



VISIT
**PORT
LAND**
MAINE

Authentic By Nature

WELCOME

WHO WE ARE

- Official Destination Marketing Organization (DMO) for the **Greater Portland region**
- ONLY Focus is to generate visitation to Greater Portland!
- Known as the “Greater Portland Convention & Visitors Bureau” for 35 years
- In 2017, joined over 250 CVBs who have made the switch, now dba / “Visit Portland” - it’s a clear call to action



VISIT
**PORT
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STATE TOURISM MARKETING

This combined budget is NOT enough for a state this large..



▲
5% of the 9%
Meals & Lodging Tax
= **\$17 MILLION**



8 Tourism Regions

Only 2 CVBs in the State



▲
\$996,000

Membership funded

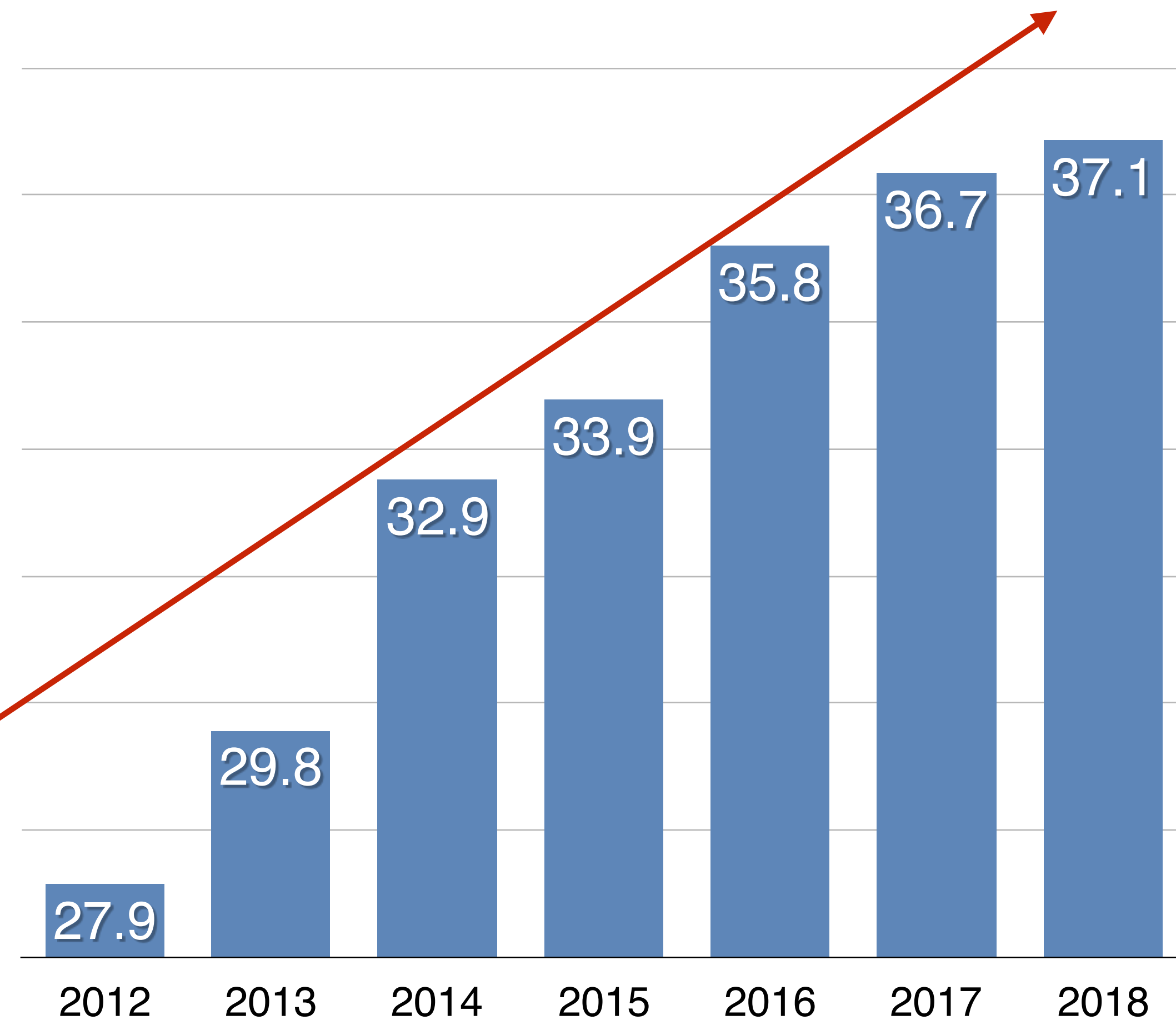


▲
\$298,000

Membership funded

2018 STATE VISITATION = INCREASING

37 Million Visitors - 1% increase
\$6.2 Billion in Economic Impact
110,000 Jobs



