RESOLUTION NO. 2025 -_____

A RESOLUTION DESIGNATING SAN LUIS OBISPO COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT (SLOCTBID) FUNDS TO HIGHWAY 1 TOURISM ALLIANCE AND RECOMMENDING HIGHWAY 1 TOURISM ALLIANCE AS THE DESIGNATED COUNTY CONTRACTOR

WHEREAS, the SLOCTBID, established under Chapter 3.09 of the San Luis Obispo County Code (Ordinance) and pursuant to the Parking and Business Improvement Area Law of 1989, California Streets and Highways Code Sections 36500 et. seq., assesses lodging businesses within the SLOCTBID to provide services, activities, and programs promoting tourism; and

WHEREAS, local advisory boards, as defined under Section 3.09.020 of the Ordinance, were established to represent the interests of lodging businesses within their respective jurisdictions; and

WHEREAS, the County of San Luis Obispo may designate a county contractor, pursuant to Section 3.09.130 of the Ordinance, to expend the SLOCTBID funds and implement services, activities and programs authorized by the SLOCTBID; and

WHEREAS, the Visit Los Osos-Baywood (Board) now desires to designate Highway 1 Tourism Alliance, a California nonprofit corporation, to receive and manage SLOCTBID funds, and to recommend Highway 1 Tourism Alliance as the designated county contractor.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD THAT:

1. The recitals set forth herein are true and correct.

2. The Board hereby authorizes Highway 1 Tourism Alliance to receive, manage, and expend SLOCTBID funds, and hereby recommends Highway 1 Tourism Alliance as the designated county contractor.

3. The Board shall have the authority to provide recommendations to Highway 1 Tourism Alliance regarding the expenditure of the SLOCTBID funds.

4. This Resolution shall take effect at or before the conclusion of the 2024-2025 fiscal year.

   I HEREBY CERTIFY that the foregoing Resolution was introduced and adopted at a regular meeting of the Board on _____, 2025 by the following vote:

   AYES: **DIRECTORS**
   NAYES: **DIRECTORS**
   ABSENT: **DIRECTORS**
   ABSTAIN: **DIRECTORS**

   ATTEST:

   _____
   Chair of the Board