
HUMBOLDT COUNTY TOURISM BUSINESS IMPROVEMENT DISTRICT

MANAGEMENT DISTRICT PLAN

*Formed pursuant to the Property and Business Improvement District Act of 1994
(Streets and Highways Code §36600 et seq.)*

Submitted to

The Humboldt County Convention and Visitors Bureau
and
Humboldt County Lodging Businesses

Prepared By



April 26, 2012

CONTENTS

| | |
|---|----|
| CONTENTS | 1 |
| I. INTRODUCTION | 2 |
| II. WHY A TOURISM BUSINESS IMPROVEMENT DISTRICT FOR HUMBOLDT COUNTY?..... | 3 |
| III. WHAT IS A TOURISM BUSINESS IMPROVEMENT DISTRICT?..... | 4 |
| IV. TBID BOUNDARY | 5 |
| V. SERVICE PLAN AND BUDGET | 6 |
| A. Assessment..... | 6 |
| B. Determination of Specific Benefit | 6 |
| C. Time and Manner for Collecting Assessments | 6 |
| D. Annual Service Plan..... | 7 |
| E. Adjustments | 9 |
| F. District Expiration..... | 10 |
| VI. BID GOVERNANCE..... | 11 |
| A. Owners' Association..... | 11 |
| B. Brown Act and California Public Records Act Compliance | 11 |
| C. Annual Report..... | 12 |
| APPENDIX 1 – THE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994 | 13 |
| APPENDIX 2 – LODGING BUSINESSES TO BE ASSESSED WITHIN THE HCTBID | 27 |

I. INTRODUCTION

Developed by lodging businesses and the Humboldt County Convention and Visitors Bureau (HCCVB), the Humboldt County Tourism Business Improvement District (HCTBID) is a benefit assessment district proposed to help fund marketing and sales promotion efforts for Humboldt County lodging businesses. This approach has been used successfully in other destination areas throughout the state to drive additional room night sales.

Location: The proposed HCTBID includes all lodging businesses (hotels, motels, inns, bed and breakfasts, vacation homes, corporate vacation housing, private campgrounds and r.v. parks) located within the boundaries of the County of Humboldt, including the cities of Arcata, Eureka, Ferndale, Fortuna, and Trinidad.

Services: Marketing and sales promotions to increase room night sales and market Humboldt County lodging businesses as tourist, meeting, and event destinations.

Budget: The total HCTBID annual budget for each year of its five year operation is anticipated to be approximately \$1,000,000.

Cost: Annual assessment rates are 2% of gross short term (stays less than 31 days) room rental revenue on lodging businesses. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. Assessments pursuant to the HCTBID shall not include room rental revenue resulting from stays pursuant to contracts executed prior to July 1, 2012.

Formation: TBID formation requires submittal of petitions from lodging businesses representing more than 50% of the total annual assessment followed by a Board of Supervisors hearing and an opportunity for a written protest. The assessed lodging business owners will receive notice of the public hearing by mail. If there is a majority written protest, the TBID will not be formed.

Duration: The proposed HCTBID will have a five year life beginning July 1, 2012. Once per year beginning on the anniversary of the formation of the district there is a 30-day period in which owners paying more than 50% of the assessment may protest and terminate the district.

II. WHY A TOURISM BUSINESS IMPROVEMENT DISTRICT FOR HUMBOLDT COUNTY?

There are several reasons why now is the right time to form a TBID in Humboldt County.

Declining Funding for Tourism Promotion

Until recent years, the cities and County of Humboldt supported destination marketing with funding tied to bed tax growth. However, beginning in 2003, budget cuts and “take-aways” began to reduce funding for tourism marketing, despite growth in transient occupancy tax collections. With the financial meltdown and demands for public safety, local governments have been forced to divert transient occupancy tax funding away from destination marketing.

An Opportunity to Remain Competitive

Case studies show that when marketing stops, people stop visiting. Surveys have shown that over forty percent of Humboldt County’s visitors are influenced by marketing programs. As a result of marketing programs, area chambers of commerce and the CVB make thousands of direct referrals to lodging businesses each year. Humboldt County is surrounded by competitors who are equally sophisticated and have more funding for marketing. To remain competitive, it is imperative that the lodging community find a new source of funding for tourism marketing.

An Opportunity for Increasing Tax Revenues

As occupancy rates increase, so too will sales and transient occupancy tax revenues. With stable public-private funding for tourism marketing efforts, annual occupancy rates should increase significantly as new marketing and sales promotion programs are implemented. Greater occupancy will also produce an increase in sales tax revenues from tourist spending. This represents a substantial return to the local jurisdictions.

Stable Funding for Tourism Promotion

The HCTBID will provide a stable source of funding for consistent tourism promotion efforts. The HCTBID will provide funding for tourism promotion free of extenuating circumstances that can reduce or eliminate other sources of funding for tourism promotion.