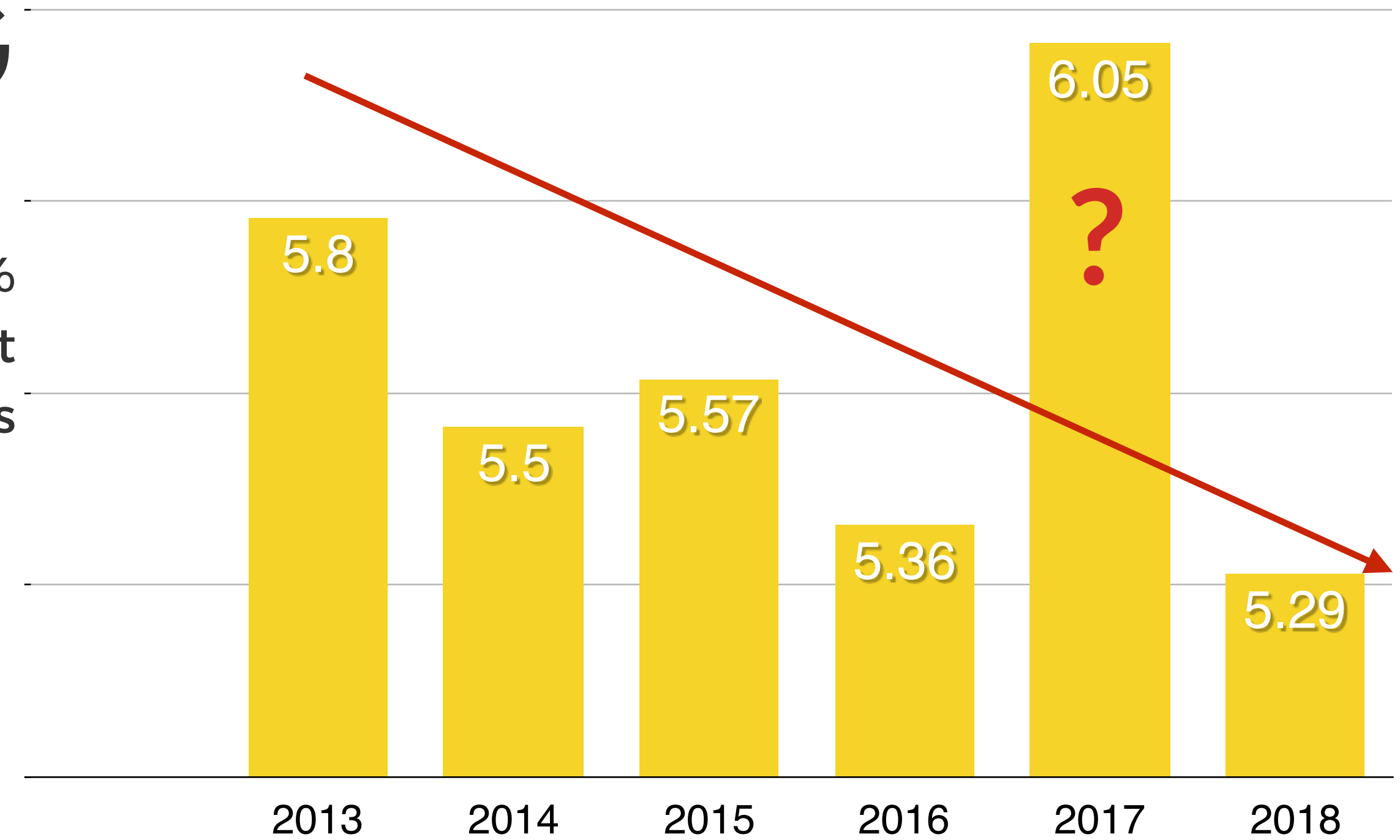
Numbers Shown = Million

*Statistics provided by
MOT and DPA*

MAINE

2018 G.P. VISITATION = DECREASING

5.29 Million Visitors - Down 15%
\$635 Million Economic Impact
10,300 Jobs



Numbers Shown = Million

? Possible "statistical fluke"
will have to watch the trend

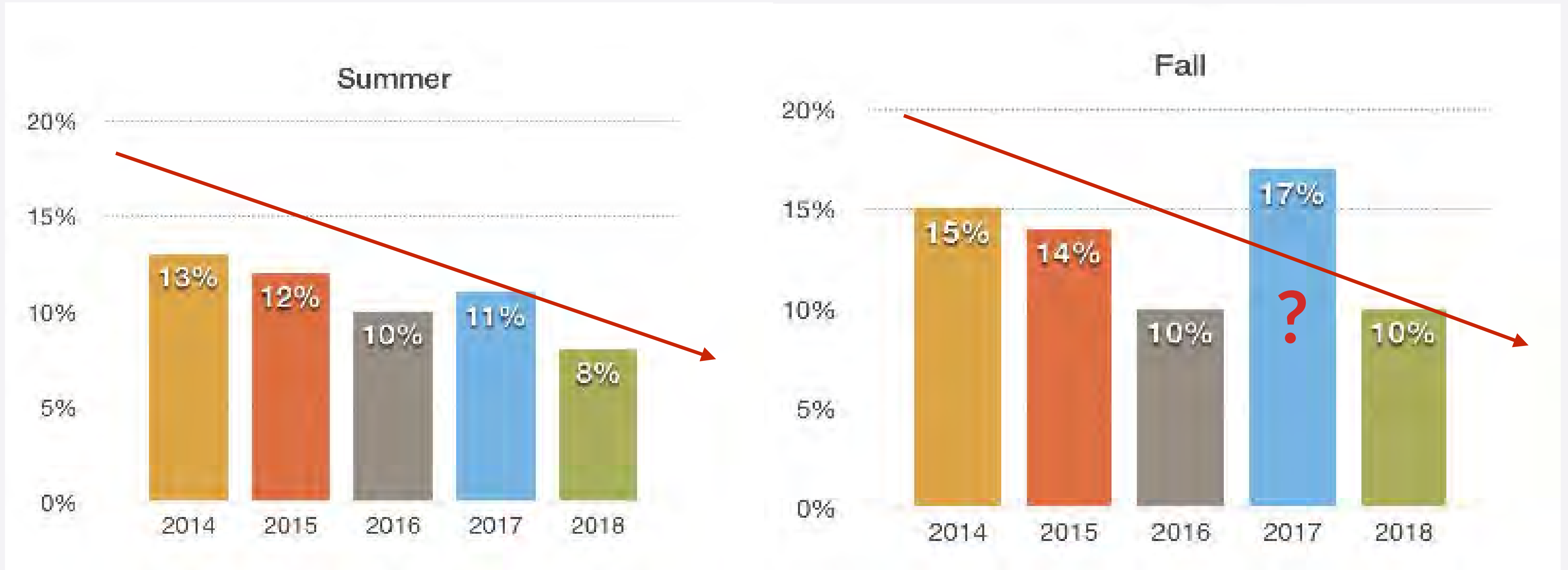
Statistics provided by
MOT and DPA

GREATER
PORTLAND



% OF STATE'S VISITATION TO G.P.

