

MENDOCINO COUNTY

Tourism Improvement District Conversion





Image Credit: Visit Mendocino

WHY CONVERT??



89 Parking & Business
Improvement District

-VS-

94 Property and Business
Improvement District

- Term Length
- Formation & Renewal Process
- Governance
- Lawsuits



STEPS TO ESTABLISH

- Step One: Initiation/
Infrastructure
- Step Two: Outreach and
Consensus Building
- Step Three: Document
Preparation
- Step Four: Document Revision
- Step Five: Hearing Process

STEP ONE: INITIATION/INFRASTRUCTURE

This step creates the necessary leadership structure to carry out the project. During this step Civitas, the Bureau, and business owners will identify their respective roles in the formation process. This step also includes gathering information on the district.

STEP TWO: OUTREACH AND CONSENSUS BUILDING

Outreach efforts are undertaken in step two to connect with business owners and County officials and gain their support for the district.

STEP THREE: DOCUMENT PREPARATION

In step three documents necessary to form the district are drafted. Civitas will work closely with business owners, the Bureau, and the County to ensure documents reflect the needs and priorities of assessed businesses.

STEP FOUR: DOCUMENT REVISION

Documents drafted by Civitas will be submitted to the Bureau, business owners, and the County for review. Based on their input, Civitas will revise documents as necessary and prepare final documents.

STEP FIVE: HEARING PROCESS

Finally, Civitas will guide the Bureau through the Board of Supervisors hearing process to convert the district.

- Resolution of Intention & Resolution Requesting Consent
- Public Meeting
- Resolutions Granting Consent
- Public Hearing & Resolution of Formation

TIMELINE – 9 MONTHS

	Feb (1)	March (2)	April (3)	May (4)	June (5)	July (6)	Aug (7)	Sept (8)	Oct (9)
Initiation	Active								
Outreach & Education	Active	Active	Active	Active	Active	Passive	Passive	Passive	Passive
Document Prep & Revisions			Active	Active	Active	Active			
Petition Process		Passive	Passive	Passive	Active	Active	Passive	Passive	Passive
Hearing Process							Active	Active	Active

NEW

MENDOCINO COUNTY

TOURISM IMPROVEMENT DISTRICT