III. WHAT IS A TOURISM BUSINESS IMPROVEMENT DISTRICT?

Tourism Business Improvement Districts (TBIDs) utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. TBIDs allow lodging business owners to organize their efforts to increase tourism. Lodging business owners within the district fund a TBID, and those funds are used to provide services that the businesses desire and that benefit the lodging businesses within the District.

Tourism Business Improvement District services may include:

- Marketing Assessed Businesses
- Tourism Promotion Activities
- Sales Lead Generation

In California, Tourism Business Improvement Districts are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a special benefit assessment district to raise funds within a specific geographic area. *The key difference between TBIDs and other special benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

There are many benefits to Tourism Business Improvement Districts:

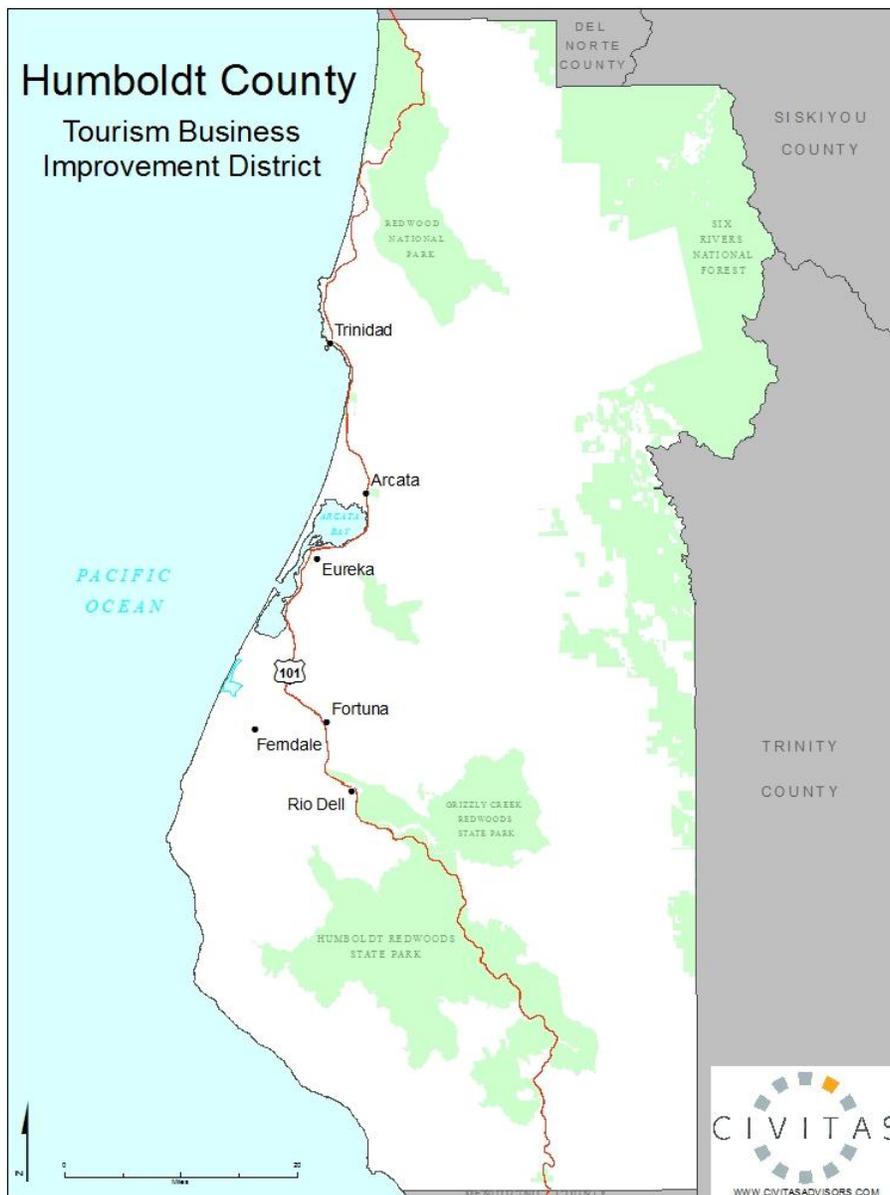
- Funds cannot be diverted to government programs;
- Tourism Business Improvement Districts are customized to fit the needs of each tourism district;
- They allow for a wide range of services, including those listed above;
- Tourism Business Improvement Districts are *designed, created and governed by those who will pay* the assessment; and
- They provide a stable funding source for tourism promotion.

The Property and Business Improvement District Law of 1994 is provided in Appendix 1.

IV. TBID BOUNDARY

The HCTBID will include all lodging businesses (hotels, motels, inns, bed and breakfasts, vacation homes, corporate vacation housing, private campgrounds and r.v. parks), existing and in the future, available for public occupancy within the boundaries of the County of Humboldt, including the cities of Arcata, Eureka, Ferndale, Fortuna, and Trinidad.