From the state's annual yearly visitors, Greater Portland is seeing less of the share over time

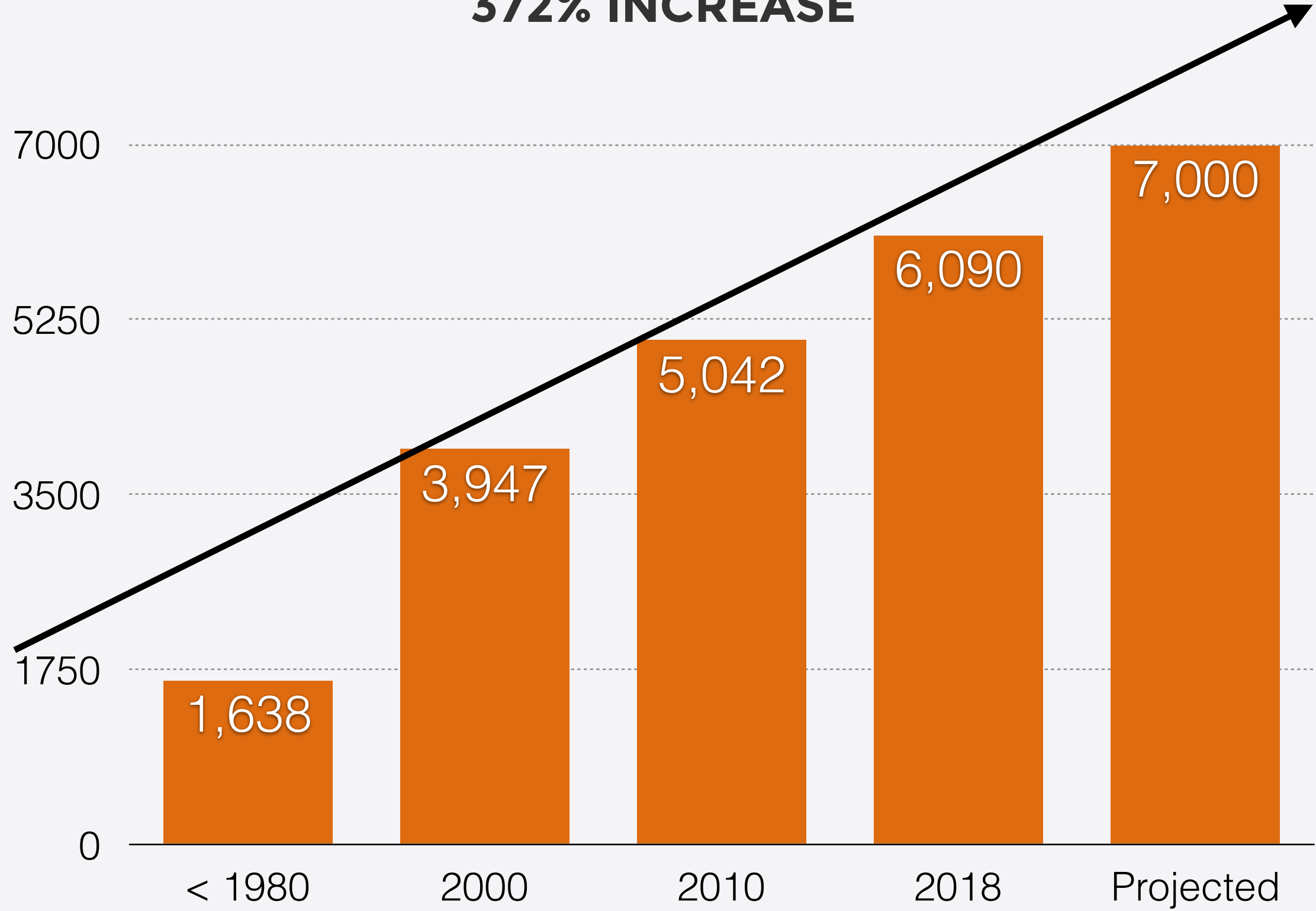


