE STATIONS 1-6**

**WHEREAS**, On September 14, 2021, the City Council passed a resolution accepting the City of Salinas ARPA funds allocation and designating funds for the renovation of public facilities, including \$2.9 million for fire stations; and,

**WHEREAS**, The Salinas Fire Department has conducted multiple studies to assess deferred maintenance needs and renovation feasibility of all fire stations and found all stations to be in fair-poor condition; and,

**WHEREAS**, On June 21, 2022, the City Council passed a resolution authorizing the renewal of the agreement for professional services with CSG consultants; and,

**WHEREAS**, The Salinas Fire Department is in need of project/construction management services and found that CSG Consultants, a current City of Salinas vendor, is an experienced public facility project/construction management provider; and

**WHEREAS**, ARPA funds must be obligated by the City Council by December 31, 2024, and expended by December 31, 2026; and,

**WHEREAS**, The Salinas Fire Department is requesting an extension to the professional services agreement between the City of Salinas and CSG consultants, to include project/construction management services for fire stations 1-6, in an amount not to exceed 10% of the total project/construction costs plus \$17,500 to complete Phase 1 of the project, and allowing a 10% contingency; and,

**WHEREAS**, The City Council can delegate authority to the City Manager to execute agreements and expend funds for the renovation of fire stations 1-6 using ARPA funding.

**NOW, THEREFORE, BE IT RESOLVED** that the Salinas City Council authorizes an amendment to the professional services agreement between the City of Salinas and CSG Consultants to include project/management services until the expiration of the ARPA funds spending period.; and

**BE IT FURTHER RESOLVED** that the City Council authorizes the use of funds from ARPA account 3911 in an amount not to exceed 10% of total project/construction costs plus \$17,500 to complete Phase 1 of the project and allow for a 10% contingency for project/construction management services; and

**BE IT FURTHER RESOLVED** that the City Council grants the City Manager authority, upon approval of the City Attorney, to execute agreements for the renovation of fire stations 1-6 using account 3911 ARPA funds toward project costs and allowing for a 10% contingency.

**PASSED AND APPROVED** the 24th day of January 2023 by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**APPROVED:**

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Kimbley Craig, Mayor

**ATTEST:**

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Patricia M. Barajas, City Clerk

November 16, 2022

Samuel Klemek, EMT-P  
Fire Chief  
City of Salinas Fire Department  
65 W. Alisal Street  
Salinas, CA 93901

**Re: Project Management and Construction Management for Renovation of the Salinas Fire Stations 1-6 Facilities**

**CSG Consultants, Inc.** (CSG) is pleased to present this proposal to the **City of Salinas Fire Department** (SFD) to provide Project Management and Construction Management (PM & CM) services for the above referenced project (project).

For this project, **Peykan Abbassi, PE**, will serve as the Point of Contact and performs PM & CM services for the **City of Salinas** (City). Mr. Abbassi brings over 30 years of engineering management experience for large projects in municipal government. His contact information is as follows:

| (714) 568-1010 phone | (818) 800-6326 cell | peykana@csgengr.com

## Summary

The purpose of this proposal is to provide project and construction management services for the completion of renovation work at the Fire Station 1-6 facilities. This will include the selection of an architectural firm to provide a building assessment and to complete design packages for bids.

This proposal is based on information from the following:

- A 2019 Community Risk Assessment Final Report that included a general description of some of the items to be addressed during renovation work at each facility.
- A September 27, 2022, email from SFD that identified repair projects at each facility with the priority ranking and status for each item of work. Some of the repair work has been listed as being in progress.
- A job-walk between SFD and CSG personnel on October 13, 2022 to do a preliminary assessment of the scope of work for six (6) facilities.

During the job walk, renovation work at Fire Station No. 1 was identified as the top priority. As such, this proposal has been structured to be completed in three (3) phases to meet this priority requirement.

