



BOARD OF SUPERVISORS
COUNTY OF VENTURA

GOVERNMENT CENTER, HALL OF ADMINISTRATION
800 SOUTH VICTORIA AVENUE, VENTURA, CALIFORNIA 93009

MEMBERS OF THE BOARD

JOHN C. ZARAGOZA , Chair
STEVE BENNETT
LINDA PARKS
KATHY I. LONG
PETER C. FOY

STEVE BENNETT
SUPERVISOR, FIRST DISTRICT
(805) 654-2703
FAX: (805) 654-2226
E-mail: steve.bennett@ventura.org

August 7, 2012

Board of Supervisors
800 S. Victoria Avenue
Ventura, CA 93009

SUBJECT: Adoption of a Resolution Granting Consent to the City of Ojai to Form the Ojai Tourism Improvement District and Include the Unincorporated Ojai Valley in the District

RECOMMENDATION:

Adopt the attached resolution granting consent to the City of Ojai to form the Ojai Tourism Improvement District and include the unincorporated Ojai Valley in the Ojai Tourism Improvement District

DISCUSSION:

State law provides municipalities with the ability to form special benefit assessment districts for the purpose of business improvement, subject to the support of a majority of affected businesses. In Ventura County, a Tourism Business Improvement District has been formed that includes the cities of Camarillo, Oxnard, and Ventura. Other business improvement districts have been formed to support city downtown areas.

In the Ojai Valley, the Ojai Chamber of Commerce and Visitors Bureau has performed the vital role of a regional visitors bureau and lodging referral service. With the elimination of redevelopment agencies, a critical funding shortage has arisen for the Visitor's Bureau. The economy of the City of Ojai and surrounding unincorporated area is fueled by tourism, and there is a pressing need to maintain the continuity of operations of the Visitor's Bureau in order to continue to serve local lodging businesses.

The City of Ojai is working with the Ojai Chamber and local lodging businesses to form an Ojai Tourism improvement district (OTID). The City of Ojai has requested by resolution (attached) the inclusion of the unincorporated Ojai Valley in the Ojai Tourism Improvement District. The OTID management plan calls for a 1% of gross revenue levy, to be collected along with the existing Transient Occupancy Tax. There are presently five-to-six unincorporated area lodging businesses that would be affected, and following the Chamber's extensive outreach efforts, written support for inclusion of the unincorporated area has been

received from the three largest businesses. In order to form the district, a majority of the businesses paying the levee must petition the City for district formation (by amount paid).

The recommended action, adoption a resolution consenting to the inclusion of the unincorporated Ojai Valley in the OTID, will enable the City and Chamber to move forward with the business petition and district formation process. Upon successful completion, the district will be governed by the City and Chamber, and the County will not have a management role.

Attached to the resolution is a map that defines the affected unincorporated area. The boundary of the County Ojai Valley Area Plan was used to establish the boundary of the OTID.

The resolution has been reviewed by the County Counsel, Auditor, and Treasurer-Tax Collector.

In conclusion, in order to support Ojai Valley lodging businesses and the tourism economy of the Ojai Valley, your support for enabling the City of Ojai to proceed with formation of an OTID is respectfully requested. If you have any questions, please feel free to call me.

Cordially,

A handwritten signature in black ink, appearing to read "Steve Bennett". The signature is fluid and cursive, with the first name "Steve" written in a larger, more prominent script than the last name "Bennett".

Steve Bennett,
Supervisor, First District

Attachments:

- 1.) Board Resolution and Map
- 2.) Ojai City Council Resolution
- 3.) Letters of Support

**RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF
VENTURA GRANTING CONSENT TO THE CITY OF OJAI TO FORM THE OJAI
TOURISM IMPROVEMENT DISTRICT (OTID) AND INCLUDING
UNINCORPORATED AREA OF THE GREATER OJAI VALLEY**

WHEREAS, the City of Ojai is beginning the process to form the Ojai Tourism Improvement District (OTID) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq., to promote tourism and the lodging businesses in Ojai; and

WHEREAS, the City Council of the City of Ojai has requested consent to form the OTID including a portion of the unincorporated area of the County of Ventura with adoption of Ojai City Council Resolution No. 12-37, dated June 26, 2012;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Supervisors of the County of Ventura, that:

Section 1: The above recitals are true and correct.

