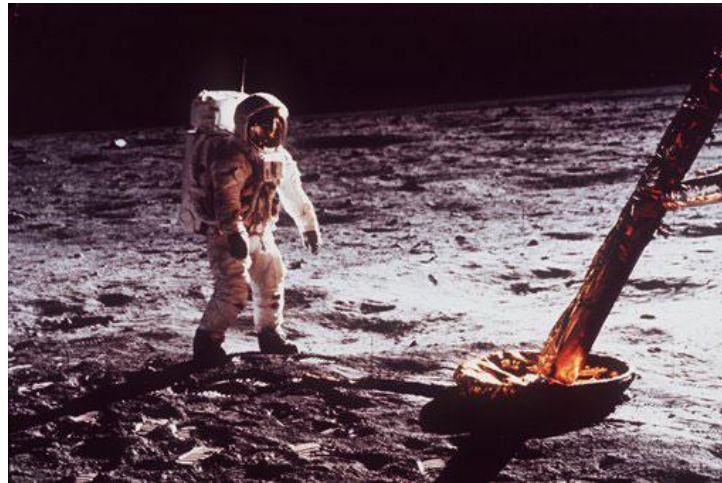




**Portland's Tourism  
Improvement District**

**Working together to take a  
bold leap forward.**



# Overview: Expanding our ability to serve our hotel partners

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## An important need for more stable funding.

- This is broader than just filling the convention center, this is about short- and long-term **results for hotels throughout Portland.**
- Building the Portland brand, strengthening its position as a **first-choice destination.**
- The destination and Travel Portland must evolve **to grow our market share.**
- A proactive, strategic choice to ensure that **Portland is keeping pace** with what our competitive set cities are investing.
- Many other cities are turning to **TID** as a funding mechanism.

# What is a TID:

## A source of stable funding

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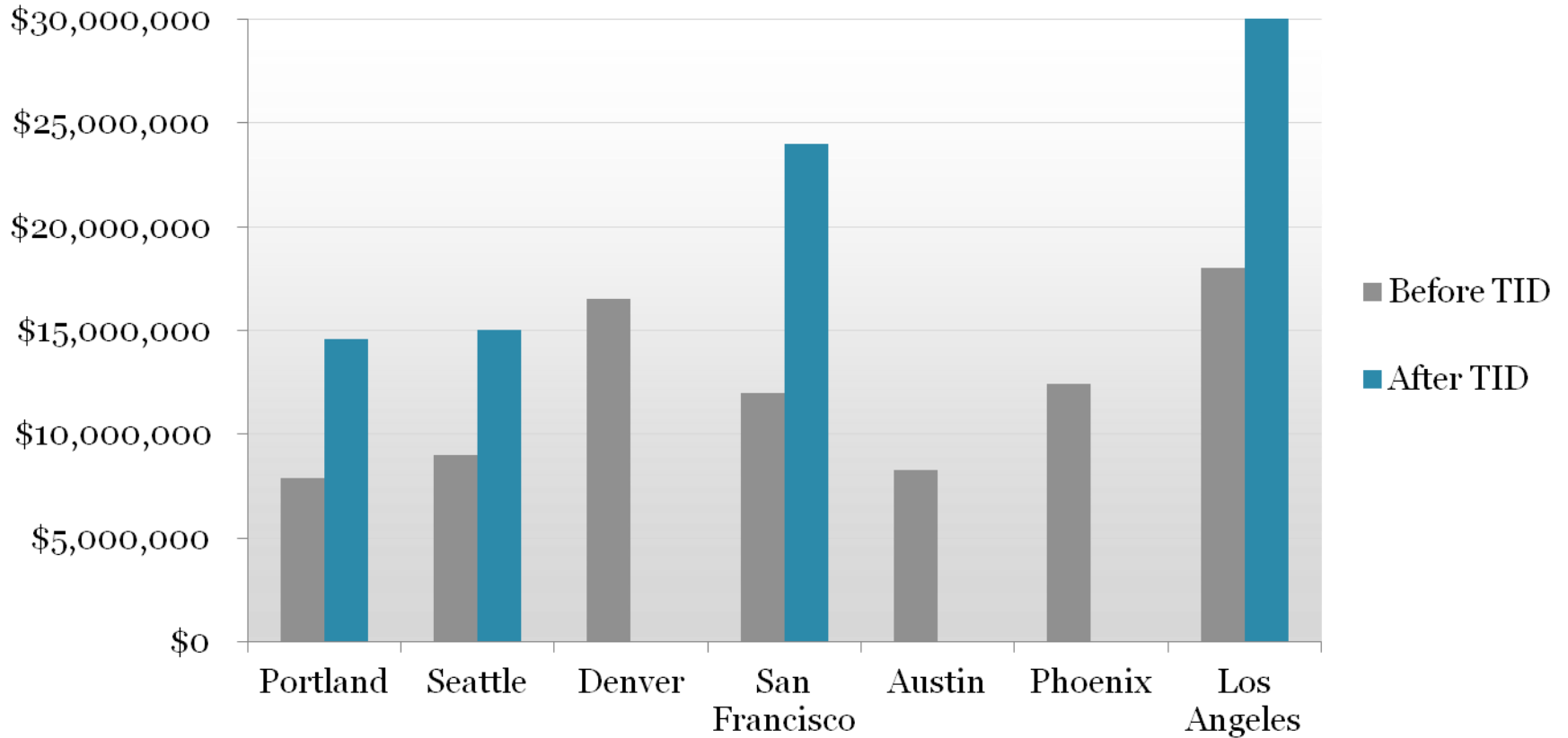


**A Tourism Improvement District** is a stable source of funding for Destination Marketing Organizations to support sales, marketing and promotion efforts, with the ultimate goal of increasing occupancy and room rates for lodging businesses.