## Scope of Work

### Project Management

1. Provide project management oversight of all aspects of the fire stations renovation project from design consultant selection through construction and acceptance of the completed work.
2. Collaborate extensively with City representatives, contracted project vendors, and key internal and external stakeholders to ensure long- and short-term plans are met.
3. Serve as primary point of contact for the project.
4. Prepare and present project status reports to City representatives and other key stakeholder groups.
5. Assist with the preparation and execution of project-related documents including contracts, amendments, informational notices, press releases, presentations, etc.
6. Work with the City representatives to develop project plans, set targets for milestones, allocate resources and adhere to deadlines.

7. Work with selected City representatives to develop administrative and operational policies and procedures for the ongoing operation of the facilities.

### **Construction Management**

1. Oversee construction site, general contractor, and workers to ensure a high level of quality and safety.
2. Ensure that all work is performed in accordance with approved manuals and procedures.
3. Ensure that the renovation of the fire stations is constructed and documented in accordance with the contract documents and good engineering practices.
4. Provide technical support to the City representatives regarding the project.
5. Develop and maintain project cost/change controls, and project budget and accounting records.
6. Evaluate proposed change orders, manage change order negotiations, and make recommendations to City representatives.
7. Coordinate and monitor schedule updates, invoices, and submittals.
8. Assist in managing and reviewing the progress of contractors' construction schedules.
9. Review weekly and monthly reports on the status and progress of the contracts, including project costs and potential changes.
10. Report the status of the project to City on a weekly basis and as requested.
11. Attend project meetings as requested.
12. Host weekly construction meetings with representatives from the City, general contractor, subcontractors, and third parties.
13. Manage project closeout including jurisdictional requirements, systems training, client deliverables, and warranty walks.

### **Work Breakdown and Proposed Fee**

CSG Consultants recommend that the renovation work for the fire stations be performed in two (2) phases to maintain continuity of operations.

#### **1. Phase I:**

- Prepare RFP and assist the City with selection of the Architect.
- Assist the City with management of the selected Architect who will complete a building assessment for updated as-built drawings, then develop the schematic and design development documents and cost estimate for Fire Station No. 1-6.

#### **2. Phase II (Fire Station No. 1):**

- Assist the City with management of the selected Architect who will develop a complete set of construction documents for bid.
- Assist the City with bid and award and construction of the project. The construction Management and Inspection also includes the task required labor compliance monitoring activities as described below:

#### **Labor Compliance**

1. Monitors and audits contractors' certified payroll, timecards, payroll ledger and various supporting documents to verify the accuracy of contractors' compliance with wage, labor and apprenticeship laws and fair employment practices
2. Conducts construction jobsite interviews
3. Conducts audits and field investigations pertaining to contracted labor compliance provisions ensuring compliance with Department of Industrial Relations (DIR) Prevailing Wage Determinations

**3. Phase III (Fire Stations No. 2-6):**

- Assist the City with management of the selected Architect who will develop a complete set of construction documents for bid.
- Assist the City with bid and award and construction of the project. The construction Management and Inspection also includes the task required labor compliance monitoring activities as described below:

**Labor Compliance**

1. Monitors and audits contractors' certified payroll, timecards, payroll ledger and various supporting documents to verify the accuracy of contractors' compliance with wage, labor and apprenticeship laws and fair employment practices
2. Conducts construction jobsite interviews
3. Conducts audits and field investigations pertaining to contracted labor compliance provisions ensuring compliance with Department of Industrial Relations (DIR) Prevailing Wage Determinations

Design work on Phase III for Fire Stations No. 2-6 can begin immediately after completion of the construction documents for work on fire station No. 1 in Phase II.

The CSG proposed fee to perform the project management and construction management efforts is as follows:

1. For services to complete the work of Phase I, the proposed fee is \$17,500. This fee includes two (2) in-person meetings with the City.
2. For services to complete the work of Phases II and III, the proposed fee will be 10% of the estimated construction costs established above.

Additional services that may be needed will not be performed without prior authorization from the City.

We look forward to working with the City of Salinas Fire Department. If you have any questions or require additional information, please contact Cyril Charles, Sr. Project Manager ([cyrilc@csgengr.com](mailto:cyrilc@csgengr.com)) or myself in the contact information provided below.

