

RESOLUTION NO. _____ (N.C.S.)

A RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT WITH THE SALINAS VALLEY TVB, INC FOR THE OPERATION OF THE SALINAS CALIFORNIA WELCOME CENTER

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

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

WHEREAS, the Salinas Valley TVB, Inc (SVTVB) operates a California Welcome Center in Salinas; and

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

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

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

WHEREAS, staff will continue to evaluate use of the TID funds and report quarterly to the Finance Committee during the term of the Agreement; and

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

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves the attached Agreement with the SVTVB and authorizes the City Manager to execute said Agreement and direct staff to continue to evaluate the City's TID funds and to provide quarterly updates on CWC monthly operation and financial reporting to the Finance Committee.

PASSED AND APPROVED this 12th day of September, 2023 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbley Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

Attached:

Exhibit A – Proposed Agreement