

Consider a Resolution

Granting Consent to the City of Monterey to Establish the Monterey County Tourism Improvement District (MCTID) and Include the City of Pacific Grove in the MCTID



Pacific Grove Hospitality Improvement District (PGHID)

- Established PGHID in 2007
- Included an advisory board and established assessments
 - **\$2.00** per room per night for *limited service* accommodations
 - \$1.00 disbursed to Chamber of Commerce
 - \$1.00 disbursed to MCCVB
 - **\$4.00** per room per night for *full service* accommodations
 - \$2.00 disbursed to the Chamber of Commerce
 - \$2.00 disbursed to MCCVB
- Contracted with the Chamber for Administration

Recent Actions

October 16, 2018

- Provided opportunity to join modernized assessment district
 - Monterey County Hospitality Improvement District (MCTID)
 - Facilitated by the Monterey City Council and the MCCVB
 - Governed by Oversight Committee and Management District Plan (MDP)
 - Anticipated to provide stronger representation with the MCCVB
 - Listed initially in existing structure as Zone 3

- Signified concerns
 - Limited evaluation time
 - Structure
 - Unique zone, most entities in Zone 1

October 17, 2018

- Considered evaluating termination of the HID
 - Motion made to amend the existing Pacific Grove HID
 - Allows assessment to be evenly split between HID and MCTID

Proposed Action

- Consent to the City of Monterey to establish the MCTID
 - PGHID Lodging owners paying more than 50% of the proposed MCTID fee voted to join the new district

 - Other Cities:
 - Carmel-by –the-Sea
 - Del Rey Oaks
 - Marina
 - Monterey
 - Salinas
 - Sand City
 - Seaside
- The map displays the Monterey Peninsula and the Salinas area. The Monterey Peninsula is shaded yellow, representing Zone 1. Salinas is shaded orange, representing Zone 2. A legend below the map shows a yellow square for Zone 1, an orange square for Zone 2, and a grey square for 'Area Not Included in District'. Labels on the map include Pacific Grove, Sand City, Seaside, Marina, Monterey, Del Rey Oaks, and Carmel-by-the-Sea.
- Half of the PGHID assessment will transition to the MCTID, effective Jan. 1, 2019
 - **\$1.00** per room per night for *limited service* accommodations
 - **\$2.00** per room per night for *full service* accommodations
 - Equivalent amount of assessment to the PGHID

 - Overall assessment and collection process to remain the same

Parallel Tracks

- City of Monterey Council Meeting: November 6, 2018
 - Establish MCTID

- City of Pacific Grove: November 28, 2018
 - First reading of an ordinance to amend the HID Assessment

- Projected Effective Date: January 1, 2019
 - All collections will be remitted based on the segregated model

Questions