Sincerely,



Peykan Abbassi, PE, *Vice President*  
(818) 800-6326 cell  
peykana@csgengr.com

Encl.: Preliminary Job Walk Assessment (10/13/22)

**Additional services requested by the City of will be billed at the following rates:**

**CSG Consultants Schedule of Fees  
October 27, 2022**

<b>PROFESSIONAL STAFF</b>	<b>HOURLY RATE</b>
Principal Engineer	<b>\$185.00</b>
Sr. Project Manager	<b>\$165.00</b>
Asst. Project Manager	<b>\$ 95.00</b>
<b>Meetings:</b>	
In person meetings	<b>\$1500.00/Meeting</b>



**PROJECT MANAGEMENT AND CONSTRUCTION MANAGEMENT  
FOR  
RENOVATION OF THE SALINAS FIRE STATIONS 1-6 FACILITIES  
PRELIMINARY JOB WALK ASSESSMENT  
OCTOBER 13, 2022**



For this Fire Station No. 1, the following were noted during the job walk:

1. Per SFD, work on this facility is priority No. 1 work. SFD understands that the most cost effective and efficient method to complete this work would require relocation of operations and this can be accommodated.
2. An assessment of the plumbing system in the bathroom areas that have drainage problems related to frequent blockage is required. (Could be a design issue.)
3. There are electrical issues that may be related to lack of capacity.
4. A complete remodel of the kitchen is required. There are electrical power issues and non-working appliances.
5. New flooring is required throughout the day room (where floor is being replaced, except for the sleeping areas, VCT should be used). Carpets are not an acceptable floor finish.
6. A full height retractable divider is to be installed in the day room.
7. A new cooling system should be installed. (There is no air-conditioning in the building, only heating from gas furnaces.)
8. Complete interior painting of the building is required.
9. An upgrade to the meeting room layout is required.

10. Since the renovation work may require new lighting fixtures, and HVAC diffusers and grilles, the installation of new ceiling tiles throughout the affected areas should be included since there was damage to the many of the tiles from roof leaks.
11. Provide new concrete paving in the parking lot.
12. Replacement of the rear (west) apparatus bay doors to match the front doors is required.
13. Complete replacement of the vent extractor system for the trucks since the existing system vendor is out of business and parts are no longer available.
14. An evaluation by the design consultant of the options to reduce the response time and path of travel for employees to get to the trucks.
15. Privacy screens to be added to the dormitory.
16. Add a card reader system for the building entry.

During the job walk it was observed that:

1. A new roof had been installed
2. A new metal fascia had been installed
3. Fencing, gate, and generator replacement work has been scheduled by the City. An option discussed was to place this work on hold to be completed with the other work listed above for a complete project.
4. The building is non-sprinklered. Since this is an essential facility, should sprinklers be added?



For this Fire Station No. 2, the following were noted during the job walk:

1. This building is sprinklered.
2. A complete remodel of the kitchen is required (priority no. 2).
3. The complete painting of interior and exterior is required.
4. Demolition and replacement of the existing onsite storage shed with a new storage shed to be included.
5. Signage "Keep Clear" upgrade to front of station for truck emergency egress is required.
6. A solution to the workout room open to the apparatus bay and exposed to the exhaust emissions is required.
7. A new cooling system should be installed. (There is no air-conditioning in the building, only heating.)
8. New paving in the parking lot is required.
9. Complete replacement of the vent extractor system for the trucks is required since the existing system vendor is out of business and parts are no longer available.
10. SFD noted that this is a backup only apparatus bay, and when the truck is fully backed up the clearance between the rear of the truck and the adjacent wall/door does not allow for a free and easy pedestrian pathway. Is there a solution?



