



Incorporated July 1, 2000

8401 Laguna Palms Way
Elk Grove, California 95758

CITY OF ELK GROVE

Telephone: (916) 683-7111
Fax: (916) 691-2001
www.elkgrovecity.org

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE
MODIFICATION OF THE MANAGEMENT DISTRICT PLAN OF THE ELK GROVE
TOURISM MARKETING DISTRICT**

NOTICE IS HEREBY GIVEN that on March 27, 2024, the City Council (Council) of the City of Elk Grove (City) adopted a Resolution of Intention to modify the Management District Plan (Plan) of the Elk Grove Tourism Marketing District (EGTMD).

NOTICE IS HEREBY FURTHER GIVEN that at **6:00 PM on April 24, 2024**, at the City Council Chambers, located at 8400 Laguna Palms Way, Elk Grove, CA 95758, a **public meeting** shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the modification of the EGTMD Plan as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that **6:00 PM on May 22, 2024**, at the City Council Chambers, located at 8400 Laguna Palms Way, Elk Grove, CA 95758, has been set as the time and place for a public hearing at which time the Council proposes to modify the EGTMD Plan as set forth in the Resolution of Intention.

Location: The EGTMD includes all lodging businesses located within the boundaries of the City and a portion of unincorporated Sacramento County (see map attached).

Services: The EGTMD is designed to provide specific benefits directly to payers to increase room night sales. The services include marketing and sales promotions designed to increase overnight tourism through the attraction of meetings and events to the EGTMD, thereby increasing room night sales for payers of the assessment.

Budget: Beginning June 1, 2024, due to an increased assessment rate, the total annual assessment budget for FY24/25 is anticipated to be approximately \$1,026,000.

Cost: The initial annual assessment rate of the renewed EGTMD was three percent (3%) of gross short-term (stays less than thirty (30) days) room rental revenue for lodging businesses in the City of Elk Grove and one percent (1%) for lodging businesses in the portion of the District within unincorporated Sacramento County. The EGTMD is proposing to increase the assessment rate to four percent (4%) of gross short-term (stays less than thirty (30) days) room rental revenue for lodging businesses in the City of Elk Grove and two percent (2%) for lodging businesses in the portion of the District within unincorporated Sacramento County. The modified assessment rate is effective beginning on June 1, 2024, and shall continue for the duration of the EGTMD's term. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; and stays of persons in the performance of official duties as an employee of a local, county, state or federal government, or foreign government diplomats if documentation of an exemption certificate is submitted and retained, and payment is made directly to the hotel for rentals or by a government-sponsored corporate charge card.

Collection: The City will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties, and interest) from each lodging business located in the boundaries of the EGTMD.

Duration: As a result of the 2024 proposed modification, the EGTMD will have a ten (10) year term, beginning April 1, 2020 through March 31, 2030, unless further modified or disestablished. Pursuant to Streets and Highways Code section 36670, there shall be a 30-day period each year, beginning on the anniversary date of the EGTMD renewal, during which owners or authorized representatives of businesses in the EGTMD paying fifty percent (50%) or more of the assessment may request disestablishment of the EGTMD and initiate a City Council hearing on EGTMD termination.

Management: The City Council has determined that Visit Elk Grove will continue to serve as the Owners' Association for the EGTMD. Visit Elk Grove is charged with managing funds, implementing programs to increase overnight tourism, and providing annual reports to the City Council related to funding and programs.

Protest: Any owner of a lodging business within the EGTMD that will be subject to the assessment may protest the modification of the EGTMD. If written protests are received from the owners of lodging businesses in the proposed EGTMD who represent fifty percent (50%) or more of the estimated annual assessments to be levied in the modified EGTMD, the EGTMD shall not be modified.

You may mail a written protest to:

Office of the City Clerk
City of Elk Grove
8401 Laguna Palms Way
Elk Grove, CA 95758

You may also appear at the public meeting or hearing and submit a written protest at that time.

Information: Should you desire additional information about this modification, contact:

Explore Elk Grove
Aaryn Val
9401 E. Stockton Blvd. #230
Elk Grove, CA 95624
916-512-8211

Dated/Mailed: March 29, 2024

JASON LINDGREN
CITY CLERK, CITY OF ELK GROVE

ADA COMPLIANCE STATEMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Office of the City Clerk at (916) 478-3635. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Boundary Map

