

Mayor and Council Communication

DATE: 08/18/20

M&C FILE NUMBER: M&C 20-0559

LOG NAME: 13FMS PID18FY21 BENEFIT

SUBJECT

(ALL) Conduct Public Benefit Hearing Regarding the Proposed Fiscal Year 2020-2021 Budget, Seven-Year Service Plan and 2020 Assessment for Fort Worth Public Improvement District No. 18, Tourism

(PUBLIC HEARING - a. Report of City Staff: Anthony Rousseau; b. Public Comment; c. Council Action: Close Public Hearing and Act on the M&C)

RECOMMENDATION:

It is recommended that the City Council:

1. Conduct a public benefit hearing to receive comments on the proposed budget, Seven-Year Service Plan, and 2020 Assessment for Fort Worth Public Improvement District No. 18, Tourism for Fiscal Year 2020-2021;
2. Approve the filing of the proposed 2020 Assessment Roll for the Fort Worth Public Improvement District No. 18, Tourism with the City Secretary for public inspection; and
3. Set a public benefit hearing for August 25, 2020 at 7:00 p.m., for final approval of the Fort Worth Public Improvement District No. 18, Tourism Fiscal Year 2020-2021 Budget, Seven-Year Service Plan, and 2020 Assessment.

DISCUSSION:

On August 29, 2017, the Mayor and City Council adopted Resolution No. 4837-08-2017, establishing the Fort Worth Public Improvement District No. 18, Tourism (Tourism PID). On August 18, 2020, the City Council adopted a Resolution to include five additional hotels within the Tourism PID. State law requires an annual report on the proposed budget and Seven-Year Service Plan for the Tourism PID, which is attached.

The Tourism PID focuses on increasing the economic impact and enhancing competitiveness in conventions, meetings, leisure and sports tourism and increasing tourism-related economic activity at all times, including during economic downturns and as inventory grows.

The Tourism PID projects, all of which benefit the hotels within the Tourism PID, include:

- Incentives and sales efforts;
- Marketing and Research (promotion and advertising)
- Site visits and familiarization tours;
- Cultural enhancements through Marketing and Promotion of the Arts; and
- Operations, research, and administration.

The total budgeted costs of the improvements and services will be funded by the owners/operators of hotels with 100 or more rooms paying a special assessment at a rate of two percent (2%) of the consideration received from occupancy of any sleeping room furnished by hotels within the Tourism PID. Hotels typically pass the assessment onto its guests in the form of a reimbursement that is identical to the 2% assessment rate charged by the Tourism PID. Subsequent actions will formally establish the assessment rate and the corresponding budget for Fiscal Year 2020-2021.

The proposed Assessment Roll for the Tourism PID will be filed with the City Secretary and available for public inspection during normal business hours at any time prior to the August 25, 2020 Public Benefit Hearing.

The Tourism PID is located in ALL COUNCIL DISTRICTS.

A Form 1295 is not required because: This M&C does not request approval of a contract with a business entity.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that approval of these recommendations will have no material effect on City funds.

Submitted for City Manager's Office by: Jay Chapa 5804

Originating Business Unit Head: Reginald Zeno 8517

Additional Information Contact:

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