

**PETITION TO THE TOWN OF TRUCKEE
TO RENEW THE TRUCKEE TOURISM BUSINESS IMPROVEMENT DISTRICT**

We petition you to initiate proceedings to renew a Tourism Business 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.

Truckee Street Address Address (STR* or Hotel)	Owner Name (Individual, Corp, Trust) or Property Manager

*If you represent four (4) or more STR properties, you are a **Property Manager**. Addresses are not needed (leave blank).

The undersigned is the business owner or representative of the business owner and is the person legally authorized and entitled to sign this petition.

Owner or Authorized Representative (PRINT)

Title

Owner or Authorized Representative (SIGNATURE)

Date

A complete copy of the Management District Plan is available at

<https://www.visittruckeetahoe.com/drivelodging>

Requests for a printed copy of the Management District Plan can be made to:

VISIT TRUCKEE-TAHOE <https://www.visittruckeetahoe.com/contact> or 530-536-0540

Mail to 10266 Truckee Airport Rd Suite C, Truckee, CA 96161

Management District Plan Summary - Exhibit A

Location: The TTBD includes all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the Town of Truckee (Town), as further defined in Section III in the complete Management District Plan.

Services: The TTBD is designed to provide specific benefits directly to payers by increasing awareness and demand for room night sales in Truckee, California. Tourism enhancement programs will increase demand for overnight tourism through marketing activities as well as the management and development of Truckee as a tourist, meetings and events destination, thereby increasing demand for room night sales.

Budget: The total TTBD annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$540,162. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do, as businesses open and close, and as the assessment rate is increased or decreased pursuant to this Management District Plan (Plan).

Cost: The initial annual assessment rate is 1.25% of gross short-term lodging rental revenue. At the request of VTT's Board, with the approval of the Town of Truckee Council (Town Council), the assessment rate may be adjusted annually. The assessment rate may be increased or decreased to any increment of one-quarter of a percent (0.25%), however, the total assessment rate shall not drop below three-quarters of one percent (0.75%) nor exceed two percent (2%) of gross short-term lodging rental revenue. Any increase or decrease authorized by VTT's Board shall be included in the Annual Report described in Section V and shall take effect if approved by the Town Council, in its sole discretion, during the fiscal year annual report review.

Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days.

Collection: The Town will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, interest, and overdue charges) from each lodging business located in the boundaries of the TTBD. The extent and nature of the Town's collection efforts will be determined by the Town in its sole discretion.

Duration: The TTBD will have a ten (10) year life, beginning July 1, 2025 or as soon as possible thereafter, and ending ten (10) years from its start date. Once per year beginning on the anniversary of district formation there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a Town Council hearing on district termination. After ten (10) years, the TTBD may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. ('94 Law) if business owners support continuing the TTBD programs

Management: Visit Truckee-Tahoe (VTT) shall continue to serve as the TT BID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the Town Council.

Board of Directors

The Visit Truckee Board of Directors shall consist of a minimum of five (5) to no more than seven (7) directors. The Board of Directors will include and shall be selected as followed:

- Up to Six (6) Assessed Lodging Business Representatives
- One (1) Town Representative designated by the Town Council. This representative can be changed by Town Council at any time.
- When at least five (5) seats are held by assessed lodging business representatives, one (1) additional seat may be designated as either an "at-large" Truckee citizen seat or allocated to another representative of an assessed lodging business. Should the number of lodging representatives fall below five (5) this seat will not be eliminated.
- In cases where the number of assessed lodging business representatives drops below five (5) while an "at-large" citizen occupies a seat, efforts shall be made to recruit a replacement lodging representative within a reasonable timeframe to restore the minimum assessed lodging business representation to at least five (5) seats.

Truckee Tourism Business Improvement District (TTBID) Boundary Map

TTBID encompasses the municipal boundaries of the Town of Truckee, California.

