



**CITY OF PACIFICA  
NOTICE OF PUBLIC HEARING**

**TO AMEND THE PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT**

**NOTICE IS HEREBY GIVEN**, that pursuant to the requirements of California Streets & Highways Code section 36500 *et seq.*, the City Council will hold a **Public Hearing** to take public testimony on the proposed amendment to the Pacifica Hotel Business Improvement District (BID) to amend Section 3-17.03 (Administration) of Chapter 17 (Hotel Business Improvement District) within Title 3 (Finance) of the Pacifica Municipal Code to remove the provision for allocation of funds within 30 days and to replace the Pacifica Chamber of Commerce as the managing agency of the BID with the City of Pacifica.

**Public Hearing**

Meeting Date: **Monday, July 10, 2023**

Time: **7:00 P.M.**

Location: **City Council Chambers, 2212 Beach Blvd.**

Meeting information for the above referenced meetings will be published online in the agenda not less than 72 hours prior to the meeting at <https://pacificacityca.igm2.com>. Public comments may be made at the meeting or submitted by email to: [publiccomment@pacifica.gov](mailto:publiccomment@pacifica.gov) as provided in the meeting agenda.

On May 8, 2023, the City Council adopted Resolution No. 45-2023 declaring its intent to amend Section 3-17.03 (Administration) of Chapter 17 (Hotel Business Improvement District) within Title 3 (Finance) of the Pacifica Municipal Code to amend the Pacifica Hotel BID to remove the provision for allocation of funds within 30 days and to replace the Pacifica Chamber of Commerce as the managing agency with the City of Pacifica. A complete copy of Resolution No. 45-2023 is available for review in the City Clerk's Office located at Pacifica City Hall, 540 Crespi Drive, Pacifica, CA 94044. For more information about the Pacifica Hotel BID and the proposed amendment, contact Assistant City Manager Yulia Carter at [ycarter@pacifica.gov](mailto:ycarter@pacifica.gov) or (650) 501-6004.

Written protests against the amendment to the Pacifica Hotel BID may be mailed to:

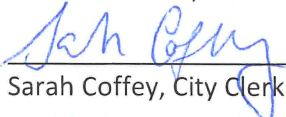
**Pacific City Hall**

**Attn: CITY CLERK**

**540 Crespi Drive, Pacifica, CA 94044**

At the public hearing on July 10, 2023, the City Council shall hear and consider all protests against the proposed amendment to the BID. A protest may be made orally or in writing by any interested person. All protests, written and oral, shall be made in accordance with the procedures prescribed by California Streets & Highway Code sections 36524 and 36525. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing. 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 protest which does not comply with this section shall not be counted in determining a majority protest. If written protests are received from owners of businesses in the BID which will pay 50 percent or more of the assessments and protests are not withdrawn so as to reduce the protests to less than that 50 percent, no further proceedings to amend the BID, 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.

Dated: June 22, 2023

  
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Sarah Coffey, City Clerk