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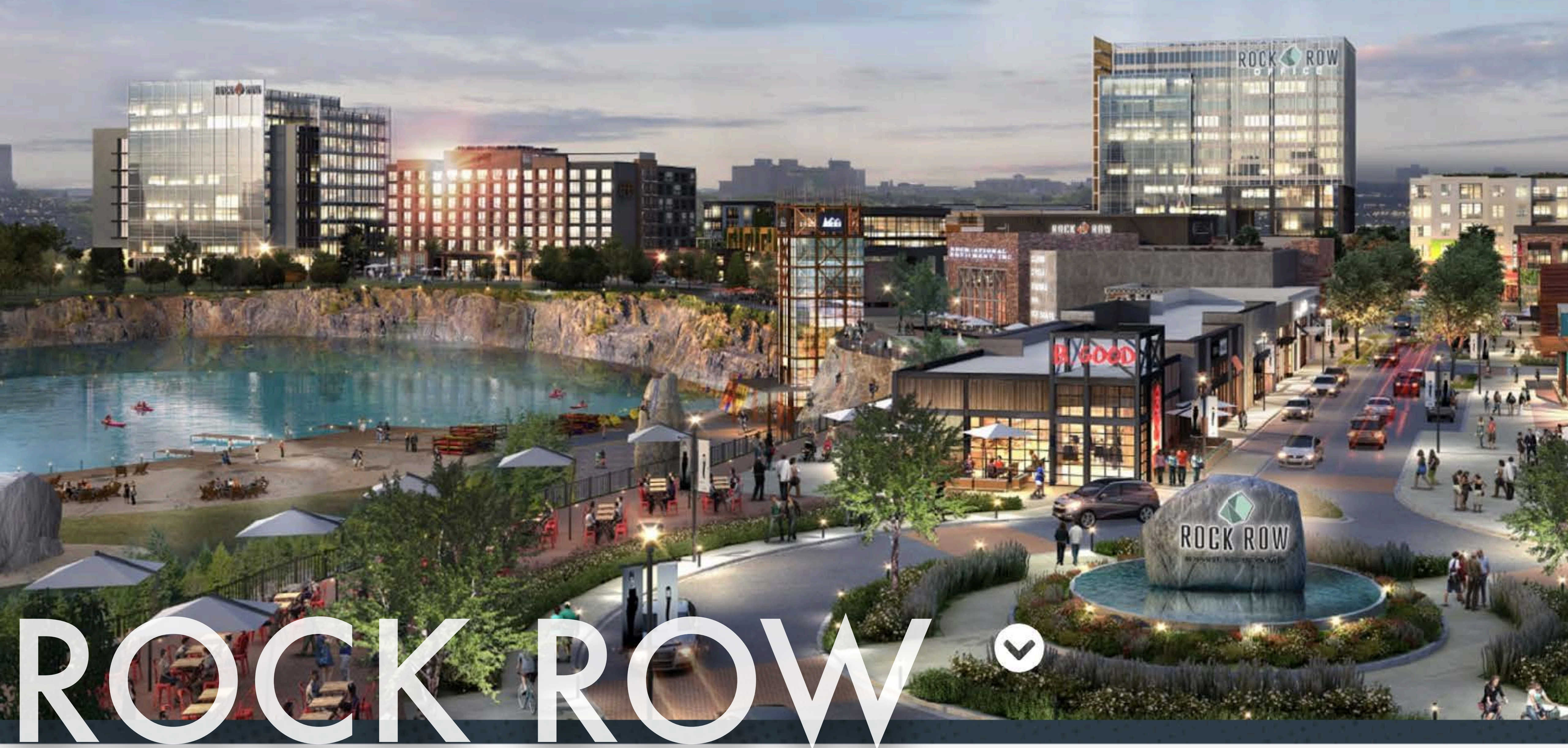
HOTEL INVENTORY