FIRE STATION NO. 3

For this Fire Station No. 3, the following were noted during the job walk:

1. A complete remodel of the kitchen is required.
2. A new cooling system (maybe a central system) is required since there are non-working window air-conditioning systems at this facility.
3. Complete replacement of the vent extractor system for the trucks is required since the existing system vendor is out of business and parts are no longer available.
4. The dormitory is directly connected to the apparatus bay and exposed to the exhaust emissions. A solution is required.
5. A solution to the workout room open to the apparatus bay and exposed to the exhaust emissions is required.
6. There are numerous leaks throughout the building so a new roof may be required.
7. There are significant plumbing issues that may require a building drain and sewer replacement.
8. Complete painting of interior and exterior should be included.
9. Demolition of the training tower with a 1-story underground that will backfill should be included.
10. Bathroom remodel to be discussed. Facility does not have a co-ed bathroom and a shower with two small heads. Access to the shower is limited and not code compliant.
11. Provide dividers in the dormitory area.
12. The area for the staff jackets and other clothing is not ventilated.
13. Floor covering replacement is required.
14. The building is non-sprinklered.



For Fire Station No. 4, the following were noted during the job walk:

1. Complete repair/replacement of vehicle ramp at front of building is required.
2. New paving in the parking lot is required.
3. Exterior painting is required.
4. A complete remodel of the kitchen is required (priority no. 2 work).
5. Windows and bay doors in this building are single pane and require upgrade to more energy efficient double pane windows.
6. There are non-working window air-conditioning systems at this facility, so a new central system is proposed.
7. Complete replacement of the vent extractor system for the trucks is required since the existing system vendor is out of business and parts are no longer available



FIRE STATION NO. 5

For Fire Station No. 5, the following were noted during the job walk:

1. There is no air-conditioning at this facility, so a new central air-conditioning system is requested.
2. There was localized water damage at some windows and wall areas that require investigation.
3. Complete replacement of the vent extractor system for the trucks is required since the existing system vendor is out of business and parts are no longer available.
4. A solution to the workout room open to the apparatus bay and exposed to the exhaust emissions.



FIRE STATION NO. 6

From field visit on 10/12/22, the following were noted during the job walk:

1. There is no air-conditioning at this facility, so a new central system is proposed
2. A solution to the workout room open to the apparatus bay and exposed to the exhaust emissions.
3. Complete interior and exterior painting should be included.
4. Complete replacement of the vent extractor system for the trucks since the existing system vendor is out of business and parts are no longer available
5. Replacement of the apparatus room doors is required.

CSG PROPOSAL TO SALINAS FIRE DEPARTMENT  
PROJECT MANAGEMENT AND CONSTRUCTION MANAGEMENT FOR  
RENOVATION OF SALINAS FIRE STATIONS 1-6 FACILITIES





## Legislation Text

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**File #:** ID#23-045, **Version:** 1

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### **Fire Station Security Camera Systems**

Approve a Resolution amending an agreement approved by the City Council (Resolution No. 22510 (N.C.S.)) for the purchase and installation of Verkada security camera systems at all fire stations through MJ Communications to increase the total cost to an amount not exceeding \$242,048.98.



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

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**DATE:** JANUARY 24, 2023  
**DEPARTMENT:** SALINAS FIRE DEPARTMENT  
**FROM:** SAMUEL KLEMEK, FIRE CHIEF  
**BY:** ESTEFANIA VARGAS, MANAGEMENT ANALYST  
**TITLE:** FIRE STATIONS SECURITY CAMERA SYSTEMS

RECOMMENDED MOTION:

A motion to approve a resolution amending an agreement approved by the City Council (Resolution No. 22510 (N.C.S.)) for the purchase and installation of Verkada security camera systems at all fire stations through MJ Communications to increase the total cost to an amount not exceeding \$242,048.98.

EXECUTIVE SUMMARY:

The Fire Department has identified the need for enhanced surveillance camera systems across all fire stations. The Information Technology division has recommended Verkada Security Camera Systems, purchased, and installed through MJ Communications, to fit the needs of all fire stations and meet network requirements. An amendment to the previous resolution is being requested to accommodate for equipment and labor that will help the Fire Department comply with the legally required retention policy for public facility video.