A complete listing of lodging businesses within the proposed HCTBID can be found in Appendix 2.



V. SERVICE PLAN AND BUDGET

A. Assessment

The HCTBID annual assessment rate is 2% of gross short term (stays less than 31 days) room rental revenue for lodging businesses. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. Assessments pursuant to the HCTBID shall not include room rental revenue resulting from stays pursuant to contracts executed prior to July 1, 2012.

The term “gross revenue” as used herein includes the following: (1) Any charge for a room, whether the guest uses the room or not; (2) Any charge for additional guests in a room; and (3) Any fee for guaranteeing the availability of a room, whether or not that room is occupied. Gross revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes. Any other charges shall be considered gross revenue only in accordance with the local transient occupancy tax.

Bonds shall not be issued.

The amount of assessment, if passed on to each transient, shall be disclosed in advance.

B. Determination of Specific Benefit

State law requires that assessment funds be expended on a specific benefit conferred directly to the payors that is not provided to those not charged, and which does not exceed the reasonable cost to the County and cities of conferring the benefit.

The specific benefit the district will provide to assessed lodging businesses, and will not provide to non-assessed lodging businesses, is room night sales. The programs and services provided with the district funds will be designed specifically to drive room night sales at assessed lodging businesses. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from district-funded activities, be featured in advertising campaigns, and benefit from other district-funded services. Non-assessed lodging businesses will not receive these and any other district-funded services.

C. Time and Manner for Collecting Assessments

Assessment Collection

The HCTBID assessment will be implemented beginning July 1, 2012 and continue for five years. The County and each city will be responsible for collecting the assessment

from lodging businesses in their respective jurisdictions on a monthly or quarterly basis. The assessment shall be collected at the same time and in the same manner as transient occupancy taxes. The County and cities shall take all reasonable efforts to collect the assessments from lodging businesses within their respective jurisdictions. Each jurisdiction shall forward the assessments to the Humboldt Lodging Alliance (HLA), the designated owner’s association for the district.

Penalties and Interest; Collection of Delinquencies

Each city and the County shall be responsible for collecting delinquent assessments, penalties, and interest from lodging businesses within its jurisdiction. Each jurisdiction shall impose penalties and interest in accordance with its provisions for penalties and interest on delinquent transient occupancy taxes, and shall collect delinquencies in accordance with its methods for collecting delinquent transient occupancy taxes.

D. Annual Service Plan

A service plan budget has been developed to deliver services to assessed businesses for each year of district operation. An annual service plan and budget will be developed by the Humboldt County Convention and Visitors Bureau and approved by the HLA Board. The maximum cost of the activities provided in each year of operation of the district shall be \$3,000,000 or the actual amount of assessment collected, whichever is less.

**HCTBID Annual Budget
2012-2017**

| Category | Percent of Budget | Dollar Amount |
|----------------------------|--------------------------|----------------------|
| Community Organizations | 25% | \$250,000 |
| Sales and Marketing | 67% | \$670,000 |
| Administration | 5% | \$50,000 |
| Collection Costs | 1% | \$10,000 |
| Contingency/Renewal | 2% | \$20,000 |
| Total Annual Budget | 100% | \$1,000,000 |

Community Organizations

Community organizations (ex. chambers of commerce) in each jurisdiction are eligible to apply for up to 25% of the assessment revenues generated in that jurisdiction to fund tourism marketing and visitor services programs. The programs must provide a specific benefit to the hotels paying the assessment that is not provided to those not paying.

§For the county the regional organizations will receive up to 25% of the revenues collected in their region according to the county's regional collection statistics. TBID board members will vote on funding of community organizations in the jurisdiction they represent. For example, Arcata's three members vote on projects proposed by Arcata community organizations, Eureka's seven members vote on Eureka community organizations, the County's five members on the county's community organizations, etc.

Community organizations will be invited to develop proposals for marketing the community to overnight visitors using TBID funds, focusing on developing new shoulder-season and off-season business. Approved marketing activities include advertising, promotions, visitor services and especially creating new destination events. All activities using TBID funds must specifically benefit lodging properties. Community Organizations must have systems in place to separately account for use of TBID funds.

Proposals will be developed in collaboration with the TBID board and staff during the first quarter of the fiscal year. During the last quarter (April-June), organizations will report to the TBID board on the results achieved with TBID funding.

With the approval of the TBID board, organizations may "roll over" funding from one year to the next year in order to accomplish larger projects.

If the full 25 percent funding in any jurisdiction is not applied for or granted, the balance of funds will remain with the district and may be allocated as the TBID board sees fit.

