



**Portland's Tourism
Improvement District**

What is a TID: A source of stable funding

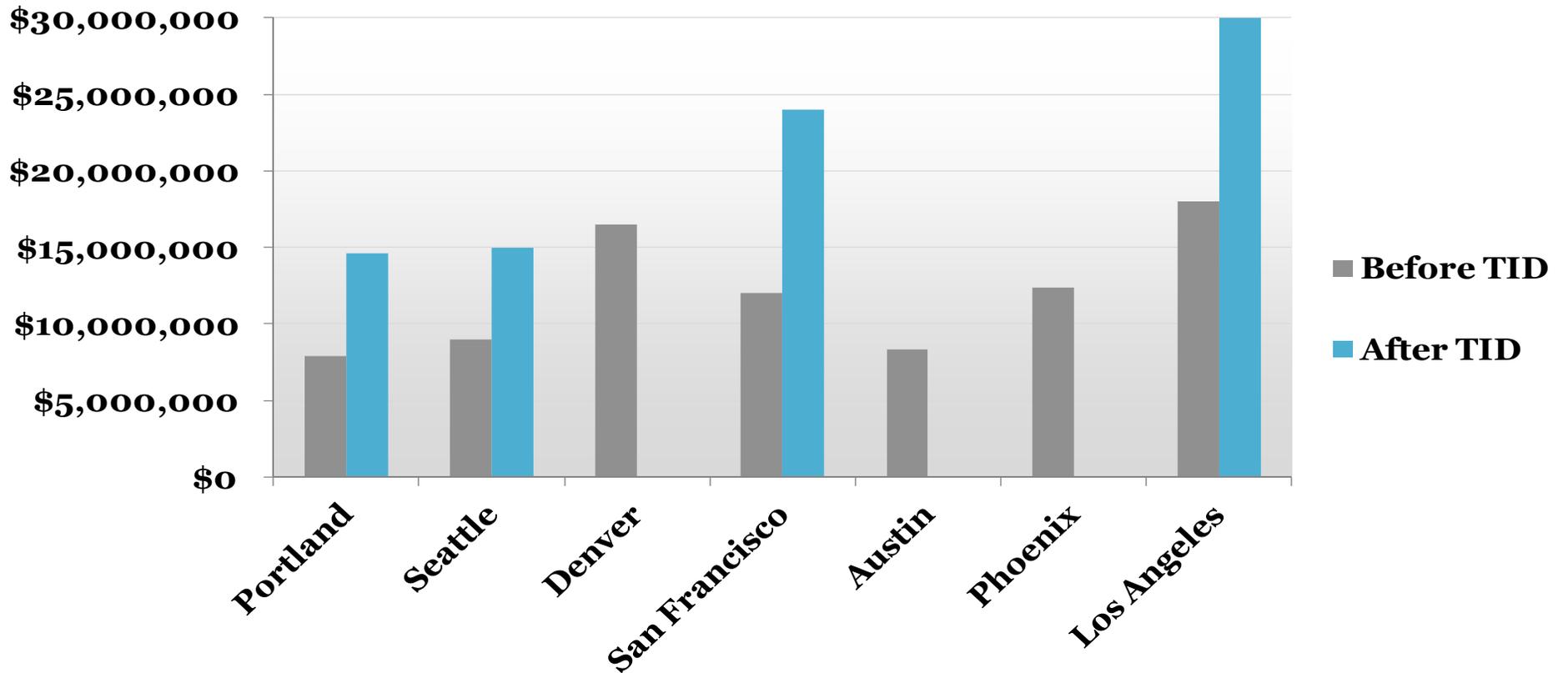


A Tourism Improvement District is a stable source of funding for Destination Marketing Organizations to support sales, marketing and promotion efforts, with the ultimate goal of increasing occupancy and room rates for lodging businesses.