BACKGROUND:

Ensuring and maintaining the safety of the Fire Department personnel and City assets has been a top priority of the Salinas Fire Department. Over the past several years, the department has experienced equipment theft and/or break-ins to staff vehicles across all fire stations. In addition, due to the location of several stations and the surrounding transient population, personnel continue to experience safety concerns. The Salinas Fire Department needs to install security camera systems at all fire stations in the city to protect City and staff assets, as well as ensure the safety of personnel. The Fire Department worked on an agreement with MJ Communications to purchase and install Verkada security camera systems across all fire stations. Verkada integrates well with the network and infrastructure requirements in the City and will provide the department with a proactive crime prevention system. The current quote obtained from MJ communications for the purchase and installation of the systems at all stations is \$220,044.53.

CEQA CONSIDERATION:

**Not a Project.** 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).

STRATEGIC PLAN INITIATIVE:

Approving the proposed resolution will support the City Council's Strategic Plan Goal of Public Safety.

DEPARTMENTAL COORDINATION:

The Fire Department sought recommendations on camera systems from the Information Technology division, to ensure compatibility with network and infrastructure systems. The department will also seek to coordinate with the Information Technology division during the installation. Additionally, the Fire Department will coordinate with the Finance Department during the purchasing process.

FISCAL AND SUSTAINABILITY IMPACT:

\$220,044.53 for this procurement and a 10% contingency for a total not to exceed \$242,048.98, and related costs are ready and available for use in the Fire Department's American Rescue Plan Act (ARPA) Fund appropriations.

ATTACHMENTS:

Resolution  
MJ Communications Quotes

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

**RESOLUTION AUTHORIZING THE DIRECT PURCHASE OF SECURITY CAMERAS FOR THE SALINAS FIRE STATIONS**

**WHEREAS**, the City Council previously approved Resolution No. 22510 (N.C.S.) approving the purchase of security cameras for the City’s fire station facilities; and,

**WHEREAS**, an amendment to the professional services agreement is required to accommodate for equipment and labor that will help the Fire Department comply with the legally required retention policy for public facility video; and,

**WHEREAS**, the Salinas Fire Department has experienced equipment theft and/or break-ins to staff vehicles across all fire stations; and,

**WHEREAS**, due to the location of several stations and the surrounding transient population, personnel continue to experience safety concerns; and,

**WHEREAS**, the Salinas Fire Department has obtained quotes for camera systems across all fire stations, to mitigate and prevent crime and ensure the safety of personnel; and,

**WHEREAS**, MJ Communication has quoted the department \$220,044.53 for the purchase and installation of the Verkada camera systems across all fire stations; and,

**WHEREAS**, the department is requesting the agreement with MJ Communications to incorporate a 10% contingency; and,

**WHEREAS**, the City Council can approve this purchase pursuant to Salinas Municipal Code Section 12-27 (exception to low-bid-based competition) in contracting for equipment, materials, supplies, and services and pursuant to Salinas Municipal Code 12-28.080 (local purchasing preference); and

**WHEREAS**, the total purchase and installation cost cannot exceed \$242,048.98.

**NOW, THEREFORE, BE IT RESOLVED** that pursuant to Salinas Municipal Code sections 12-27 and 12-28.080 the Salinas City Council authorizes the Purchasing Agent to enter into an agreement with MJ Communications to complete the purchase of the security camera systems for a total cost not to exceed \$242,048.98 and to take whatever additional action may be necessary to complete the purchase approved in this resolution.

**PASSED AND APPROVED** this 24<sup>th</sup> day of January 2023, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

---

Kimbley Craig, Mayor

**ATTEST:**

---

Patricia M. Barajas, City Clerk

# Quote

**DATE**

Dec 5, 2022

*MJ Communications, Inc.*

P. O. Box 10023  
Salinas, CA 93912

(831) 214-6960

License; 1063397

[jorgegarciamjc@gmail.com](mailto:jorgegarciamjc@gmail.com)

**Att: Samuel Klemek**

**Project: Salinas Fire Stations Security Cameras**

**Scope: Verkada Security Cameras 1 Year Recording**

Remove a total of 25 Verkada cameras from the six Salinas Fire Stations and send back 26 to Verkada Manufacture, since one hasn't been installed at FS5. This 26 cameras were included on the original approved quote.