Sales and Marketing

A sales and marketing program will promote Humboldt County lodging businesses as tourist and meeting destinations. The sales and marketing program will have a central theme of promoting Humboldt County lodging businesses as desirable places to visit, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence;
- Print ads in magazines and newspapers targeted at potential visitors;
- Outreach and coordination to generate favorable publicity;
- Cooperation and partnership with other destinations and entities when such activities benefit assessed Humboldt County lodging businesses;
- Television ads targeted at potential visitors;
- Creation of destination events;
- Partnership with county Chambers of Commerce;
- Radio ads targeted at potential visitors;
- Attendance of trade and consumer shows;

- Sales blitzes;
- Familiarization tours;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps;
- Attendance of professional industry conferences and affiliation events;
- Lead generation activities designed to attract tourists and group events to Humboldt County;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts;
- Education of hospitality staff on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits; and
- Education of lodging business management and the owners' association on marketing strategies best suited to meet Humboldt County lodging businesses' needs.

Administration and Operations

The administrative and operations portion of the budget shall be utilized for staffing costs, office costs, insurance, accounting and legal expenses, and other general administrative costs.

Collection Costs

The County of Humboldt and each city shall be paid a fee equal to 1% of the amount of assessment collected in their respective jurisdictions to cover their costs of collection and administration.

Contingency/Renewal

A prudent portion of the budget will be set aside in a contingency fund, to be used for unforeseeable costs in carrying out the sales and marketing programs or in the event collections are less than anticipated. If at the expiration of the district there are contingency funds remaining, and business owners wish to renew the district, the remaining contingency funds may be used for renewal costs.

E. Adjustments

Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the County and the HLA board shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) per year.

F. District Expiration

If there are funds remaining at the end of the District term and lodging businesses choose to renew, these remaining funds could be transferred to the renewed District. If there are funds remaining at the end of the District and lodging businesses choose not to renew, any remaining funds will be spent consistent with this Plan or returned to assessed businesses in equal proportions to the assessment paid by each business.

VI. BID GOVERNANCE

A. Owners' Association

Designation

The Board of Supervisors, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the owners' association of the HCTBID as defined in Streets and Highways Code §36614.5. The Humboldt Lodging Alliance will serve as the Owners' Association for the HCTBID.

Composition

The HLA Board of Directors shall be composed of nineteen directors representing lodging businesses paying the HCTBID assessment. Each director will have one vote. The Board will be structured to ensure lodging businesses located in each jurisdiction are represented in proportion to the amount of assessment collected in that region. The initial Board shall include the following representatives.

| Business Location | Number Directors |
|--------------------------|-------------------------|
| Arcata | 3 |
| Eureka | 7 |
| Ferndale | 1 |
| Fortuna | 2 |
| Trinidad | 1 |
| County | 5 |

B. Brown Act and California Public Records Act Compliance

The owners' association is subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act, designed to promote public accountability. The owners' association of a TBID is considered a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the HLA board and standing committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and producing requirements of the California Public Records Act.

C. Annual Report

The HLA board shall present an annual report at the end of each year of operation to the Board of Supervisors pursuant to Streets and Highways Code §36650 (see Appendix 1). A copy of the annual report shall be provided to the cities of Arcata, Eureka, Ferndale, Fortuna, and Trinidad.

APPENDIX 1 – THE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

*** This document is current through the 2012 Supplement ***
(All 2011 legislation)

§ 36600. Citation of part

This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

§ 36601. Legislative findings and declarations

The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow cities to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property or businesses are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property or businesses for which the improvements and activities are provided.

§ 36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

§ 36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

§ 36603.5. Part prevails over conflicting provisions

Any provision in this part that conflicts with any other provision of law shall prevail over the other provision of law.

§ 36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

§ 36605. [Section repealed 2001.]

§ 36606. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the properties or businesses located within a property and business improvement district.

§ 36607. "Business"

"Business" means all types of businesses and includes financial institutions and professions.

§ 36608. "City"

"City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with *Section 6500*) of *Chapter 5 of Division 7 of Title 1 of the Government Code*, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

§ 36609. "City council"

"City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

§ 36610. "Improvement"

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.

- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the area.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

§ 36611. "Property and business improvement district"; "District"

"Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

§ 36612. "Property"

"Property" means real property situated within a district.

§ 36613. "Activities"

"Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.
- (b) Furnishing of music in any public place within the district.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Activities which benefit businesses and real property located in the district.

§ 36614. "Management district plan"; "Plan"

"Management district plan" or "plan" means a proposal as defined in Section 36622.

§ 36614.5. "Owners' association"

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement activities and improvements specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners' association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with *Section 54950*) of *Part 1 of Division 2 of Title 5 of the Government Code*), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with *Section 6250*) of *Division 7 of Title 1 of the Government Code*), for all documents relating to activities of the district.

