

Yuba Sutter Tourism Improvement District

January 18, 2022



Tourism Improvement District Overview

- Yuba Sutter TID formed in 2017 which includes the cities of Yuba City, Marysville, Live Oak, and Wheatland (cities); and the unincorporated areas of Yuba and Sutter counties
- Currently 114 Tourism Improvement Districts (TID) in California, Raising over \$300 million for tourism promotion

Yuba Sutter TID Renewal Parameters

SERVICES	Marketing and sales programs, sports/outdoor recreation programs, and transportation/visitor services programs used to increase demand for overnight tourism, thereby increasing “heads in beds”
ASSESSMENT RATE	2% of room rental revenue
ESTIMATED ANNUAL BUDGET	\$400,000
TERM	10 years
MANAGEMENT	<p>The Yuba Sutter Lodging Association (YSLA) will continue to serve as the Owners Association, which shall include:</p> <ul style="list-style-type: none">• A minimum of four (4) assessed business owners or their representatives;• One (1) government rep from Yuba City; and• One (1) government rep from Sutter County, Yuba County, the City of Marysville, the City of Live Oak, the City of Wheatland or Yuba-Sutter Economic Development Corporation and appointed by either the City Manager or County Administrator.

Steps to Formation

1. Hotel outreach and consensus building
2. Document Preparation
3. Hotel petition drive
4. City approval process
 - January 18: Resolution of Intention to Renew YSTID
 - February 15: Public Meeting; Allow Public Testimony; No Action by Council
 - March 15: Public Hearing & Resolution of Formation to Renew YSTID

Q & A

Thank you!

Gina Reed

Senior Project Manager

Civitas

Jacob Young

President of YSLA

General Manager

Collins Lake Recreation Area