Section 2: The Board of Supervisors consents to the City of Ojai forming the OTID, which District shall include that portion of the unincorporated area of the County of Ventura as shown on the attached map (attachment "A").

Section 3: The Clerk of the Board of Supervisors is hereby directed to transmit a certified copy of this Resolution to the Clerk of the City of Ojai City Council.

Section 4: This Resolution is effective upon its adoption.

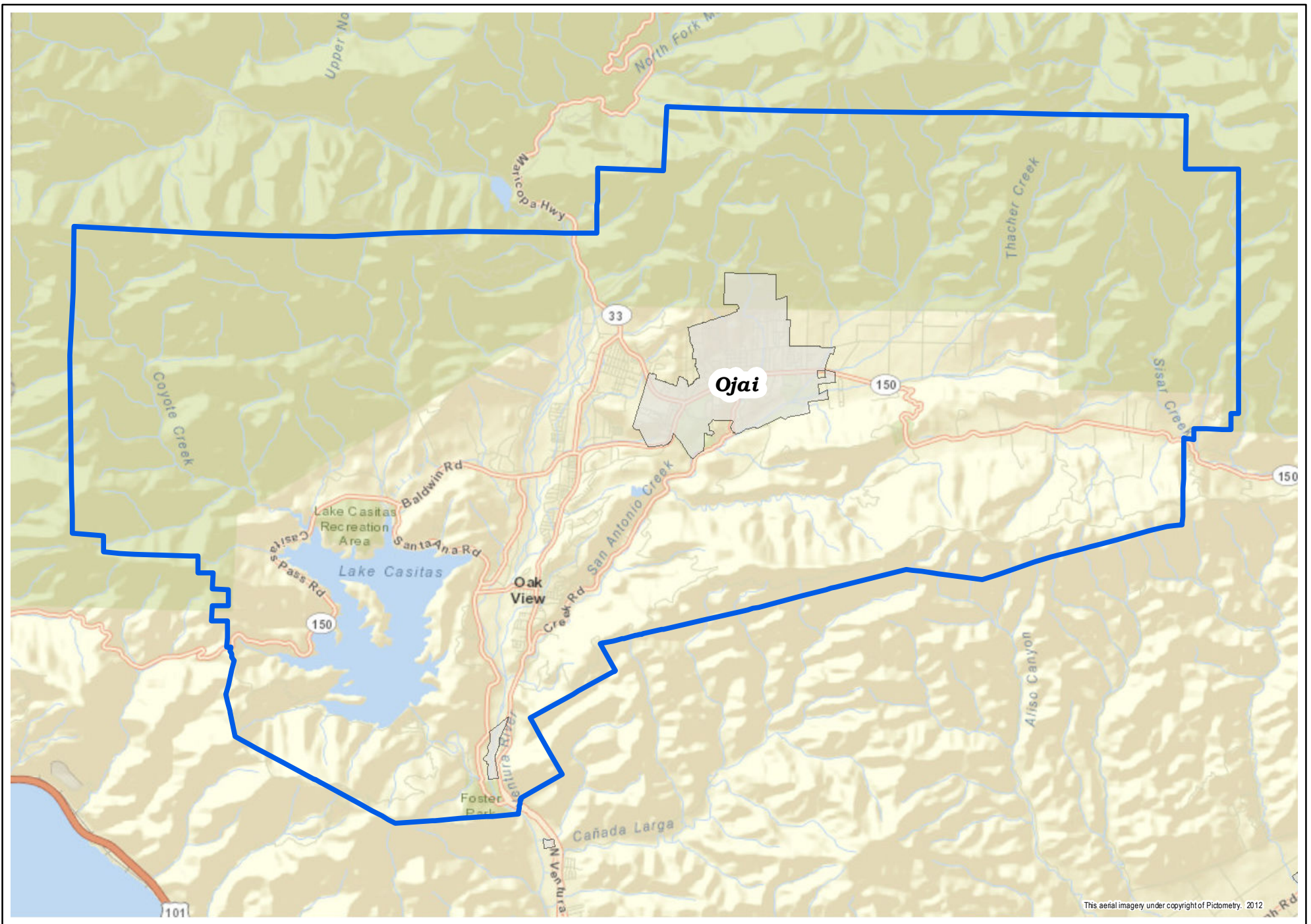
Upon motion of Supervisor _____, seconded by Supervisor _____, and duly carried, the foregoing resolution was approved on August 7, 2012.

