

**PETITION TO THE COUNTY OF SISKIYOU
TO FORM THE SISKIYOU COUNTY TOURISM IMPROVEMENT DISTRICT**

We petition you to initiate proceedings to form a Tourism Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of providing services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Lodging Establishment

Business Owner

_____	_____
_____	_____
_____	_____
_____	_____

Owner Representative/Owner Name (printed)

Title

Owner/Representative Signature

Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Robert Coox, Program Manager
Siskiyou County Economic Development Council
1512 S Oregon Street
Yreka, CA 96097
(530) 842-1638

EXHIBIT A
MANAGEMENT DISTRICT PLAN SUMMARY

The Siskiyou County Tourism Improvement District (SCTID) is an assessment district proposed to provide specific benefits to payors, by funding marketing and sales promotion efforts for assessed businesses. This approach has been used successfully in other destination areas throughout the country to improve tourism and drive additional commerce and room night sales.

Location: The proposed SCTID includes all lodging and ski resort businesses located within the boundaries of the County of Siskiyou; including the unincorporated areas of the County and all incorporated cities: Yreka, Mt. Shasta, Weed, Dunsmuir, Montague, Etna, Fort Jones, Tulelake and Dorris.

Services: The SCTID is designed to provide specific benefits directly to payors by increasing room night sales. Marketing and sales promotions will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.

Budget: The total SCTID annual budget for the initial year of its five (5) year operation is anticipated to be approximately \$450,000. This budget is expected to fluctuate as room sales do, but is not expected to significantly change over the SCTID's term.

Lodging: The annual assessment rate is two percent (2%) of gross short-term (stays less than 31 days) room rental revenue. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days, nor on any officer or employee of a foreign government who is exempt by reason of Federal law or international treaty. Assessments pursuant to the SCTID shall not include room rental revenue resulting from stays pursuant to contracts executed prior to April 1, 2015.

Ski Resorts: The annual assessment rate for ski resort businesses is two percent (2%) of lift ticket revenue.

Collection: The County and cities will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business in their respective jurisdiction. The County and cities shall take all reasonable efforts to collect the assessments from each lodging business. The County shall forward the assessments collected to the Owners' Association.

Duration: The proposed SCTID will have a five (5)-year life. The SCTID assessment will be implemented beginning April 1, 2015 through March 31, 2020. Once per year beginning on the anniversary of the formation of the district there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a Board of Supervisors hearing on district termination.

Management: The Siskiyou County Economic Development Council (SCEDC) will serve as the SCTID's Owners' Association. After formation of the SCTID, lodging properties paying the assessment will form a TID Management Committee. The committee shall be comprised entirely of business owners paying the SCTID assessment and is responsible for management of the SCTID assessment, funds, and programs.

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District Boundary Map