Return 8) New Verkada Cameras to Verkada Manufacture. This 8) Cameras were approved as part of the change order.

Re-install a total of 34) New Verkada Cameras with 2 TB each of local storage giving 365 days of video storage as requested. Verkada Cloud will be use to pull the video from each camera. Cameras will get re-install at the same locations metioned on the Original Quote and on the Change Order. 6) FS1, 6) FS2, 7)FS3, 5) FS4, 5) FS5 and 7) FS6

**Total Cost including Original Quote, Change Order and this new Quote:**

Labor \$55,974.00, Parts including freight, lift rental \$150,634.33 plus Tax \$13,436.20 for the sum of \$220,044.53  
Quote Expiration Date 12-12-22

Approved by; \_\_\_\_\_

Print Name

Date; \_\_\_\_\_

P.O. # \_\_\_\_\_



# City of Salinas

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

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**File #:** ID#23-046, **Version:** 1

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### **Direct Purchase of 3 Lifepack-15 Cardiac Monitors from Global Medical Response**

Approve a Resolution approving the direct purchase of LIFEPAK-15 cardiac monitors from Global Medical Response in the total amount of \$91,914.57.



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

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**DATE:** JANUARY 24, 2023  
**DEPARTMENT:** FIRE DEPARTMENT  
**FROM:** SAMUEL KLEMEK, FIRE CHIEF  
**BY:** ESTEFANIA VARGAS, MANAGEMENT ANALYST  
**TITLE:** DIRECT PURCHASE OF LIFEPAK-15 CARDIAC MONITORS

RECOMMENDED MOTION:

It is recommended that the City Council approve a resolution approving the direct purchase of LIFEPAK-15 cardiac monitors from Global Medical Response in the total amount of \$91,914.57.

EXECUTIVE SUMMARY:

The Fire Department is in need of replacing three LIFEPAK-15 cardiac monitors, as they have exceeded their serviceable lifespan. The acquisition of this equipment will provide interoperable lifesaving cardiac monitor devices for the next 8 to 10 years. Funds for this purchase are available in the General Fund 4520 Emergency Medical Services account.

BACKGROUND:

Cardiac monitors are mandatory equipment required by Paramedics to perform advanced life support (ALS) interventions in the event of a cardiac arrest. This equipment is also required by the California Emergency Medical Services Authority (CA-EMSA) and the Salinas Fire Department's Paramedic Agreement with the Monterey County EMS Agency. Currently, the department has (3) LIFEPAK 15 V1 cardiac monitors that were purchased in 2009 and are no longer supported by the manufacturer. The purchase will provide all frontline emergency response apparatus the ability to maintain currently serviceable cardiac monitors and to provide continued advanced emergency medical care. Cardiac monitors are vital to the effective delivery of advanced paramedic patient care and to the efficiency of emergency medical service operations. The Salinas Fire Department received a quote from Global Medical Response for the purchase of 3 LIFEPAK-15 Cardiac Monitors, associated equipment, and required service contracts for a total of \$79,925.71. The Fire Department is requesting an additional 15% contingency for a total amount not to exceed \$91,914.57.

CEQA CONSIDERATION:

**Not a Project.** 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).



STRATEGIC PLAN:

This purchase supports the City Council's strategic goal of *Public Safety*.

DEPARTMENTAL COORDINATION:

The Fire Department will coordinate with the Finance Department throughout the purchasing process.

FISCAL AND SUSTAINABILITY IMPACT:

Funds are appropriated and available in the General Fund 4520 Emergency Medical Services account for the total amount requested (\$91,914.57).

