

RESOLUTION NO. 17-10-03-04

**A RESOLUTION OF THE CITY OF DANA POINT, CALIFORNIA,
CONFIRMING THE 2017 ANNUAL REPORT AND DECLARING THE
INTENTION OF THE CITY COUNCIL TO CONTINUE THE PROGRAM
AND ASSESSMENTS FOR THE 2017 CALENDAR YEAR FOR THE DANA
POINT TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)**

WHEREAS, the Parking and Business Improvement Area Law of 1989 Section 36500 et seq. of the California Streets and Highway Code authorizes cities to establish and renew business improvement areas for the purpose of promoting tourism; and

WHEREAS, on March 9, 2009, the City Council conducted a public hearing and approved Ordinance 09-01 to establish the Dana Point Tourism Business Improvement District (TBID) beginning in the 2010 Calendar Year; and

WHEREAS, on November 22, 2010, the City Council conducted a public hearing and approved Resolution 10-11-22-02 to renew the TBID for the 2011 Calendar Year; and

WHEREAS, on December 12, 2011, the City Council conducted a public hearing and approved Resolution 11-12-12-01 to renew the TBID for the 2012 Calendar Year; and

WHEREAS, on December 4, 2012, the City Council conducted a public hearing and approved Resolution 12-12-04-04 to renew the TBID for the 2013 Calendar Year; and

WHEREAS, on December 3, 2013, the City Council conducted a public hearing and approved Resolution 13-12-03-05 to renew the TBID for the 2014 Calendar Year; and

WHEREAS, on November 18, 2014, the City Council conducted a public hearing and approved Resolution 14-11-18-05 to renew the TBID for the 2015 Calendar Year; and

WHEREAS, on December 1, 2015, the City Council conducted a public hearing and approved Resolution 15-12-01-01 to renew the TBID for the 2016 Calendar Year; and

WHEREAS, on April 13, 2016, The Resorts of Dana Point Association, Inc. (dba Visit Dana Point) was established as a Destination Marketing Organization (DMO); and

WHEREAS, on May 17, 2016, the City Council approved an Operating Agreement with the Resorts of Dana Point Association, Inc., to carry out the functions for which TBID funds are allowed to be spent; and

WHEREAS, on November 15, 2016, the City Council conducted a public hearing and approved Resolution 16-11-15-01 to renew the TBID for the 2017 Calendar Year; and approved an Operating Agreement with the Resorts of Dana Point Association, Inc., to carry out the functions for which TBID funds are allowed to be spent; and

WHEREAS, the DMO Board has requested the renewal of the TBID for the 2018 Calendar Year to continue its activities; and

WHEREAS, all other findings of Ordinance 09--01 to establish the TBID remain unchanged; and

WHEREAS, the Advisory Board has prepared an annual report for the 2018 Calendar Year, which is attached as Exhibit A to this resolution and incorporated herein by this reference ; and

WHEREAS, the annual report generally describes 2018 activities to be advertising, public relations and marketing activities which attract and extend overnight stays in Dana Point hotels; and

WHEREAS, the annual report is on file with the City Clerk and provides a detailed description of the improvements and activities to be provided in the 2018 Calendar Year, including the boundaries of the area and the proposed assessments to be levied upon the businesses within the area; and

WHEREAS, it is the intention of the City Council to levy and collect assessments from the four businesses within the TBID for the 2018 Calendar Year; and

WHEREAS, the City Council conducted a public meeting on October 3, 2017 to affirm the annual report and set the public hearing date for November 7, 2017, according to state law Sections 36524 and 36525; and

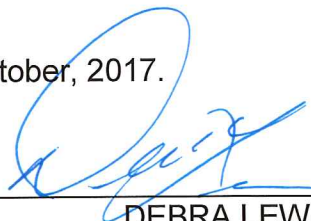
WHEREAS, on November 7, 2017, the City Council will conduct a public hearing to renew the TBID at 6:00 p.m. (or as soon thereafter as possible), in the Dana Point City Council Chamber, 33282 Golden Lantern, Ste. 210, Dana Point, CA 92629; and

WHEREAS, at the public hearing affected businesses will have the opportunity to protest the TBID renewal; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Dana Point as follows:

- A) That the above recitations are true and correct and incorporated herein by reference.
- B) The City Council confirms the annual report and declares its intention to renew the Dana Point Tourism Business Improvement District for the 2018 Calendar Year and to levy and collect assessments from affected businesses listed in Exhibit A and described as all hotels with greater than 190 hotel rooms within the boundaries of the City of Dana Point.