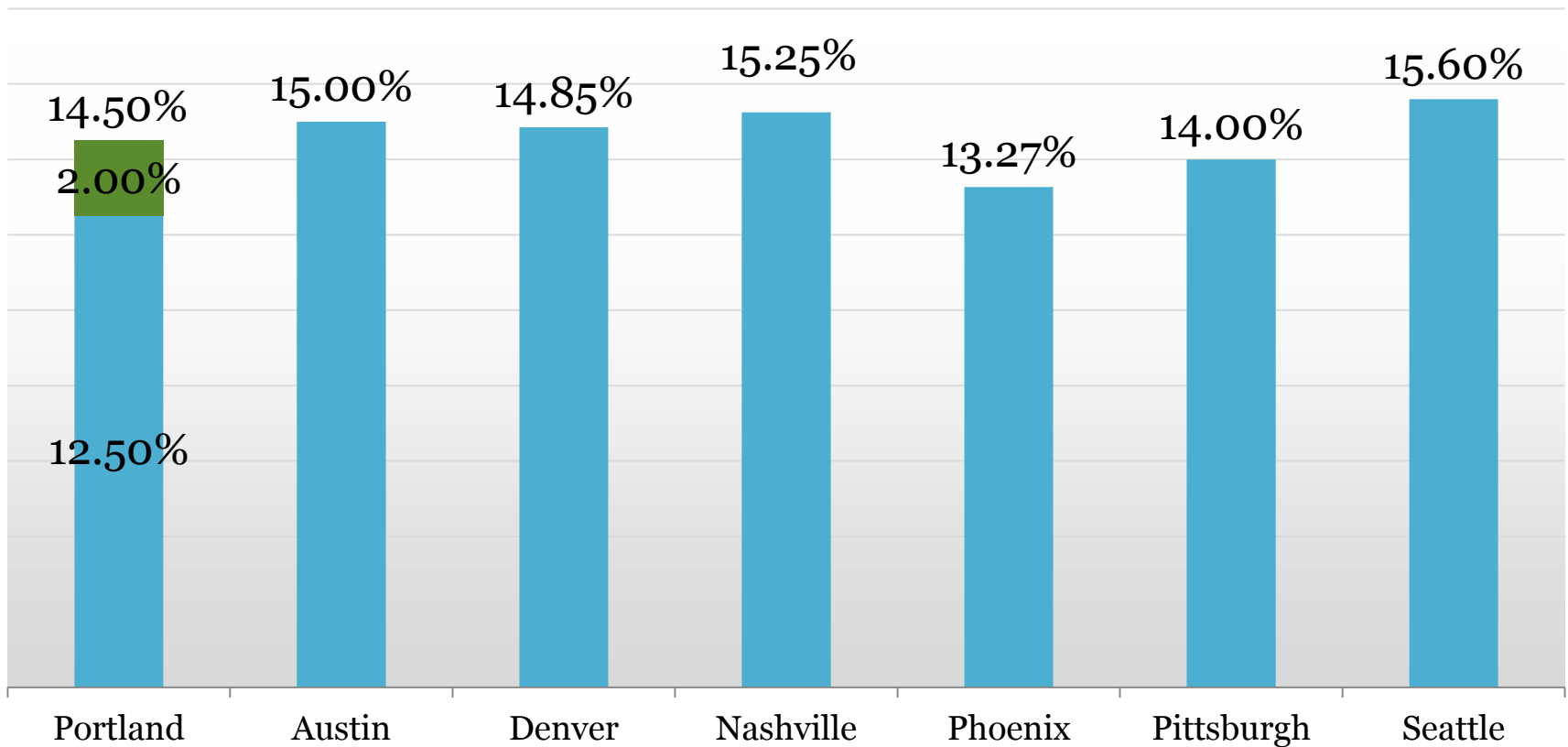
The TID will be governed by a Board or a subcommittee in partnership with the **Travel Portland Board of Directors.**

# How we stack up:

## Destination comparison budgets before and after TID funding




# How we stack up: total lodging fees and assessments



# Travel Portland:

## Our five key objectives for 2011/12 – 2015/16


- 1** Increase visitor-related economic impact for the Portland region. 
- 2** Influence the long-term development of the destination and its brand.
- 3** Deliver a consistently remarkable customer experience.
- 4** Foster high-value relationships with our stakeholders.
- 5** Lead an efficient, high-performing organization.

# 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. 20th, 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:

- Pin Ups
- Music & Theater
- Food
- Hotels
- Wine & Drinks
- Attractions

Filter by tweet:

Show: **Everything**

Refresh View

**Featured**    Latest Posts    Photos

**Gauguin & Polynesia Exhibit**  
2.9.2012—4.29.2012 - Seattle Art Museum

**Taste Washington**  
3.31.2012—4.1.2012

**Build Your Itinerary**

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

Build    Print

**Book Your Trip**

Hotels    Flights    Cars

Check-in Date    Check-out Date

Rooms:  Adults:  Children:

Search

**Latest Deals**

- Pen Pacific Seattle \$125
- Warwick Seattle Hotel \$99
- Madisonian Inn \$77





# Draft Tourism Improvement District Ordinance

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- Combination of Business Improvement District Ordinance and Transient Lodging Tax 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

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- 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



**Portland's Tourism  
Improvement District**