

# Mayor and Council Communication

**DATE:** 09/14/21

**M&C FILE NUMBER:** M&C 21-0637

**LOG NAME:** 17ED PID18FY22 BENEFIT

## **SUBJECT**

(ALL) Conduct Public Benefit Hearing Regarding the Proposed Fiscal Year 2021-2022 Budget, Six-Year Service Plan, and 2021 Assessment for Fort Worth Public Improvement District No. 18, Tourism; Approve the Filing of the Proposed 2021 Assessment Roll for the Tourism PID with the City Secretary's Office; and Set a Public Benefit Hearing

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

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## **RECOMMENDATION:**

It is recommended that the City Council:

1. Conduct a public benefit hearing to receive comments on the proposed budget, six-year service plan, and 2021 assessment for Fort Worth Public Improvement District No. 18, Tourism, for Fiscal Year 2021-2022;
2. Approve the filing of the proposed 2021 Assessment Roll for Fort Worth Public Improvement District No. 18, Tourism, with the City Secretary, which has been available for public inspection for more than ten days prior to the date of this hearing; and
3. Set a public benefit hearing for September 21, 2021 at 7:00 p.m., for final approval of the Fort Worth Public Improvement District No. 18, Tourism, fiscal year 2021-2022 budget, six-year service plan, and 2021 Assessment.

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## **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). The City Council subsequently approved the expansion of the Tourism PID to include additional hotels on August 18, 2020 (Resolution No. 5264-08-2020), April 13, 2021 (Resolution No. 5382-04-2021), and September 14, 2021 (M&C 17ED PID18EXPANDTPID). State law requires an annual report on the proposed budget and Six-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 on to 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 2021-2022.

The proposed 2021 Assessment Roll for the Tourism PID has been on file with the City Secretary and available for public inspection during normal business hours.

Notice of this public hearing was published in the Star-Telegram and mailed to the appropriate property owners within the TPID on August 27, 2021.

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.

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## **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:** Robert Sturns 2663

**Additional Information Contact:** Crystal Hinojosa 7808

Expedited