§ 36615. "Property owner"; "Business owner"; "Owner"

"Property owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. "Business owner" means any person recognized by the city as the owner of the business. "Owner" means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

§ 36616. "Tenant"

"Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

§ 36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

§ 36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

§ 36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

§ 36621. Initiation of proceedings; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) A brief description of the proposed activities and improvements, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements and activities and the location and extent of the proposed district.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

§ 36622. Contents of management district plan

The management district plan shall contain all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected lands and businesses included. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.

(e) The total annual amount proposed to be expended for improvements, maintenance and operations, and debt service in each year of operation of the district.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to assessment on real property.

(l) Any other item or matter required to be incorporated therein by the city council.

§ 36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with *Section 53753 of the Government Code*.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with *Section 54954.6 of the Government Code*, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

§ 36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements or activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

§ 36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish the proposed property and business improvement district, the city council shall adopt a resolution of formation that shall contain all of the following:

(1) A brief description of the proposed activities and improvements, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement about whether bonds will be issued, and a description of the exterior boundaries of the proposed district. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

§ 36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in paragraphs (1) to (8), inclusive, of subdivision (b) of Section 36625, but need not contain information about the preliminary resolution if none has been adopted.

§ 36626.5. [Section repealed 1999.]

§ 36626.6. [Section repealed 1999.]

§ 36626.7. [Section repealed 1999.]

§ 36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk of the city shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

§ 36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

§ 36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements and activities.

§ 36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a parking and business improvement area.

§ 36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and a new district established pursuant to this part.

§ 36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part shall be charged interest and penalties.

§ 36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

§ 36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

§ 36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

§ 36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

§ 36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention; Modification of improvements and activities by adoption of resolution after public hearing

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public meetings and public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public meeting.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public meeting, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

§ 36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

§ 36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with *Section 6584*) of *Chapter 5 of Division 7 of Title 1 of the Government Code*). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and

the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

§ 36641. [Section repealed 2001.]

§ 36642. [Section repealed 2001.]

§ 36643. [Section repealed 2001.]

§ 36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements and the activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from

the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

§ 36651. Designation of owners' association to provide improvements and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements or activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

§ 36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

§ 36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assesses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the area who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

§ 36671. Refund of remaining revenues upon disestablishment of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – LODGING BUSINESSES TO BE ASSESSED WITHIN THE HCTBID

| COMPANY | MAIL ADD | City | ST | Zip |
|------------------------------------|-----------------------|--------|----|-------|
| Best Western Arcata Inn | 4827 Valley West Blvd | Arcata | CA | 95521 |
| Charming Cottage | | Arcata | | |
| Comfort Inn, Arcata | 4701 Valley West Blvd | Arcata | CA | 95521 |
| Days Inn Arcata | 4975 Valley West Blvd | Arcata | CA | 95521 |
| Fairwinds Motel | 1674 G St. | Arcata | CA | 95521 |
| Forest View Stay | | Arcata | | |
| Hampton Inn & Suites | 4750 Valley West Blvd | Arcata | CA | 95521 |
| Hotel Arcata | 708 9th St | Arcata | CA | 95521 |
| Howard Johnson Express Inn | 4700 Valley West Blvd | Arcata | CA | 95521 |
| Lady Anne Bed & Breakfast Inn | 902 14th Street | Arcata | CA | 95521 |
| Mad River Rapids RV Park | 3501 Janes Rd | Arcata | CA | 95521 |
| Motel 6 | 4755 Valley West Blvd | Arcata | CA | 95521 |
| Parkside Stay | | Arcata | | |
| Plaza Terrace Stay | | Arcata | | |
| Quality Inn Arcata | 3535 Janes Road | Arcata | CA | 95521 |
| Rose Court Cottage | 814 13th St | Arcata | CA | 95521 |
| Scenic View Stay | 814 13th St | Arcata | | |
| Streamside Stay | 814 13th St | Arcata | | |
| Super 8 Motel - Arcata | 4887 Valley West Blvd | Arcata | CA | 95521 |
| Third Street Suites | POB 355 | Cutten | CA | 95534 |
| America's Best Value Inn & Suites | 129 Fourth St | Eureka | CA | 95501 |
| An Elegant Victorian Mansion | 1406 C Street | Eureka | CA | 95501 |
| Bayfront One Vacation Rentals | 1200 W Harris Street | Eureka | CA | 95503 |
| Bayview Motel | 2844 Fairfield St | Eureka | CA | 95501 |
| Best Western Bayshore Inn | 3500 Broadway | Eureka | CA | 95503 |
| Best Western Humboldt Bay Inn | 232 West Fifth St | Eureka | CA | 95501 |
| Blue Heron Lodge | 2245 Broadway | Eureka | CA | |
| Broadway Motel | 1921 Broadway | Eureka | CA | |
| Budget Inn | 1140 4th St | Eureka | CA | 95501 |
| Carter House Inns - Restaurant 301 | 301 L St | Eureka | CA | 95501 |
| Chin's Motel | 4200 Broadway | Eureka | CA | 95501 |
| Christie's Motel | 1420 4th Street | Eureka | CA | 95501 |