Chair, Board of Supervisors

ATTEST:

MICHAEL POWERS
Clerk of the Board of Supervisors,
County of Ventura,
State of California

By _____
Deputy Clerk of the Board



Ventura County
Resource Management Agency
Information Systems
Date Printed: 07/30/2012

Ojai Tourism Improvement District Area (Boundary Coterminous with Ojai Valley Area Plan) **Attachment A**

0 10,000 20,000 Feet

Disclaimer: this map was created by the Ventura County Resource Management Agency, Mapping Services - GIS, which is designed and operated solely for the convenience of the County and related public agencies. The County does not warrant the accuracy of this map and no decision involving a risk of economic loss or physical injury should be made in reliance therein



CITY OF OJAI

RESOLUTION NO. 12-37

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF OJAI, CALIFORNIA
REQUESTING CONSENT OF THE COUNTY OF VENTURA
TO CREATE THE OJAI TOURISM IMPROVEMENT DISTRICT**

WHEREAS, the City Council of the City of Ojai desires to begin proceedings to form the Ojai Tourism Improvement District ("OTID"); and

WHEREAS, certain tourism business owners have requested that the City Council (the "Council") of the City of Ojai (the "City") create the OTID; and

WHEREAS, a portion of the territory proposed to be included in the OTID lies within the boundaries of the County of Ventura (the "County"), as shown on the map attached hereto as Exhibit A and incorporated herein by such attachment; and

WHEREAS, the area of the County which lies within the boundaries of the proposed OTID will, in the opinion of the Council, be benefited by the improvements and activities, and the purpose sought to be accomplished by the work can best be accomplished by a single comprehensive scheme of work.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF OJAI, CALIFORNIA, DOES HEREBY RESOLVE AND ORDER, AS FOLLOWS:

Section 1: The above recitals are true and correct.


Section 2: Consent of the County, through its Board of Supervisors, is hereby requested to create the OTID, and to grant to the Council jurisdiction for all the purposes in connection with creation and operation of the proposed OTID.

Section 3: The Clerk of the Council is hereby directed to transmit a certified copy of this Resolution to the County Clerk of the County of Ventura.

PASSED, APPROVED AND ADOPTED THIS 26th day of June, 2012 by the following vote:

AYES: Blatz, Clapp, Horgan, Smith, Strobel
NOES: None
ABSENT: None
ABSTAIN: None

CITY OF OJAI, CALIFORNIA

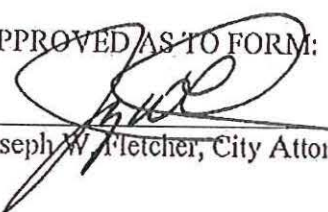


Betsy Clapp, Mayor

ATTEST:

Rhonda K. Basore
Rhonda K. Basore, City Clerk

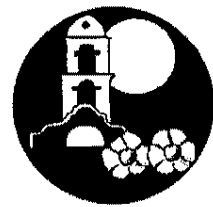
APPROVED AS TO FORM:



Joseph W. Fletcher, City Attorney

I, Rhonda K. Basore, ~~Deputy~~ City Clerk of the City of Ojai,
do hereby certify that the attached is a true and correct copy
of City of Ojai Resolution No. 12-37
adopted by the Ojai City Council at their regular meeting of

June 26, 2012
Rhonda K. Basore
Rhonda K. Basore, MMC
~~Deputy~~ City Clerk



Ojai Valley Chamber of Commerce

August 1, 2012

Chair Zaragoza and Members, Board of Supervisors
800 S. Victoria Ave
Ventura 93009

RE: Support of Consent to Include Unincorporated Ojai Valley in the Ojai TBID

Dear Chair Zaragoza and Board:

The Ojai Valley Chamber of Commerce (Chamber) and the Ojai Visitors Bureau (OVB) have been providing tourism business support and enhancement services for greater Ojai Valley businesses since 2010, and we count among our members many unincorporated area businesses, including many lodging establishments.