372% INCREASE



**6,090 Rooms from 61 Properties over 20 Rooms
Projected Additional 900 Rooms to be Built**

*314 Additional Rooms from Properties Under 20
(Not shown in Graph)*



ROCK ROW

100-ACRE MIXED-USE DEVELOPMENT IN WESTBROOK 2-3 PLANNED HOTELS



PORTLAND FORESIDE

10-ACRE MIXED-USE WATERFRONT DEVELOPMENT - WEST ELM HOTEL (150) & CLOSE BY CAMBRIA HOTEL (105)



HOBSON LANDING

CONDO / HOTEL / RETAIL DEVELOPMENT - ALOFT HOTEL (157) & CLOSE BY CANOPY HOTEL (135)



THOMPSON'S POINT

MIXED-USE 30-ACRE DEVELOPMENT - MARRIOTT TRIBUTE HOTEL (148)



THE DOWNS

SCARBOROUGH DOWNS - MIXED USE DEVELOPMENT - 500 ACRES - HOTEL UNDETERMINED AT THIS TIME

WE DO... *what most people think just happens!*

ACTIVELY marketing our destination to attract:

- ▶ Leisure Travelers
- ▶ International Travelers
- ▶ Motorcoaches
- ▶ Meetings & Conferences
- ▶ Sporting Events
- ▶ Destination Weddings
- ▶ Media

But, it doesn't just happen...you must constantly be marketing to keep up with competition and keep your destination viable.

HOW WE STACK UP

Our budget doesn't come close to our competition and it's not enough to keep up with the demands of marketing our growing region.