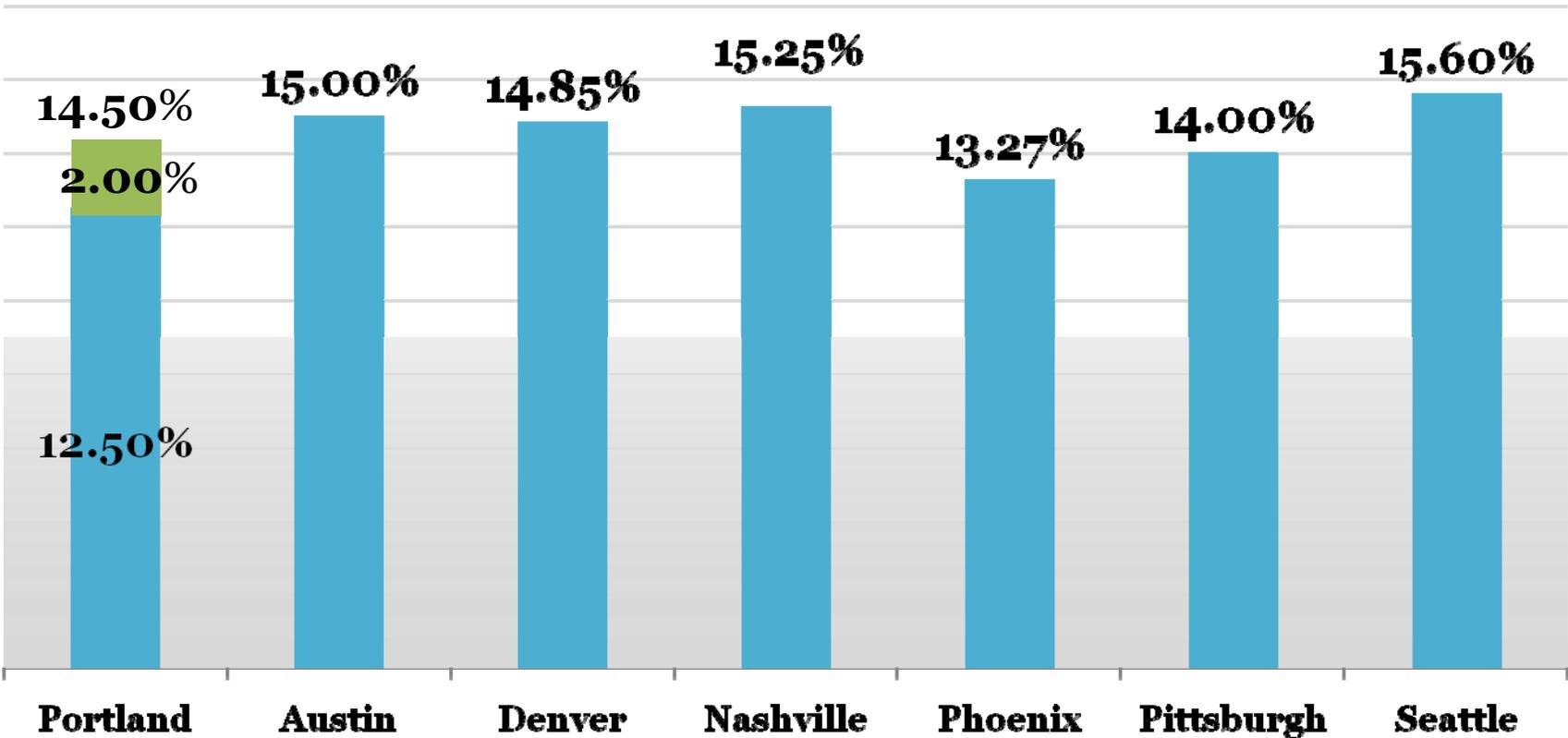
The TID will be governed by a Board or a subcommittee in partnership with the **Travel Portland Board of Directors.**

How we stack up:

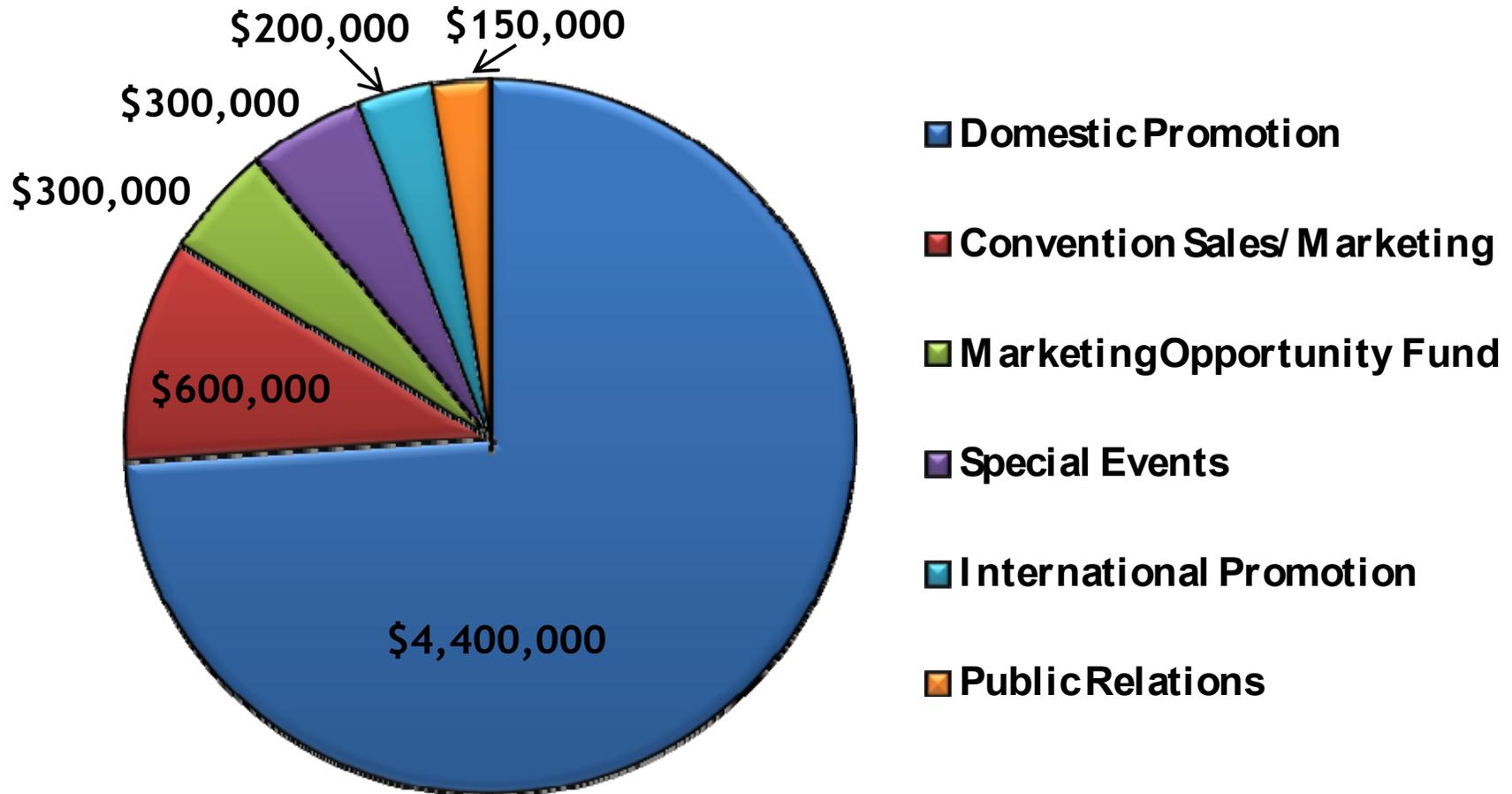
Destination comparison budgets before and after TID funding



How we stack up: total lodging fees and assessments



Conceptual Budget*



*TID subcommittee controlled

TID Program: Seattle

About the Project Meet the Curators **2** DAYS IN SEATTLE VisitSeattle.org Book Your Trip

2 days in Seattle are 2 days you won't soon forget.

From celebrity chef restaurants and world-class wine to performing arts and Gauguin masterpieces. Just how many wonderful things can you pack into 2 days? Start exploring our interactive map and you'll quickly find out.

Discover Seattle

Through Feb. 23th, experts in food, art, wine & culture are visiting Seattle and tweeting about the hidden gems & must-see destinations they discover.

Click orange map pins to view a tweet or click green pins to see some of our favorite places.

Filter by type:

- Fine Arts
- Music & Theater
- Food
- Hotels
- Wine & Drinks
- Attractions

Filter by tweets:

Show Everything

Refresh View

Build Your Itinerary

Pick and choose from the best of Seattle to save to your itinerary.

