



Legislation Details

File #:	24-476	Version:	1	Name:	
Type:	Business Item	Status:		Agenda Ready	
File created:	5/8/2024	In control:		City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency	
On agenda:	5/20/2024	Final action:			
Title:	SUBJECT: Discussion and Direction Regarding the Merced Hotel & Lodging Association's Tourism Based Improvement District Proposal for Merced Tourism				
	REPORT IN BRIEF				
	The Merced Hotel & Lodging Association is requesting that the City contribute 2% of the Transient Occupant Tax (TOT) base to be allocated to the Tourism Based Improvement District. For example, if the collected Transient Occupancy Tax is \$1.8 million, then the Transient Occupancy Tax base is \$18 million, which results in a potential contribution of \$360,000 from the TOT collected by the City. The TOT in the City of Merced is 10%.				
	RECOMMENDATION				
	City Council - Provide staff direction on the request submitted by the Merced Hotel & Lodging Association.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	1. TBID Formation Service Agreement Report, 2. 2023-2024 City Council Goals and Priorities, 3. Letter from the Merced Hotel & Lodging Association.pdf				

Date	Ver.	Action By	Action	Result
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