



Monterey County Board of Supervisors

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

Board Order

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 2nd day of October 2018, by the following vote, to wit:

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

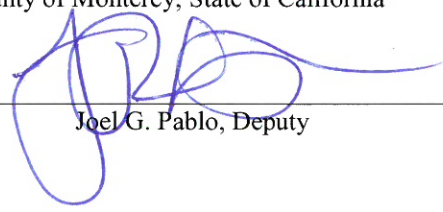
NOES: None

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

*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 2nd day of October 2018, by the following vote, to wit:

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

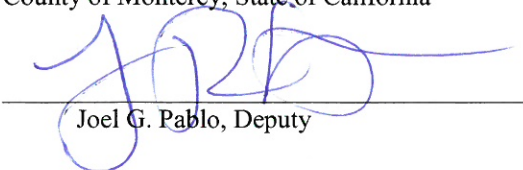
NOES: None

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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Joel G. Pablo, Deputy