Tourism Business Improvement District

June 29, 2010
Agenda Item 9.01

Purpose

- Provide background and information about the Tourism Business Improvement District (TBID)
- Consider adopting a resolution to levy an assessment on lodging businesses within the Stockton Tourism Business Improvement District for Fiscal Year 2010-2011
Background

- TBID Assessment approved by Council on March 2007 to provide funding to promote tourism
- TBID Assessment began in April 2007
- Assessment: 2% of room rate per hotel room per night
- Collections
  - Year 1 - April 2007 to March 2008 - $574,007
  - Year 2 - April 2008 to March 2009 - $502,138
  - Year 3 - April 2009 to March 2010 - $427,342
    - April 2010 to June 2010 - $100,000
- Total collected to date - $1,603,500

Tourism Business Improvement District Advisory Board

- Reviewed the expenditures for 2009-2010 and the Budget for 2010-2011
- Discussed the assessment split between the Greater Stockton Chamber of Commerce – Convention and Visitors Bureau and the City of Stockton Sports Commission
Greater Stockton Chamber of Commerce
Stockton Conference and Visitors Bureau

- Funding sources
  - TBID Assessment
  - City of Stockton - General Fund

- Use of funds
  - Advertising and Marketing efforts to reach Leisure/Business Travelers, Meeting and Conference Planners
  - Staff and other operating expenses

City of Stockton Sports Commission

- Funding Sources
  - General Fund
  - TBID Assessment
  - Sponsorships

- Use of Funds
  - Salaries and Benefits – 70% General Fund
  - Bid Fees to secure events
    - ESPN Bass Masters
    - National Beep Ball World Series
    - American Junior Golf Association
    - CIF Section Wrestling
    - FLW National Guard Series Bass Tournament
    - Stockton Youth Soccer Association Tournaments
    - Big Valley Wrestling Classic
    - California Grapettes Softball Tournaments
    - Stockton Sports Commission Pacific Invitational
Tourism Business Improvement District Advisory Board

- Past 3-Years funding
  - 50% - Sports Commission
  - 50% - Stockton Conference and Visitors Bureau

- Advisory Board recommends the funds received to continue with the same funding percentages

---

2010-2011 Expenditure Plan

- Conference & Visitors Bureau
  - Funding Source - TBID Assessment Only
    - Operating costs
    - Continue current promotional activities

- Sports Commission
  - Funding - Reduce allocation from General Fund, TBID Assessment, Sponsorships
    - Bid fees for sporting events
    - Operating Costs
Future Outlook

- Exploring formation of assessment under the Property and Business Improvement District of 1994
  - Provides designated funding for five years or more
  - Increase assessment from 2% to 4%
  - Change in governing body and process
- Replaces current TBID
- Renewal necessary to continue collection of assessment to promote tourism

Recommendation

- Adopt a resolution to levy an assessment on lodging businesses within the Stockton Tourism Business Improvement District for Fiscal Year 2010-2011
Questions