Email Print

Book Your Trip

Hotels Flights Cars

Check-in Date: [] Check-out Date: []

Rooms: [1] Adults: [1] Children: [0] Search

Latest Deals

- Pan Pacific Seattle \$128
- Warwick Seattle Hotel \$99
- Northwest Inn \$77

Featured Latest Posts Photos

Gauguin & Polynesia Exhibit
2.9.2012—4.29.2012 - Seattle Art Museum

Three Tahitian, Gauguin in the National Gallery of Scotland.

Taste Washington
3.31.2012—4.1.2012

A blue oval with a thin dark border, centered on a white background. Inside the oval, the words "San Diego" are written in a white, bold, sans-serif font.

San Diego



San Diego Crew Classic **10:1ROI**



Well hello,
sunshine.

CONVIS 24:1ROI

San Francisco Travel

To Do

Stay

Dine

Nightlife

Shop

Events

Arts & Culture

EDITOR'S PICK

Come Out to SF. Way Out.

Come see the city that practically invented gay. Amazing restaurants, legendary sights—whatever you're hungry for this weekend, we'll show you how fabulous 49 hours can be.

1 2 3 4 5

BOOK HOTEL

Check In

mm/dd/yyyy

Check Out

mm/dd/yyyy

FIND ME A HOTEL

BOOK ATTRACTIONS

BOOK PACKAGES

Los Angeles Convention and Visitors Bureau

The screenshot shows the website for the Los Angeles Convention and Visitors Bureau during the International Pow Wow 2012. The header features the 'Los Angeles' logo in white script on a blue background, a yellow star graphic, and the event title 'INTERNATIONAL powwow April 21-25, 2012'. Navigation links include 'Home', 'About LA', and 'Photo-Tour'. A 'Sign up for LA updates' form is present. Social media icons for Facebook, Twitter, and YouTube are shown. The main content area has a 'Welcome to Los Angeles' section with text about the event and a 'TRANSFORMERS' attraction. A sidebar on the left lists categories like 'Transportation', 'Sightseeing Tours', 'Evening Events', 'Post Fam Tours', 'Host Hotels', and 'Media'. A right sidebar titled 'Pow Wow 2012' features video thumbnails for 'Mayor Villaraigosa Welcomes You', 'Caroline Beteta Welcomes You', and 'LA's \$7 Billion Facelift'. A 'DAYS LEFT UNTIL POW WOW' counter is visible in the top right.

Los Angeles

INTERNATIONAL **powwow**
April 21-25, 2012

Home About LA Photo-Tour Sign up for LA updates Submit find us on f t YouTube

Welcome to Los Angeles

From the minute you arrive at Los Angeles International Airport (LAX) we have an LA-style welcome planned for you at International Pow Wow 2012. We are celebrating back-to-back Pow Wow's in California, so mark your calendar for April 21-25, 2012.

Expect to be wowed by the all-new Transformers attraction at Universal Studios Hollywood. You won't want to miss IRIS from Cirque du Soleil at the Kodak Theatre at Hollywood & Highland Center. And, of course, enjoy LA's world-renowned restaurants, hotels, cultural attractions, sensational nightlife, diverse neighborhoods, trend-setting