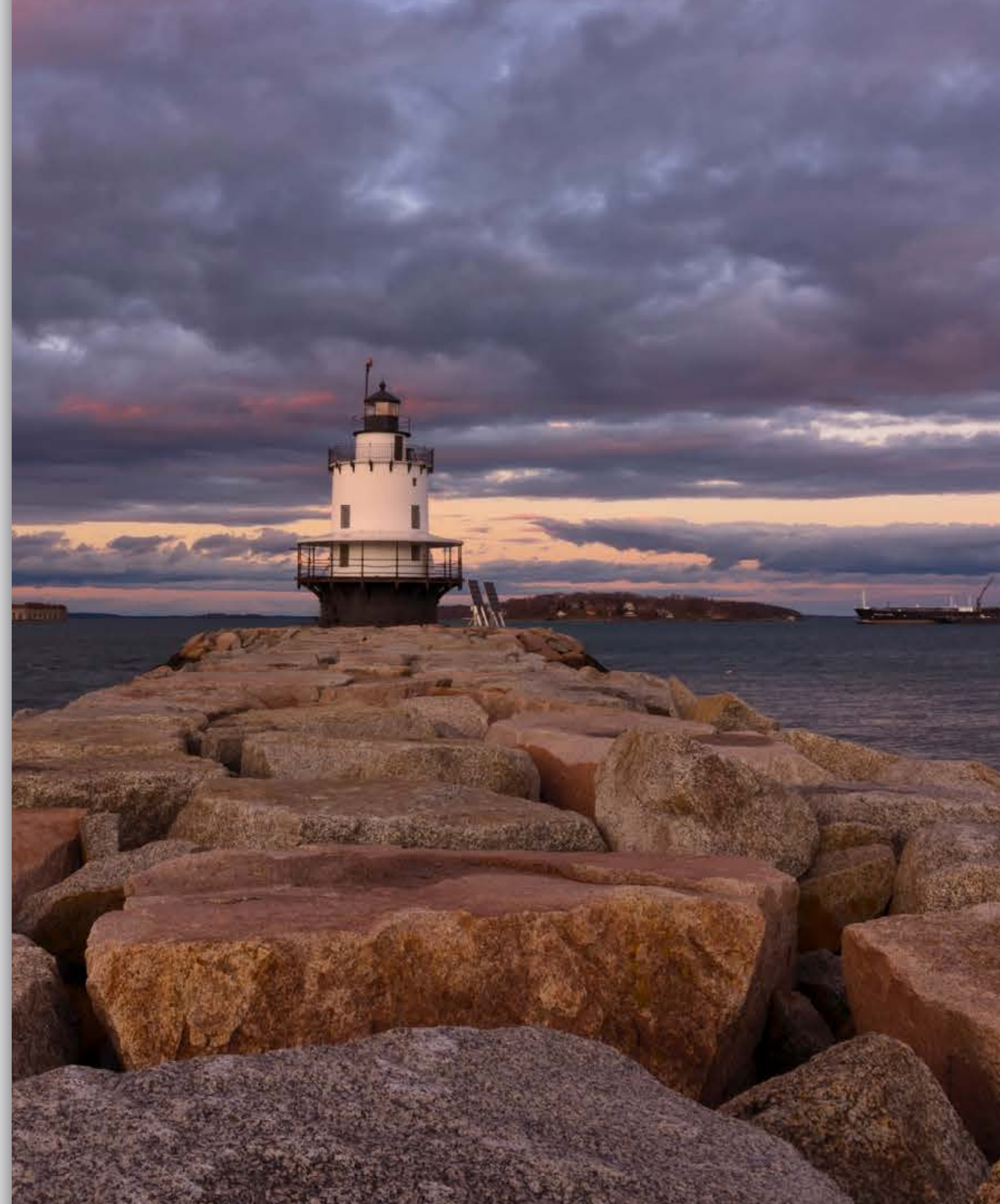
STATE

California	\$120.5M
Hawaii	\$82M
Florida	\$77.2M
Michigan	\$35M
Oregon	\$33.2M
Utah	\$22.5M
Arizona	\$21.7M
Tennessee	\$20.3M
Colorado	\$19.6M
Maine	\$17M

CITY

Asheville, NC	\$20M	7,965 RMS
Charleston, SC	\$17.4M	6,408 RMS
Bradenton, FL	\$14.2M	4,000 RMS
Galveston, TX	\$17M	5,100 RMS
Spokane, WA	\$6.5M	6,607 RMS
Sioux Falls, SD	\$4.4M	4,000 RMS
Providence, RI	\$4.2M	5,500 RMS
Newport, RI	\$4.1M	4,100 RMS
Newark, NJ	\$2.3M	4,000 RMS
Visit Portland	\$996,000	6,090 RMS *

** and growing*



IN THE NEWS

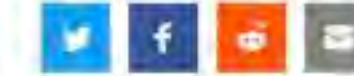
Connecticut Called At Risk Of Losing Millions In Tourism Revenue To Other States

By GREGORY B. HLADKY
APR 24, 2017 | HARTFORD



Ontario government eliminates tourism funding to Toronto and Ottawa

BY THE CANADIAN PRESS
POSTED MAY 7, 2019 4:58 PM EDT LAST UPDATED MAY 7, 2019 AT 5:36 PM EDT



Legislature Looks To Cut Tourism Budget

By RAY HARDMAN • MAY 22, 2013

A Tourism Office Falls Victim to Hard Times

By WILLIAM YARDLEY JULY 11, 2011



Florida tourism promotion agency slashes staff following budget cut by Legislature