| COMPANY | MAIL ADD | City | ST | Zip |
|-----------------------------------|--------------------|-------------|-----------|------------|
| Clarion Resort | 2223 4th Street | Eureka | CA | 95501 |
| | 2475 Matthew | | | |
| Comfort Inn & Suites Fortuna | Circle | Eureka | CA | 95503 |
| Comfort Inn, The | 4260 Broadway | Eureka | CA | 95503 |
| Cornelius Daly Inn | 1125 H Street | Eureka | CA | 95501 |
| Discovery Inn | 2832 Broadway | Eureka | CA | 95501 |
| Eagle House Victorian Inn | 139 Second St | Eureka | CA | 95501 |
| Econo Lodge Downtown | 1630 Fourth St | Eureka | CA | 95501 |
| Eureka Corporate Housing | 1864 Myrtle Av | Eureka | CA | 95501 |
| Eureka Inn | 518 Seventh Street | Eureka | CA | 95501 |
| Travelodge | 4 4th St | Eureka | CA | 95501 |
| E-Z Boat Landing & Trailer Park | 1875 Buhne | Eureka | CA | 95503 |
| Flamingo Motel | | Eureka | | |
| Halcyon Inn Bed and Breakfast | 1420 C Street | Eureka | CA | 95501 |
| Heritage Inn | | Eureka | | |
| Klamath River Lodge | POB 1032 | Eureka | CA | 95502 |
| KOA - Eureka | 4050 N Hwy 101 | Eureka | CA | 95503 |
| Lamplighter Motel | | | | |
| McCullens Motel | | | | |
| | 1934 Broadway | | | |
| Motel 6 | Street | Eureka | CA | 95501 |
| Old Town Cottage | POB 6158 | Eureka | CA | 95502 |
| Pacific Heights Executive Rentals | 1200 W Harris St | Eureka | CA | 95503 |
| Pine Motel | | | | |
| Quality Inn Eureka | 1209 4th Street | Eureka | CA | 95501 |
| Red Lion Hotel, Eureka | 1929 Fourth St | Eureka | CA | 95501 |
| Redwood Acres Fairgrounds | 3750 Harris St | Eureka | CA | 95502 |
| River's Edge RV Park | 4173 Excelsior Rd | Eureka | CA | 95503 |
| Rodeway Inn Eureka | 2014 4th St | Eureka | CA | 95501 |
| Royal Inn | 1137 5th St | Eureka | CA | 95501 |
| Serenity Inn | | | | |
| Ship's Inn, The | 821 D Street | Eureka | CA | 95501 |
| Shoreline RV Park | 2600 6th Street | Eureka | CA | 95501 |
| Super 8 Motel - Eureka | 1304 4th St | Eureka | CA | 95501 |
| Town House Motel | 933 Fourth Street | Eureka | CA | 95501 |
| Waterfront Cafe | | Eureka | | |
| Francis Creek Inn | 577 Main Street | Ferndale | CA | 95536 |
| Hotel Ivanhoe | P.O. Box 458 | Ferndale | CA | 95536 |
| Jeanette's Cottage | POB 523 | Ferndale | CA | 95536 |
| Redwood Suites | POB 1436 | Ferndale | CA | 95536 |
| Shaw House Inn Bed & Breakfast | P.O. Box 1369 | Ferndale | CA | 95536 |
| The White House | | Ferndale | | |
| Victorian Inn | P.O. Box 96 | Ferndale | CA | 95536 |
| Ye Old Danish Inn | 132 Ocean Ave | Ferndale | CA | 95535 |

