



## Monterey County Board of Supervisors

### Board Order

168 West Alisal Street,  
1st Floor  
Salinas, CA 93901  
831.755.5066

#### Resolution No.: 18-321

Upon motion of Supervisor Phillips, seconded by Supervisor Adams and carried by those members present, the Board of Supervisors hereby:

Adopted Resolution No. 18-321 granting consent for the City of Monterey to create the Monterey County Tourism Improvement District (MCTID), granting 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 on this 2<sup>nd</sup> day of October 2018, by the following vote, to wit:

AYES: Supervisors Alejo, Salinas, Phillips, Parker and Adams

NOES: None

ABSENT: None

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 81 for the meeting October 2, 2018.

Dated: October 5, 2018

File ID: 18-933

Valerie Ralph, Clerk of the Board of Supervisors  
County of Monterey, State of California

Joel G. Pablo, Deputy

A blue ink signature of "Joel G. Pablo" over a horizontal line.

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

**Resolution No.: 18-321**

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 on this 2<sup>nd</sup> day of October 2018, by the following vote, to wit:

AYES: Supervisors Alejo, Salinas, Phillips, Parker and Adams

NOES: None

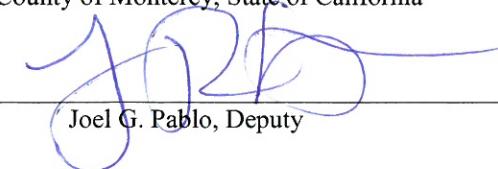
ABSENT: None

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 81 for the meeting October 2, 2018.

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Valerie Ralph, Clerk of the Board of Supervisors  
County of Monterey, State of California

  
Joel G. Pablo, Deputy