

NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL OF THE DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT (DPTBID) AND LEVY OF AN ASSESSMENT ON CERTAIN LODGING BUSINESSES WITHIN THE DPTBID

NOTICE IS HEREBY GIVEN that on March 18, 2025, the City Council (Council) of the City of Dana Point (City) adopted a Resolution of Intention to renew the DPTBID and to levy an assessment on certain lodging businesses within the DPTBID as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 6:00 pm, or as soon thereafter, on April 1, 2025, at the Council Chambers located at the Dana Point City Hall, 33282 Golden Lantern, Dana Point, CA 92629, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the DPTBID and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

NOTICE IS HEREBY FURTHER GIVEN that at 6:00 pm, or as soon thereafter, on May 6, 2025, at the Council Chambers located at the Dana Point City Hall, 33282 Golden Lantern, Dana Point, CA 92629, has been set as the time and place for a public hearing at which time the Council proposes to renew the DPTBID and to levy the proposed assessment as set forth in the Resolution of Intention.

Location: The renewed DPTBID includes all lodging businesses, existing and in the future, with twenty (20) rooms or more, available for public occupancy located within the boundaries of the City.

Services: The DPTBID is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Destination Sales, Marketing, & Programming will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

Budget: The total DPTBID annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$2,500,000. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do, as businesses open and close, and if the assessment rate is increased pursuant to the Management District Plan (Plan).

Cost: The existing annual assessment rate is \$3.00 per paid occupied room per night for lodging businesses with more than twenty (20) rooms and less than 190 rooms and \$5.00 per paid occupied room per night for lodging businesses with 190 rooms or more. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any federal or State of California officer or employee when on official business; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

Based on the benefit received, the new assessment rate is a percentage of gross short-term sleeping room rental revenue, tiered based on the number of rooms at assessed lodging businesses. Tier 1 lodging businesses are those with at least twenty (20) and no more than

one hundred eighty-nine (189) rooms. Tier 2 lodging businesses are those with one hundred ninety (190) rooms or more.

The new annual assessment rate is one percent (1%) of gross short-term sleeping room rental revenue for Tier 1 lodging businesses. The annual assessment rate is one and one-half percent (1.5%) of gross short-term sleeping room rental revenue for Tier 2 lodging businesses. Beginning in the third year of the DPTBID's operation, the assessment rate may be increased to a rate of one and one-half percent (1.5%) for Tier 1 lodging businesses and two and one-half percent (2.5%) for Tier 2 lodging businesses, by majority vote of both the Council and the Dana Point Resorts Association dba Visit Dana Point (VDP) Board of Directors. Any assessment rate increase pursuant to this Plan shall be implemented concurrently in both Tier 1 and Tier 2. If the assessment rate is increased pursuant to the Management District Plan, it may not be decreased.

Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any federal or State of California officer or employee when on official business; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

- Collection:** The City will be responsible for collecting the assessment on a monthly basis (including any delinquencies, interest, and overdue charges) from each assessed lodging business located in the boundaries of the DPTBID. The City shall take all reasonable efforts to collect the assessments from each assessed lodging business.
- Duration:** The renewed DPTBID will have a five (5) year life, beginning July 1, 2025 or as soon as possible thereafter, and ending five (5) years from its start date. After five (5) years, the DPTBID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. if assessed lodging business owners support continuing the DPTBID programs.
- Management:** VDP shall continue to serve as the DPTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with the Plan, and must provide annual reports to the Council.
- Protest:** Any owner of a lodging business within the renewed DPTBID that will be subject to the assessment may protest the renewal of the DPTBID. If written protests are received from the owners of lodging businesses in the renewed DPTBID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the DPTBID shall not be renewed and the assessment shall not be imposed.

You may mail a written protest to comment@danapoint.org or:

Office of the City Clerk
City of Dana Point
33282 Golden Lantern, Suite 203
Dana Point, CA, 92629

You may also appear at the public meeting or hearing.

Information: Should you desire additional information about this proposed DPTBID or assessment contact:

Heather Johnston, Visit Dana Point
34188 Pacific Coast Highway, Suite A
Dana Point, CA 92629
949-723-9914

Dated: March 21, 2025



SHAYNA SHARKE
City Clerk