

BRING YOUR DREAMS.



April 1, 2024

Dear Mayor and City Council Members,

The Business Improvement District #1 was established by the City Council on May 10, 2011 as a means of implementing an occupancy tax on occupied hotel rooms in the City of Brookings. The Business Improvement District Board of Directors is appointed by the Mayor with consent of the City Council and is charged with recommending a plan for improvements within the District to the City Council. The recommendations are based on the intention that the funds expended will benefit the visitor industry and lead to additional overnight stays.

The Business Improvement District #1 Board of Directors is recommending the following plan for improvements for 2025:

- Fund Visit Brookings at \$256,000 by utilizing the Unrestricted Fund Balance, 2025 Revenues, and if necessary, the Restricted Fund Balance.
- Establish a reserve balance for future capital projects at city-owned facilities impacting the visitor industry.

The funding recommendations for the plan of improvements are based upon the strategic planning undertaken by Visit Brookings and the hotel industry indicating 1st Quarter of 2024 is trending higher than the same period in 2023. The Visit Brookings Board also includes three members from the BID Board and this inclusion further enhances communication and accountability.

The Business Improvement District #1 Board of Directors also is interested in establishing a reserve fund to be utilized as matching funds for city-owned facilities impacting the visitor industry. The intent is to help finance capital projects that enhance or help secure an event at a public facility that due to monetary constraints; may not be able to be accomplished otherwise. The BID Board recommends a reserve be established to capitalize on opportunities to further expand the visitor industry.

The Business Improvement District #1 Board of Directors hopes the City Council will look favorably upon these recommendations as the 2025 Budget is prepared. If you have any questions, please feel free to contact me.

Thank you,

Lynda Pierce

Lynda Pierce, Chair