| COMPANY | MAIL ADD | City | ST | Zip |
|---------------------------------------|---|---------------|-----------|------------|
| Best Western Country Inn | 2025 Riverwalk Dr 1583 Riverwalk | Fortuna | CA | 95540 |
| Comfort Inn & Suites | Drive | Fortuna | CA | 95540 |
| National 9 Motel | 819 Main St 2189 Riverwalk | Fortuna | CA | 95540 |
| Riverwalk RV Park & Campground | Drive 531 South Fortuna | Fortuna | CA | 95540 |
| Six Rivers Motel | Blvd | Fortuna | CA | 95540 |
| Super 8 Motel - Fortuna | 1805 Alamar Way | Fortuna | CA | 95540 |
| Travel Inn | 275 12th Street | Fortuna | CA | 95540 |
| Holiday Inn Express | 6633 Yount Street 5244 Patrick Creek | Yountville | CA | 94599 |
| Whalesong House & Gardens | Dr | McKinleyville | CA | 95519 |
| Azalea Glen RV Park & Campground | PO Box 1099 199 N Westhaven | Trinidad | CA | 95570 |
| Hidden Creek Villas & RV Park | Drive | Trinidad | CA | 95570 |
| Midway RV Park | P.O. Box 830 | Trinidad | CA | 95570 |
| Pelican's Nest | | Trinidad | | |
| | 3443 Patricks Point | | | |
| Sounds of the Sea RV Park | DR 265 Redwood Trails | Trinidad | CA | 95570 |
| Stone Lagoon Rv Park | Circle | | | |
| Trinidad Bay Bed & Breakfast | POB 849 | Trinidad | CA | 95570 |
| Trinidad Retreats | POB 1034 | Trinidad | CA | 95570 |
| Trinidad Vista | POB 877 | Trinidad | CA | 95570 |
| Trinity River Cabin | 718 Second St | Trinidad | CA | 95570 |
| Farmhouse at Riverbar Farm | 355 Riverbar Rd | Fortuna | CA | 95540 |
| Chumayo Spa | POB 191 | Blue Lake | CA | 95525 |
| Worthington House Inn | POB 589 | Blue Lake | CA | 95525 |
| Benbow Valley RV Resort & Golf Course | 7000 Benbow Dr | Garberville | CA | 95542 |
| Richardson Grove Campground KOA | POB 864 | Fortuna | CA | 95540 |
| Giant Redwoods RV & Camp | P.O. Box 222 | Myers Flat | CA | 95554 |
| The Lost Inn | | Petrolia | CA | 95558 |
| Redwoods Getaway | 332 Eel River Lane | Redway | CA | 95560 |
| Humboldt Gables Motel | 40 W. Davis St. | Rio Dell | CA | 95562 |
| Inn of the Lost Coast | 205 Wave Dr | Shelter Cove | CA | 95589 |
| Lighthouse Inn | | Shelter Cove | | |
| Shelter Cove Oceanfront Inn | 26 Seal Court | Shelter Cove | CA | 95589 |
| Shelter Cove Rv and Campground | 492 Machi Rd. | Shelter Cove | CA | 95589 |
| Tides Inn, The | 59 Surf Point | Shelter Cove | CA | 95589 |
| Marble Mountain Ranch | 92520 Hwy 96 | Somes Bar | CA | 95568 |
| Redwood Coast Vacation Rentals | POB 963 | Trinidad | CA | 95570 |
| The River Place | PO Box 1170 | Willow Creek | CA | 95573 |
| Widow White Creek RV Park | 1085 Murray Rd | McKinleyville | CA | 95519 |

| COMPANY | MAIL ADD | City | ST | Zip |
|---|-----------------------|---------------|-----------|------------|
| 4 Seafoam Vacation Rental | 6847 Williston Rd | Live Oak | CA | 95953 |
| Abalone Cove Oceanfront Vacation Rental | P.O. Box 2036 | Trinidad | CA | 95570 |
| Beachcomber Inn | 412 Machi Road | Shelter Cove | CA | 95589 |
| | 445 Lake Benbow | | | |
| Benbow Inn | Dr | Garberville | CA | 95542 |
| Best Western Humboldt House Inn | 701 Redwood Dr | Garberville | CA | 95542 |
| Bigfoot Motel | P.O. Box 957 | Willow Creek | CA | 95573 |
| | 1481 Patrick's Point | | | |
| Bishop Pine Lodge | Dr | Trinidad | CA | 95570 |
| Brass Rail | POB 225 | Redway | CA | 95560 |
| Cabin at Shelter Cove | 5575 Elkhead Rd | Yoncalla | OR | 97499 |
| Chalk Mountain Ranch | POB 125 | Bridgeville | CA | 95526 |
| Clam Court Rental | 570 W Atua Pl | Oro Valley | AZ | 85737 |
| Cliff House | 141 Wave Drive | Shelter Cove | CA | 95589 |
| Coho Cottages | POB 729 | Willow Creek | CA | 95573 |
| Contemporary Farmhouse | POB 319 | Orick | CA | 95555 |
| Cottages on Ocean Bluff | P.O. Box 1235 | Trinidad | CA | 95570 |
| | 5790 Carmel Valley | | | |
| Dean Creek Resort | Rd | Carmel | CA | 93923 |
| Emerald Forest | P.O. Box 870 | Trinidad | CA | 95570 |
| Forest Haven Cottage | 980 Westhaven Dr | Trinidad | CA | 95570 |
| Gambi Hill Motel & RV Park | POB 1284 | Santa Monica | CA | 90406 |
| Green Valley Motel | POB 67 | Orick | CA | 95555 |
| Holiday Inn Express & Suites | 3107 Concorde Dr. | McKinleyville | CA | 95519 |
| Humboldt Redwoods Inn | P.O. Box 98 | Garberville | CA | 95542 |
| Johnston's Motel | 839 Redwood Hwy | Garberville | CA | 95542 |
| Juszczak Vacation Rental | POB 326 | Mt Baldy | CA | 91759 |
| Klamath River Lodge | POB 1032 | Eureka | CA | 95502 |
| Klamath River Resort Inn | PO Box 485 | Happy Camp | CA | 96039 |
| Lone Pine Motel | 912 Redwood Dr. | Garberville | CA | 95542 |
| | 85100 Cloverdale | | | |
| Lost Coast Vacation Rental | Rd | Creswell | OR | 97426 |
| Lost Whale Inn | 3452 Patrick's Pt Dr. | Trinidad | CA | 95570 |
| Madrona Motor Court & Cottages | POB 126 | Phillipsville | CA | 95559 |
| Mario's Marina | 553 Machi Rd | Shelter Cove | CA | 95589 |
| Mattole River Organic Farms & Ctry Cabins | 42354 Mattole Rd | Petrolia | CA | 95558 |
| Miranda Gardens Resort | POB 186 | Miranda | CA | 95553 |
| Motel Garberville | 948 Redwood Dr. | Garberville | CA | 95542 |
| Myers Country Inn | P.O. Box 173 | Myers Flat | CA | 95554 |
| Ocean Grove Lodge & Restaurant | P.O. Box 873 | Trinidad | CA | 95570 |
| Palm Cafe & Motel | P.O. Box 437 | Orick | CA | 95555 |
| Patrick's Point Inn | 16242 Orizaba Ave | Paramount | CA | 90723 |
| Petrolia Guest House | POB 107 | Petrolia | CA | 95558 |
| Redcrest Resort & Gift Shop | P.O. Box 235 | Redcrest | CA | 95569 |

