

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE RENEWAL OF THE BURBANK TOURISM BUSINESS IMPROVEMENT DISTRICT (BTBID) AND LEVY OF AN ASSESSMENT ON LODGING BUSINESSES WITHIN THE BTBID**

**NOTICE IS HEREBY GIVEN** that on September 9, 2025, the City Council (Council) of the City of Burbank (City) adopted a Resolution of Intention to renew the BTBID and to levy an assessment on lodging businesses within the BTBID as set forth in the Resolution of Intention.

**NOTICE IS HEREBY FURTHER GIVEN** that at 6:00 PM on October 14, 2025, at the Council Chambers located at 275 East Olive Avenue, Second Floor, Burbank, CA 91502, a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the renewal of the BTBID and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

**NOTICE IS HEREBY FURTHER GIVEN** that at 6:00 PM on November 18, 2025, at Council Chambers located at 275 East Olive Avenue, Second Floor, Burbank, CA 91502, has been set as the time and place for a public hearing at which time the Council proposes to renew the BTBID and to levy the proposed assessment as set forth in the Resolution of Intention.

**Location:** The renewed BTBID includes all lodging businesses with 25 rooms or more, existing and in the future, available for public occupancy located within the boundaries of the City.

**Services:** The BTBID is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Sales & Marketing, Destination Development, and other improvements and activities will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

**Budget:** The total BTBID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately \$2,275,000. A similar assessment budget is expected to apply to subsequent years, but this assessment budget is expected to fluctuate as room sales do, as businesses open and close, and if the assessment rate is increased.

**Cost:** The current annual assessment rate is one percent (1%) of gross short-term room rental revenue. During the current ten (10) year term, the assessment rate may be increased by the Burbank Hospitality Association's (BHA's) Board to a maximum of three percent (3%) of gross short-term room rental revenue.

The renewed annual assessment rate is one and three quarters percent (1.75%) of gross short-term sleeping room rental revenue. During the BTBID term, the assessment rate may be increased by the BHA to a maximum rate of three percent (3%) of gross short-term sleeping room rental revenue for assessed lodging businesses. If the assessment rate is increased, it may subsequently be decreased but shall not be decreased below a minimum of one half of one percent (0.5%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any person as to whom, or any occupancy as to

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which, it is beyond the power of the City; stays by any Federal or State officer or employee while on official business only and when payment for such occupancy is made directly to the operator by duly authorized voucher payment from a governmental accounting office; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of Federal law or international treaty.

**Collection:** The City will be responsible for collecting the assessment on a monthly basis (including any delinquencies, interest, and overdue charges) from each assessed lodging business located in the boundaries of the BTBID. The City shall take all reasonable efforts to collect the assessments from each assessed lodging business.

**Duration:** The renewed BTBID will have a ten (10) year life, beginning July 1, 2026, or as soon as possible thereafter, and ending ten (10) years from its start date. After ten (10) years, the BTBID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. if assessed lodging business owners support continuing the BTBID programs.

**Management:** The BHA shall continue to serve as the BTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs and must provide annual reports to the City Council.

**Protest:** Any owner of a lodging business with 25 rooms or more, within the renewed BTBID that will be subject to the assessment may protest the renewal of the BTBID. If written protests are received from the owners of lodging businesses in the renewed BTBID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the BTBID shall not be renewed, and the assessment shall not be imposed.

You may mail a written protest to:

Office of the City Clerk  
City of Burbank  
275 East Olive Avenue, 1<sup>st</sup> Floor  
Burbank, CA 91502

You may also appear at the public meeting or hearing and submit a written protest at that time.

**Information:** Should you desire additional information about this proposed BTBID renewal or assessment contact:

Odette Zakarian  
Burbank Hospitality Association  
PO BOX 349  
Burbank, CA 91503  
818-238-5179