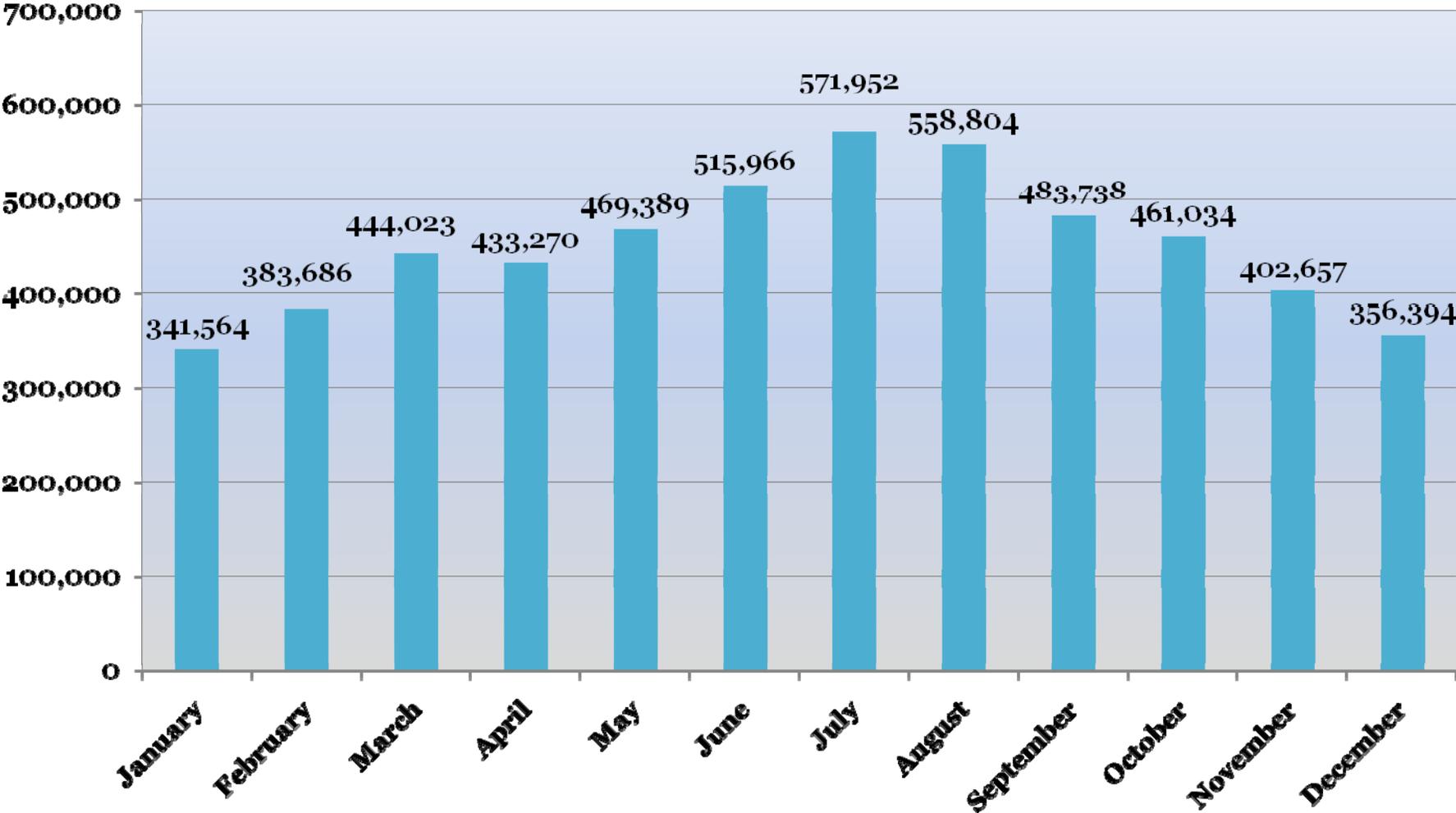
ONLY DAYS LEFT UNTIL POW WOW

Transportation
Sightseeing Tours
Evening Events
Post Fam Tours
Host Hotels
Media

Pow Wow 2012

- Mayor Villaraigosa Welcomes You
- Caroline Beteta Welcomes You
- LA's \$7 Billion Facelift

Need Period Focus



Source: Smith Travel Research

Draft Tourism Improvement District Ordinance

- **Modeled on the City's Business Improvement District Ordinance**
- **2% fee per rental room**
 - ❖ **Same exclusions as TLT (airline crew, etc.)**
 - ❖ **Hotels with 50+ rooms**
 - ❖ **City of Portland boundaries**
 - ❖ **Invoiced with TLT invoice**
- **Tourism Improvement District Ordinance to enhance existing city commitment of 1% of TLT for marketing to overnight visitors (not a substitution of current funds)**
- **Governed by hoteliers/hospitality leaders representing each geographic location**
- **Ordinance reviewed every 5 years**

Process for Approval

- **Draft ordinance created by City of Portland – Office of the City Attorney and Revenue Bureau**
- **Hotel owner/general manager meetings held**
- **Report on feedback to City Council members**
- **First reading of ordinance at City Council – date TBD**
- **TID Revenue Board – subcommittee of Travel Portland Board**
- **City Council approval June 2012**
- **Fee collection begins October 1, 2012**



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