| COMPANY | MAIL ADD | City | ST | Zip |
|--|---------------------|----------------|-----------|------------|
| Redway Inn | POB 1459 | Redway | CA | 95560 |
| Redwood Adventures Vacation Village | POB 66 | Orick | CA | 95555 |
| Redwood Coast Vacation Rentals | POB 963 | Trinidad | CA | 95570 |
| Richardson Grove Campground & RV Park | 750 US Hwy 1 | Garberville | CA | 95542 |
| River's Edge RV Park | 620 Davis Street | Rio Dell | CA | 95562 |
| Ridge Road Rental | 1330 Pine Trail | Alpine Meadows | CA | 96146 |
| Riverwood Inn | P O Box 121 | Phillipsville | CA | 95559 |
| Sandy Bar Ranch Resort | POB 347 | Orleans | CA | 95556 |
| Scotia Inn | | Scotia | | |
| | 1895 Patricks Pt. | | | |
| Sea Cliff Motel | Drive | Trinidad | CA | 95570 |
| | 1186 Central | | | |
| Sea View Motel | Avenue | McKinleyville | CA | 95519 |
| | 900 New Navy Base | | | |
| Seascapes B & B | Rd | Samoa | CA | 95564 |
| Shelter Cove Getaway | 209 Creekside St | Cloverdale | CA | 95425 |
| Shelter Cove Inn | 118 Dolphin Dr | Shelter Cove | CA | 95589 |
| Shelter Cove Motor Inn | 205 Wave Dr | Shelter Cove | CA | 95589 |
| | 814 Redwood | | | |
| Sherwood Forest Motel | Drive | Garberville | CA | 95542 |
| Silverside Motel | 217 Kingston Rd | Fieldbrook | CA | 95519 |
| Stafford RV Park | 385 North Road | Scotia | CA | 95565 |
| | 875 Patricks Pt. | | | |
| Sylvan Harbor RV Park & Cabins | Drive | Trinidad | CA | 95570 |
| The House at Shelter Cove | 2108 Cotton Mill Dr | McKinney | TX | 75070 |
| The Oceanfront | POB 873 | Thousand Oaks | CA | 91359 |
| Thompson House | 5410 Ligurian Dr | San Jose | CA | 95138 |
| Trinidad Inn | POB 1008 | Trinidad | CA | 95570 |
| Trinidad Retreats | POB 1034 | Trinidad | CA | 95570 |
| Trinity River Paradise Vacation Rental | POB 389 | Trinidad | CA | 95570 |
| | 3392 Patricks Point | | | |
| Turtle Rocks Oceanfront Inn | Dr | Trinidad | CA | 95570 |
| Vacation House in the Redwoods | 31117 Hwy 254 | Scotia | CA | 95565 |
| Vacation Rental | 887 Lower pacific | Whitethorn | CA | 95589 |
| | 3415 Patricks Point | | | |
| View Crest Lodge | Dr. | Trinidad | CA | 95570 |
| Whale's Tale Cabin | 531 Burr Oak Ct | Vacaville | CA | 95688 |
| Williow Creek Motel | PO Box 624 | Willow Creek | CA | 95573 |