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CITY OF OAKLAND

AGENDA REPORT

TO: Sabrina B. Landreth
CITY ADMINISTRATOR

FROM: Mark Sawicki

SUBJECT: Oakland Tourism Business Improvement
District 2015 - **SUPPLEMENTAL**

DATE: July 8, 2015

City Administrator
Approval

Date

7/14/15

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Staff recommends that the City Council conduct a public hearing and adopt:

A Resolution Declaring Results Of Majority Protest Proceedings And Establishing The Oakland Tourism Business Improvement District 2015

REASON FOR SUPPLEMENTAL

On July 7, 2015 a public hearing, originally scheduled for April 21, 2015, was held regarding the proposed formation of an Oakland Tourism Business Improvement District 2015 ("OTBID"). The above public hearing was to satisfy the public meeting requirement of the proposed OTBID pursuant to California Streets and Highways Code Section 36623 and Government Code Section 54954.6.

At the above public hearing, representatives of Visit Oakland (OTBID's proposed Owners' Association), proposed the following changes to the OTBID, based on recent discussions with owners of affected lodging businesses:

1. Instead of a five-year term, the OTBID would have a three-year term;
2. Instead of \$2.50 per occupancy per night, the OTBID assessment would be \$1.50 per occupancy per night; and
3. Instead of including lodging businesses with eight or more rooms, the OTBID assessment would only apply to lodging businesses with 50 rooms or more.

Since the above public hearing was noticed as a non-action item only, any actions by City Council on the above proposed changes to the OTBID will occur at a second related public hearing, currently scheduled and noticed to take place on July 21, 2015.

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At the July 21, 2015 public hearing, if a majority protest is not established (businesses that would pay fifty percent (50%) or more of the assessed value file protests against formation of the OTBID), California Streets and Highways Code permits City Council to pass a resolution establishing the OTBID. Streets and Highways Code Section 36624 limits the types of modifications that Council may propose, stating:

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 or 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.

It is estimated that the above proposed changes to the OTBID, if adopted by City Council on July 21, 2015, will result in the following:

1. Instead of including approximately 71 lodging businesses, the OTBID will include approximately 29 hotels and motels (see **Attachment A** to this report).
2. Instead of generating approximately \$3,400,00 in assessment revenues per year, the OTBID will generate approximately \$1,623,611 in assessment revenues per year. The percentage of funds allocated to each spending category will remain the same as previously proposed (see **Attachment B** to this report).

For questions regarding this report, please contact Maria Rocha, BID Program Manager, at 510-238-6176.

Respectfully submitted,



Mark Sawicki, Director
Economic and Workforce Development Department

Prepared by:
Maria Rocha, BID Program Manager

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Attachment A
(to the OTBID Public Hearing Supplemental Agenda Report)

	Name	
1	Americas Best Value Inn Oakland Lake Merritt	122 12th Street
2	Bay Breeze Inn	4919 Coliseum Way
3	Best Western Plus Airport Inn & Suites	170 Hegenberger Loop
4	Best Western Plus Bayside Hotel	1755 Embarcadero
5	Claremont Hotel Club & Spa	41 Tunnel Road
6	Clarion Hotel Downtown Oakland City Center	375 13th Street
7	Comfort Inn & Suites Oakland	8452 Edes Avenue
8	Courtyard Oakland Airport	350 Hegenberger Road
9	Courtyard Oakland Downtown	988 Broadway
10	Days Inn Hotel San Francisco Oak Airport Coliseum	8350 Edes Avenue
11	Econo Lodge Inn & Suites Oakland Airport	10 Hegenberger Road
12	Empyrean Towers LLC	1300 Webster Street
13	Executive Inn	1755 Embarcadero
14	Extended Stay America	3650 Mandela Parkway
15	Hilton Oakland Airport	1 Hegenberger Road
16	Holiday Inn Express & Suites Oakland Airport	66 Airport Access Road
17	Holiday Inn Hotel & Suites Oakland Airport	77 Hegenberger Road
18	Homewood Suites Oakland Waterfront	1103 Embarcadero
19	Hotel Travelers	392 11th Street
20	Inn @ Jack London Square	233 Broadway
21	Jack London Inn	444 Embarcadero W
22	Joie De Vivre Waterfront Hotel	10 Washington Street
23	La Quinta Inns & Suites Oakland Airport Coliseum	8465 Enterprise Way
24	Marriott Oakland City Center	1001 Broadway
25	Motel 6 Oakland Airport #1015	8480 Edes Avenue
26	Motel 6 Oakland Embarcadero #1080	1801 Embarcaedro
27	Quality Inn Oakland	8471 Enterprise Way
28	Red Lion Hotel Oakland International Airport	150 Hegenberger Road
29	Sutter Hotel	584 14th Street

Attachment B
(to the OTBID Public Hearing Supplemental Agenda Report)