PASSED, APPROVED, AND ADOPTED this 3rd day of October, 2017.



DEBRA LEWIS
MAYOR

ATTEST:



KATHY M. WARD
CITY CLERK

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss.
CITY OF DANA POINT)

I, Kathy M. Ward, City Clerk of the City of Dana Point, do hereby certify that the foregoing Resolution No. 17-10-03-04 was duly adopted and passed at a regular meeting of the City Council on the 3rd day of October, 2017, by the following roll-call vote, to wit:

AYES: Council Members Muller, Tomlinson, Viczorek, Mayor Pro Tem
 Wyatt and Mayor Lewis

NOES: None

ABSENT: None

ABSTAIN: None



KATHY M. WARD
CITY CLERK

EXHIBIT A TO ACTION DOCUMENT B

**DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT FOR 2018 CALENDAR YEAR**

Purpose To collectively market Dana Point as an overnight destination

Expected Revenue \$950,000 - \$1,000,000

Estimate of Surplus Carried Over from 2017 Fiscal Year \$1,631,000

Activities Sales, marketing, advertising, and public relations activities that attract and extend overnight stays in Dana Point hotel properties. In 2018, the DMO plans to implement defined strategies from a three-year strategic Sales and Marketing Business Plan. The DMO will continue to utilize the services of a PR/marketing firm to assist in enhancing awareness and branding of VDP by seeking targeted meetings/conference and leisure business opportunities to retain and grow market share. The DMO will continue to research and capture qualified new meetings business opportunities and host familiarization tour(s) with meeting planners showcasing the hotel properties and key community establishments. The DMO will attend qualified tradeshow and other customer engagement/networking opportunities for a grassroots selling approach and communicate awareness of the destination and resorts. A continued focus will be to drive the growth of economic impact for the destination. This will be achieved by increasing incremental bookings and room nights from meetings and conferences, and encourage leisure visitors to increase length of stay.

The DMO will use market research to guide decisions for increasing awareness by target markets and will promote Dana Point as a year round destination. These target markets will be reached by:

- Development of appealing and useful collateral for distribution at trade show and client events
- Increase web and social media presence through organic and paid search optimization respectively
- Expand and leverage cooperative marketing and partnership opportunities within the tourism industry
- Explore paid and earned media channels that drive and increase brand and destination awareness. Create visitor driven economic impact

These activities are specifically listed with anticipated costs for each:

Meeting Marketing, Sales & Communication	\$500,000
Leisure Marketing , Promotions & Communication	100,000
PR/Marketing:	
Website Maintenance & Hosting	30,000
Digital Assets Creation	60,000
Digital Paid Search (SEM/SEO)	60,000
Public Relations	50,000
Agency Services & Support	70,000
Partnerships	20,000
Admin & Operating	200,000
TOTAL EXPENSES	\$1,000,000

The 2018 Activities Plan may be modified within these categories according to opportunities and strategic direction from the Advisory Board and/or DMO Board.

Fiscal Year January 1, 2018 to December 31, 2018

This Annual Report of the Dana Point Tourism Business Improvement District (TBID) for the 2018 Calendar Year and is filed with the City Clerk, according to California Streets and Highways Code Sections 36533-36537.

The City Council approved an ordinance to establish the Dana Point Tourism Business Improvement District on March 9, 2009 to implement a program to promote Dana Point as an overnight destination as of January 1, 2010. The 2018 Calendar Year will be the TBID's eighth year of operation.

The TBID Advisory Board has directed this Annual Report to be prepared for the 2018 Calendar year, for which assessments are to be levied and collected to pay the costs of activities described in this report.

Assessment and Boundaries – No changes in assessment or boundaries are proposed. The assessment is to be levied on all existing hotel businesses with greater than 190 rooms within the City of Dana Point at a rate of \$3.00 per occupied room night subject to City of Dana Point transient occupancy tax. No contributions are made from sources other than TBID assessments levied.

Advisory Board

General Manager
Doubletree Suites by Hilton Doheny Beach
34402 Pacific Coast Highway
Dana Point, CA 92629

General Manager Bruce Brainerd or Designee
Ritz-Carlton Laguna Niguel
One Ritz-Carlton Drive
Dana Point, CA 92629

General Manager Jim Samuels or Designee
Laguna Cliffs Marriott Resort & Spa
25135 Park Lantern
Dana Point, CA 92629

General Manager Ian Pullan or Designee
Monarch Beach Resort
One Monarch Beach resort
Dana Point, CA 92629

Ex-Officio Board Member
City Manager or Designee
City of Dana Point