

**EXHIBIT A**  
MANAGEMENT DISTRICT PLAN SUMMARY

**PETITION TO THE CITY OF TEMECULA  
TO RENEW THE VISIT TEMECULA VALLEY TOURISM BUSINESS IMPROVEMENT  
DISTRICT**

We petition you to initiate proceedings to renew the Visit Temecula Valley Tourism Business Improvement District (the "VTVTBD") in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 *et seq.*, for the purpose of providing services as described in the Management District Plan Summary attached hereto as Exhibit A within the territory shown on the map in Exhibit A.

**Lodging Establishment & Address**

**Business Owner**

_____	_____
_____	_____
_____	_____
_____	_____

By my signature below, I certify that I am authorized to sign this Petition on behalf of the business listed above.

\_\_\_\_\_  
Owner /Owner Representative Name (printed)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Owner/Owner Representative Signature

\_\_\_\_\_  
Date

A complete copy of the Management District Plan is on file with the City of Temecula City Clerk and Finance Director and will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Jennifer Hennessey, Finance Director  
City of Temecula  
41000 Main Street  
Temecula, CA 92590  
(951) 694-6444

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- Location:** No changes to the boundaries of the renewed VTVTBD are proposed. The exterior boundaries of the existing VTVTBD are the boundaries of the City of Temecula (the "City"). The VTVTBD includes all lodging businesses, which include hotels, motels, and bed and breakfasts as defined in Temecula Municipal Code Section 3.20.020 ("Lodging Businesses") within these boundaries. There are no benefit zones within the VTVTBD.
- Services:** No changes to the services provided by the renewed VTVTBD are proposed. The services consist of marketing and sales promotions designed to specifically benefit Lodging Businesses by increasing tourism and marketing the Temecula Valley as a tourist, meeting and event destination.
- Budget:** The total VTVTBD annual budget for the initial year of its new five (5) year term of operation upon renewal is anticipated to be approximately \$2,480,000. The annual revenues for each year of the remaining four years of the renewed VTVTBD's five-year term are expected to fluctuate in accordance with occupancy rates and rents charged by the operators of the Lodging Businesses within the renewed VTVTBD, but the amount is not anticipated to be significantly different each year. The City shall not issue bonds in connection with the renewed VTVTBD. The City shall retain from the assessments an amount equal to its actual expenses in renewing the VTVTBD, and 2% of collected assessments each year will be used to pay for collecting the assessments and administrative expenses of the City.
- Assessment:** No changes to the assessment levied within the existing VTVTBD are proposed upon renewal of the VTVTBD. Except where funds are otherwise available, the City proposes to annually levy an assessment on all Lodging Businesses within the boundaries of the renewed VTVTBD based upon 4% of the rent charged by the operator per occupied room per night to pay for activities within the renewed VTVTBD. Extended stays, defined as stays of more than 30 consecutive calendar days, and those exempt persons as defined in Temecula Municipal Code Section 3.20.040, will be exempt from the renewed VTVTBD assessment. New Lodging Businesses established within the boundaries of the renewed VTVTBD after the beginning of any fiscal year will not be exempt from the levy of assessment for that fiscal year. Assessments pursuant to the renewed VTVTBD shall not be included in gross room rental revenue for purpose of determining the amount of the transient occupancy tax imposed pursuant to Chapter 3.20 of the Temecula Municipal Code.
- Renewal:** The City Council may initiate proceedings to renew the VTVTBD upon the submission of a written petition signed by the owners of Lodging Businesses within the proposed VTVTBD which will pay more than 50% of the assessments proposed to be levied.

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If the City Council, by resolution, declares its intention to renew the VTVTBD, the Council must hold a noticed meeting and a subsequent public hearing on the proposed renewal. The owners of the Lodging Businesses will receive a joint notice of the meeting and public hearing by mail.

At the public hearing a protest may be made orally or in writing by any interested person. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing. Written protests may be mailed to the City Clerk, City of Temecula, 41000 Main Street, Temecula, California 92590. 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 these requirements 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 renewed VTVTBD 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 shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

**Duration:** Upon renewal of the VTVTBD, the proposed assessments shall be levied for five fiscal years, beginning with the fiscal year that commences on January 1, 2025 and ends on December 31, 2025. After the expiration of the five-year term (December 31, 2029), the City Council may renew the assessment pursuant to Section 36600 of the 1994 Law. For purposes of levying and collecting assessments within the renewed VTVTBD, a fiscal year shall commence on January 1st and end on the following December 31st, provided the City Council may, by resolution, designate the fiscal year as July 1st to June 30th of the following year, or any other fiscal year, subject to all applicable requirements of the 1994 Law.

Once per year beginning on the anniversary of the renewal of the VTVTBD there shall be a 30-day period in which owners of the Lodging Businesses paying more than 50% of the assessment may petition the City Council to terminate the renewed VTVTBD.

**Management:** Visit Temecula Valley shall continue to serve as the VTVTBD's Owners' Association. The Owners' Association is charged with managing funds and implementing programs, and must provide annual reports to the City Council.

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