

CITY OF HERMOSA BEACH
RESOLUTION NO. RES-25-XXXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, DECLARING ITS INTENTION TO ESTABLISH THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT (HBTID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

WHEREAS, the Property and Business Improvement District Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the City to establish business improvement districts for the purposes of promoting tourism; and

WHEREAS, the Hermosa Beach Chamber of Commerce and Visitor Bureau (HBCCVB), lodging business owners, and representatives from the City have met to consider the formation of the HBTID; and

WHEREAS, HBCCVB has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the HBTID, a service plan and budget, and a proposed means of governance; and

WHEREAS, lodging businesses who will pay more than fifty percent (50%) of the assessment under the HBTID have petitioned the Council to establish the HBTID; and

WHEREAS, the City Council has determined it is in the public interest to allow businesses to fund business related activities to promote economic growth and resiliency and the City Council so desires to establish the HBTID.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The recitals set forth above are true and correct and are incorporated herein by this reference.

SECTION 2. The Council finds that assessed businesses that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the formation of the HBTID, and that in determining such petition the amount of the assessment attributable to any business owned by the same business owner that is in excess of forty percent (40%) of the amount of all proposed assessments was not included in determining whether the petition was signed by business owners who will pay more than fifty percent (50%) of the total proposed assessment to be levied. The Council accepts the petitions and adopts this Resolution of Intention to establish the HBTID and to levy an assessment on certain lodging businesses within the HBTID boundaries in accordance with the Property and Business Improvement District Law of 1994.

SECTION 3. The proposed exterior boundaries of the HBTID shall be the City boundaries and shall include all lodging businesses with eight (8) rooms or more, existing as of the date of this Resolution and in the future, available for public occupancy within the boundaries of the City. A full and complete map of the proposed boundaries is included in the Plan and is incorporated herein by this reference.

SECTION 4. The Council finds that the Plan satisfies all requirements of Streets and Highways Code §36622.

SECTION 5. The Council declares its intention to establish the HBTID and to levy and collect assessments on assessed businesses within the HBTID boundaries pursuant to the Property and Business Improvement District Law of 1994.

SECTION 6. Appoints the City Manager, or designee, as agent to conduct all negotiations, execute and submit all documents including, but not limited to applications, agreements, payment requests and so on, which may be necessary for the completion of the aforementioned project(s).

SECTION 7. The annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any person as to whom, or any occupancy as to which, it is beyond the power of the City to impose the assessment herein provided; 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; and stays pursuant to contracts executed prior to November 1, 2025.

SECTION 8. The assessments levied for the HBTID shall be applied toward Activities and Improvements including sales and marketing programs and destination development programs to market assessed businesses in HBTID as tourist, meeting, and event destinations, as defined and described in the Plan, and which are incorporated herein by this reference. Funds remaining at the end of any year may be used in subsequent years in which HBTID assessments are levied as long as they are used consistent with the requirements of this Resolution and the Plan.

SECTION 9. The proposed HBTID will have a five (5) year term, beginning November 1, 2025, or as soon as possible thereafter, and ending five (5) years from its start date, unless renewed pursuant to Streets and Highways Code § 36660.

SECTION 10. Bonds shall not be issued.

SECTION 11. The time and place for the public meeting to hear testimony on establishing the HBTID and levying assessments are set for September 30, 2025, at 6:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 1315 Valley Drive, Hermosa Beach, CA 90254.

SECTION 12. The time and place for the public hearing to establish the HBTID and the levy of assessments are set for October 28, 2025, at 6:00 PM, or as soon thereafter as the matter may be heard, at the Council Chambers located at 1315 Valley Drive, Hermosa Beach, CA 90254. The City Clerk is directed to provide written notice to the lodging businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code § 36623, no later than September 12, 2025.

SECTION 13. At the public meeting and public hearing the testimony of all interested persons for or against the establishment of the HBTID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the assessed businesses within the proposed HBTID that will pay fifty percent (50%) or

more of the estimated total assessment of the entire HBTID, no further proceedings to establish the HBTID shall occur for a period of one (1) year.

SECTION 14. The complete Plan is on file with the City Clerk and may be reviewed upon request.

SECTION 15. This Resolution shall take effect immediately upon its adoption by the City Council. The City Clerk shall certify to the passage and adoption of this Resolution, shall cause the original of the same to be entered among the original Resolutions of the City Council, and shall make a minute of the passage and adoption thereof in the minutes of the City Council meeting at which the same is passed and adopted.

PASSED, APPROVED, and ADOPTED on this 9th day of September 2025.

Mayor Rob Saemann

PRESIDENT of the City Council and **MAYOR** of the City of Hermosa Beach, CA

ATTEST:

APPROVED AS TO FORM:

Myra Maravilla
City Clerk

Todd Leishman
Interim City Attorney