With the elimination of city Redevelopment Agencies, funding for the Ojai Visitors Bureau has become uncertain, and in order to continue to provide our OVB services and support the tourism economy of the greater Ojai Valley, the Chamber and City of Ojai have teamed to form a Tourism Business Improvement District (TBID). Patterned after the "Highway 101" TBID which includes the cities of Camarillo, Oxnard, and Ventura, and using the same consultant, we are seeking to provide a regional service to the greater Ojai Valley.

We have conducted extensive outreach to unincorporated area lodging businesses, and have received their strong support for inclusion in the Ojai TBID. This outreach included, among other steps:

- Member communications with Chamber members
- Letters to all affected enterprises
- Emails calls to all affected enterprises
- Phone conversations with a majority of affected enterprises

Additionally, the formation of a Valley-wide TBID has received extensive coverage in local media, including coverage of the Ojai City Council meetings on the TBID, and a front page article. Written support for the TBID has been received from all of the larger lodging enterprises in the unincorporated Ojai Valley, and the proprietor of the largest hotel will serve on the TBID advisory committee.



Ojai Valley
Chamber of Commerce

In conclusion, in order to be able to continue to support our Ojai Visitors Bureau and the tourism economy of the Ojai Valley, we encourage your adoption of a resolution consenting to the inclusion of the unincorporated Ojai Valley in the Ojai TBID.

Cordially,

Scott Eicher
CEO



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JUL 16 2012

Vijay & Neeta Patel

Spacious Rooms, Quiet, Comfort, and Service in Beautiful Ojai Valley

July 12, 2012

Ventura County Board of Supervisors
800 S. Victoria Ave., L#1900
Ventura, CA 93009

County Board of Supervisors:

As the owner of Oakridge Inn, I am writing to give my support to and ask for your expeditious action upon granting consent to the City of Ojai to form the Ojai Tourism Improvement District (OTID). It is my understanding that my Inn will collect a 1% tourism assessment on the amount of each room sold for a period of five years, and that this assessment will be used by the Ojai Visitors Bureau (OVB) which is managed by the Ojai Valley Chamber of Commerce, to market the Ojai Valley area a tourism destination. Further, it is understood that the County will charge a 1% administration fee for collecting and forwarding the assessment funds.

Because there will be a time lag from the collection of the first assessments until the OVB receives the first assessment checks, the OTID must be implemented in time for the assessments to begin on November 1, 2012. Therefore it is important to move the OTID through the process with all due speed.

The OTID will give the Ojai Visitors Bureau a sustained source of funding for at least five years and will allow it to continue and improve its marketing of the Ojai Valley area as a destination. The City of Ojai has realized an increase in Transient Occupancy Taxes and Sales Taxes since the inception of the OVB efforts, and I believe this increase will continue with the implementation of the OTID.

Again, The Oakridge Inn supports the OTID and urges the Ventura County Board of Supervisors to grant their consent to the formation of this Tourism Improvement District as soon as possible to meet the November 1, 2012 beginning date.

Thank you for your attention to and support of this matter.

Sincerely,

Vijay Patel
Owner of Oakridge Inn



July 20, 2012

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JUL 23 2012

OFFICE OF CLERK
BOARD OF SUPERVISORS

Ventura County Board of Supervisors
800 S. Victoria Ave., L#1900
Ventura, CA 93009

County Board of Supervisors:

As the Director of The Ojai Retreat I am writing to give my support to and ask for your expeditious action to grant consent to the City of Ojai to include the unincorporated Ojai Valley in the Ojai Tourism Improvement District (OTID).

Thank you for your attention to and support of this matter.

Sincerely,

Ulrich Brugger
Director
The Ojai Retreat