

**Before the Board of Supervisors in and for the
County of Monterey, State of California**

Resolution No.

Resolution granting consent to the City of)
Monterey to create and operate the)
Monterey County Tourism Improvement)
District (MCTID).....)

WHEREAS, the City of Monterey has requested the County grant consent for the City to create the Monterey County Tourism Improvement District (MCTID), and to grant the City Council of the City of Monterey jurisdiction for all the purposes in connection with the creation, operation, and future renewals of the proposed MCTID;

WHEREAS, the proposed MCTID would modernize the district by disestablishing the Parking and Business Improvement Area Law of 1989 and reestablishing the MCTID pursuant to the Property and Business Improvement District Law of 1994;

WHEREAS, the MCTID is a benefit assessment district proposed to help fund marketing and sales promotion efforts for Monterey County lodging businesses; and if established, the MCTID is estimated to generate between \$24 and \$30 million over five years for promotion of travel and tourism specific to Monterey County;

WHEREAS, the proposed MCTID includes all lodging businesses located within the boundaries of the unincorporated areas of Monterey County and the cities of Carmel-by-the- Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Salinas, Sand City, and Seaside;

WHEREAS, the Board must give consent to the City of Monterey for the unincorporated area of the County to be included in the proposed MCTID;

NOW, THEREFORE, BE IT RESOLVED THAT, the Board of Supervisors does hereby grant consent to the City of Monterey to create the Monterey County Tourism Improvement District (MCTID); and grant the City Council of the City of Monterey jurisdiction for all the purposes in connection with the creation, operation, and future renewals of the proposed MCTID;

PASSED AND ADOPTED this ____ day of _____, upon motion of Supervisor _____, seconded by Supervisor _____, and carried by unanimous vote.

I, VALERIE RALPH, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book___ for the meeting on _____.

Dated:

VALERIE RALPH, Clerk of the Board of Supervisors
County of Monterey, State of California

By: _____
, Deputy