ATTACHMENTS:

Resolution  
Global Medical Response Quotation

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

**A RESOLUTION AUTHORIZING THE PURCHASE OF THREE LIFEPAK 15 CARDIAC MONITORS FROM GLOBAL MEDICAL RESPONSE**

**WHEREAS**, the Fire Department has a need to replace 3 LIFEPAK-15 cardiac monitors that have exceeded their serviceable lifespan; and

**WHEREAS**, the replacement of these lifesaving devices will meet the requirements of the Paramedic provider agreement with the Monterey County EMS Agency; and

**WHEREAS**, Global Medical Response can provide the three LIFEPAK-15 cardiac monitors, respective equipment and service contracts for a total cost of \$79,925.71; and

**WHEREAS**, the Fire Department is requesting a 15% contingency, for a total not to exceed amount of \$91,914.57; and,

**WHEREAS**, purchasing the LIFEPAK 15 cardiac monitors is vital to the delivery of advance Paramedic patient care; supports a safe; livable community, and allows for efficient emergency medical services operations maintaining interoperability for fire department operations; and

**WHEREAS**, funding for this purchase is available in the General Fund 4520 Emergency Medical Services account; and,

**WHEREAS**, the City Council has the authority to approve direct purchases of goods and services under Salinas Municipal Code Section 12-27 and Section 12-28.080; and

**WHEREAS**, the City Council finds that the criteria of Section 12-27 are met.

**NOW, THEREFORE, BE IT RESOLVED** that the Salinas City Council authorizes the Purchasing Officer to complete the purchase authorized by this Resolution and to sign all necessary contracts upon review and approval of the City Attorney.

**PASSED AND APPROVED** this 24<sup>th</sup> day of January 2023, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

---

Kimbley Craig, Mayor

**ATTEST:**

---

Patricia M. Barajas, City Clerk

## Fw: LPK-15 Pricing

Ryan Alexander <ryan.alexander@ci.salinas.ca.us>

Wed 12/14/2022 4:10 PM

To: Estefania Vargas <estefaniav@ci.salinas.ca.us>

LP15 quote

*Ryan Alexander*

Captain, EMS Division

City of Salinas Fire Department,

Cell: (408) 621-1792

[Ryan.Alexander@ci.salinas.ca.us](mailto:Ryan.Alexander@ci.salinas.ca.us)

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**From:** Esslinger, Michael <Michael.Esslinger@gmr.net>

**Sent:** Wednesday, December 14, 2022 4:00 PM

**To:** Ryan Alexander <ryan.alexander@ci.salinas.ca.us>

**Subject:** LPK-15 Pricing

Hi Ryan,

Here's the current pricing for the three Life-Pak-15s. Please note that shipping may be higher and the final invoice will be reflective of the actual freight fees. Please call me if you need anything additional. Actual pricing may be subject to change, but these are the most current estimates in our system.

**LP15 bundle 99577-001957 \$24,062.22 \* 3 = \$72,186.66**

**NIBP Cuff – reusable infant 11160-000011 \$14.95 \* 3 = \$44.85**

**NIBP Cuff – reusable large adult 11160-000019 \$33.15 \* 3 = \$99.45**

Equipment total **\$72,330.96**

Sales tax (9.25%) **\$6,690.61**

Estimated freight **\$904.14** \*This is just an estimate based on 1.25% of the equipment total.

Grand total **\$79,925.71**

My very best,

Mike Esslinger

~

[Mike Esslinger](#)

Regional Director, Monterey, Santa Cruz and San Benito Counties

2511 Garden Rd. Suite A140 | Monterey, CA 93940

**W:** 831.718.9561 | [www.globalmedicalresponse.com](http://www.globalmedicalresponse.com)



A Global Medical Response Solution



## Legislation Text

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**File #:** ID#23-053, **Version:** 1

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### **Fire Supervisors Association Memorandum of Understanding; Modification to Classification - Salary Schedule**

Approve a Resolution authorizing the City Manager to sign the Memorandum of Understanding (MOU) with the Fire Supervisors Association (FSA), for a term ending on December 31, 2025, and approving modification to the Classification - Salary Schedule for the wage adjustments.



