

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE
RENEWAL OF THE VISIT TEMECULA VALLEY TOURISM BUSINESS
IMPROVEMENT DISTRICT AND LEVY OF ASSESSMENTS ON LODGING
BUSINESSES WITHIN THE DISTRICT**

NOTICE IS HEREBY GIVEN that on November 12, 2019, the City Council (the “Council”) of the City of Temecula (the “City”), pursuant to the Property and Business Improvement District Law of 1994 (Streets and Highways Code Section 36600, *et seq.*), adopted a Resolution of Intention declaring its intention to renew the Visit Temecula Valley Tourism Business Improvement District (the “VTVTBID”) and levy assessments on lodging businesses (the “Lodging Businesses”), which include hotels, motels, and bed and breakfasts as defined in Temecula Municipal Code Section 3.20.020, within the VTVTBID, as set forth in the enclosed Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 7:00 p.m. on January 14, 2020, at the City of Temecula City Council Chambers, 41000 Main Street, Temecula, California, a public meeting shall be held pursuant to Government Code Section 54954.6 to allow public testimony regarding the renewal of the VTVTBID and the levy of assessments therein as set forth in the enclosed Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that 7:00 p.m. on January 28, 2020, at the City of Temecula City Council Chambers, 41000 Main Street, Temecula, California, has been set as the time and place for a public hearing at which time the Council will consider renewing the VTVTBID and levying assessments as set forth in the enclosed Resolution of Intention.

Boundaries: No changes to the boundaries of the renewed VTVTBID are proposed. The exterior boundaries of the existing VTVTBID are the boundaries of the City of Temecula. The VTVTBID includes all Lodging Businesses within these boundaries. There are no benefit zones within the VTVTBID.

Assessment: No changes to the assessments levied within the existing VTVTBID are proposed upon renewal of the VTVTBID. Except where funds are otherwise available, the City proposes to annually levy an assessment on all Lodging Businesses within the boundaries of the renewed VTVTBID based upon 4% of the rent charged by the operator per occupied room per night to pay for activities within the renewed VTVTBID. 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 VTVTBID assessment. New Lodging Businesses established within the boundaries of the renewed VTVTBID after the beginning of any fiscal year will not be exempt from the levy of assessment for that fiscal year.

Budget: The total VTVTBID annual budget for the initial year of its new five (5) year term of operation upon renewal is anticipated to be approximately \$1,720,000. The annual revenues for each year of the remaining four years of the renewed VTVTBID’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 VTVTBID, but the amount is not anticipated to be significantly different each year. The City shall not issue bonds in connection with the renewed VTVTBID.

Services: No changes to the services provided by the renewed VTVTBID 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. The City shall retain from the assessments an amount equal to its actual expenses in renewing the VTVTBID, and 2% of collected assessments each year will be used to pay for collecting the assessments and administrative expenses of the City. The City shall forward the assessment revenues to Visit Temecula Valley (“VTV”) which will have the responsibility of implementing VTVTBID programs as more fully described in the Management District Plan approved by the Council on November 12, 2019, and on file with the City Clerk.

Collection: Upon renewal of the VTVTBID, the proposed assessments shall be levied for five fiscal years, beginning with the fiscal year that commences on March 1, 2020 and ends on February 28, 2021. The assessments are proposed to be based on the same fiscal year as for the existing assessment (March 1st to February 28 or 29), but with the term to expire on December 31, 2024 instead of on February 28, 2025 so as to ultimately align the VTVTBID’s fiscal year with the calendar year. The City will collect the assessments from Lodging Businesses within the boundaries of the VTVTBID in monthly installments or such other installments as determined pursuant to resolution of the Council.

Protest: 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 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 VTVTBID 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 assessments 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 Council.

Information: Should you desire additional information about the proposed renewal of the VTVTBID or assessments contact:

Kimberly Adams, President & CEO for Visit Temecula Valley
28690 Mercedes Avenue, Suite A
Temecula, California 92590
Telephone: (888) 363-2852

Dated: _____

City Clerk

[ATTACH RESOLUTION OF INTENTION]