**CITY OF SALINAS  
COUNCIL STAFF REPORT**

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**DATE:** January 24, 2023

**DEPARTMENT:** ADMINISTRATION

**FROM:** Steven S. Carrigan, City Manager

**BY:** Marina Horta-Gallegos, Human Resources Director  
Che Johnson, Attorney, Liebert, Cassidy & Whitmore  
Katie Hogan, Assistant City Attorney

**TITLE:** FIRE SUPERVISORS ASSOCIATION MEMORANDUM OF UNDERSTANDING; MODIFICATION TO CLASSIFICATION – SALARY SCHEDULE

RECOMMENDED MOTION:

A motion authorizing the City Manager to sign the Memorandum of Understanding (MOU) with the Fire Supervisors Association (FSA), for a term ending on December 31, 2025, and approving modification to the Classification – Salary Schedule for the wage adjustments.

RECOMMENDATION:

It is recommended that the City Council approve a Resolution authorizing the City Manager to sign a new Memorandum of Understanding with FSA and authorizing modification to the Classification – Salary Schedule for the FSA salary adjustment.

EXECUTIVE SUMMARY:

The MOU between the City and the FSA expired on December 31, 2022. Representatives of the City and the FSA met and conferred in good faith through the collective bargaining process and have reached a tentative agreement on the terms of a new MOU consistent with City Council direction. The attached MOU between the City and FSA is the result of several weeks of good faith negotiations between the parties. Highlights of the MOU changes include the following:

- Term: January 2023 through December 2025
- Wages: 4% salary increase effective February 2023; 2% effective in January 2024 and 2% effective in January 2025
- Education Incentive: eliminated; \$4,800 rolled into base pay
- On-call Pay: For standby afterhours and on weekends
- Health: Revised cost sharing on health benefits
- Other Terms: Language/process clean-up

CEQA CONSIDERATION:

**Not a Project.** 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).

STRATEGIC PLAN INITIATIVE:

The proposed action meets the Effective and Culturally Responsive Government Council goal within the 2022-2025 Strategic Plan.

FISCAL AND SUSTAINABILITY IMPACT:

The projected cumulative cost of the FSA adjustments over three years, totals approximately \$561,000.

ATTACHMENTS:

Resolution  
Memorandum of Understanding with FSA  
Classification – Salary Schedule

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

**A RESOLUTION APPROVING THE MEMORANDUM OF UNDERSTANDING FOR THE FIRE SUPERVISORS ASSOCIATION AND AUTHORIZING THE CITY MANAGER TO SIGN THE MEMORANDUM OF UNDERSTANDING AND AUTHORIZING MODIFICATION TO THE CLASSIFICATION – SALARY SCHEDULE**

**BE IT RESOLVED BY THE CITY COUNCIL OF SALINAS** that the City Manager is hereby authorized and directed for and on behalf of the City of Salinas to sign the Memorandum of Understanding for the Fire Supervisors Association, for a term through December 31, 2025, and authorizing the corresponding modification to the Classification – Salary Schedule.

**APPROVED** this 24<sup>th</sup> day of January 2023, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

\_\_\_\_\_  
Kimbley Craig, Mayor

ATTEST:

\_\_\_\_\_  
Patricia M. Barajas, City Clerk





# City of Salinas

200 Lincoln Ave., Salinas,  
CA 93901  
[www.cityofsalinas.org](http://www.cityofsalinas.org)

## Legislation Text

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**File #:** ID#23-060, **Version:** 1

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- a. **Pending Litigation** - California Government Code Section 54956.9(d)(1), conference with legal counsel regarding, Santa Rita Union High School District, et al. v. City of Salinas et al., Monterey County Superior Court Case No. 20CV000242.
- b. **Pending Litigation** - California Government Code Section 54956.9(d)(1), conference with legal counsel regarding, Alisal Union School District, et al. v. City of Salinas, et al., Monterey County Superior Court Case No. 20CV00340.