BY JIM TURNER

MAY 23, 2019 06:17 PM, UPDATED MAY 24, 2019 04:50 PM



City Council rethinking San Diego's tourism funding

Matt Topuzes

Texas tourism leaders decry cuts to state tourism fund

By Joshua Feolter Updated 11:34 am CDT, Thursday, June 15, 2017

Tourism Budget Cuts Are a Losing Proposition for States—Especially in 2017

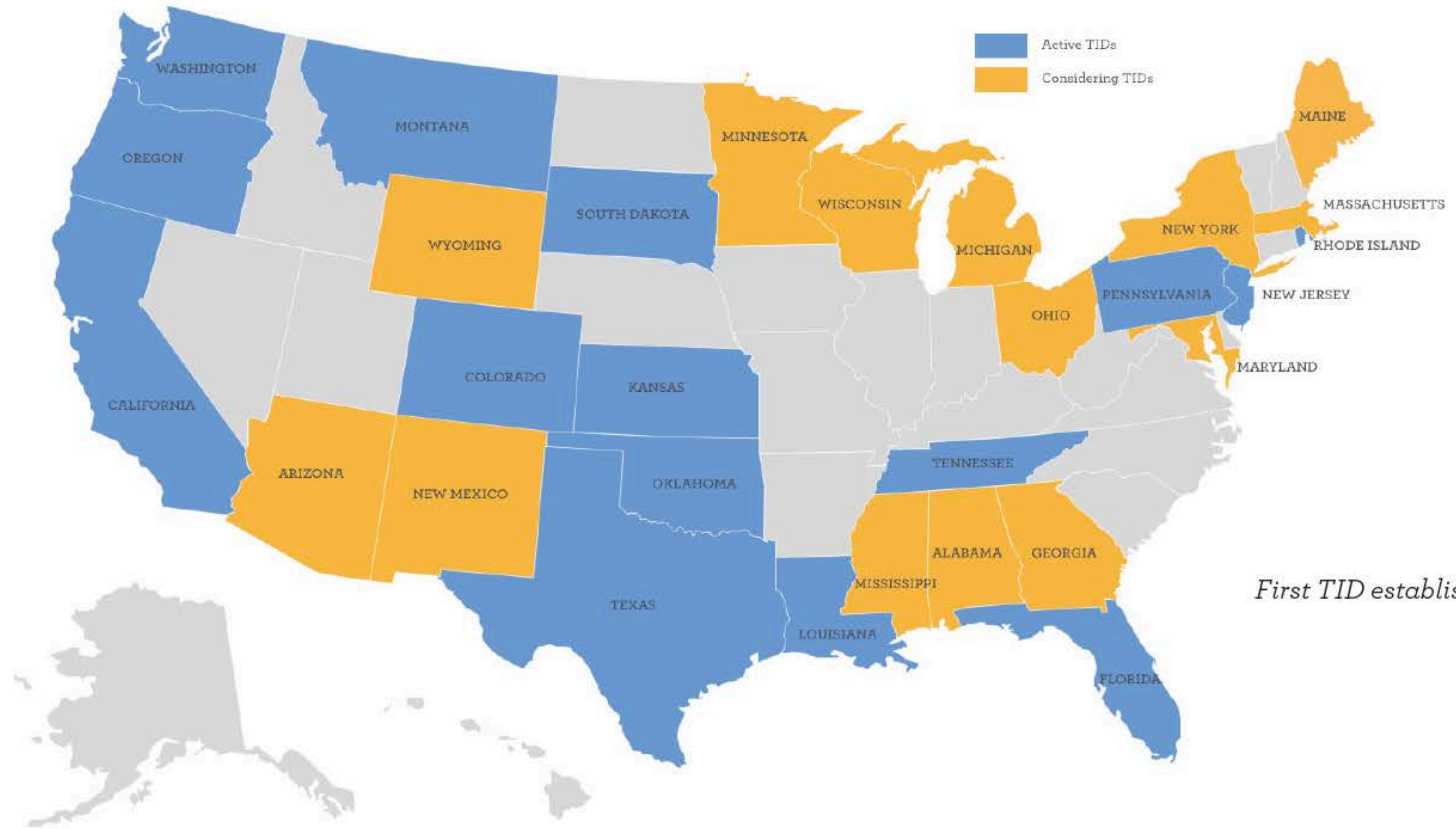
August 25, 2017 | By Roger Dow, President and CEO, U.S. Travel Association

Tourism officials concerned about Pure Michigan budget cuts

Bryce Airgood, Port Huron Times Herald Published 11:05 am ET Oct. 2, 2010

DESTINATIONS ARE CONTROLLING THEIR OWN DESTINY

T
I
D



177 TIDs have been established in **15** states with an additional **14** states implementing or considering a TID, increasing budgets by **\$405** million

TIFFANY GALLAGHER

Branch Manager
East Coast Division
Civitas Advisors





Travel's Impact on the U.S.

Putting **1 in every 10 people** to work in the U.S.

In 2018, travel supported **15.7 million** American jobs

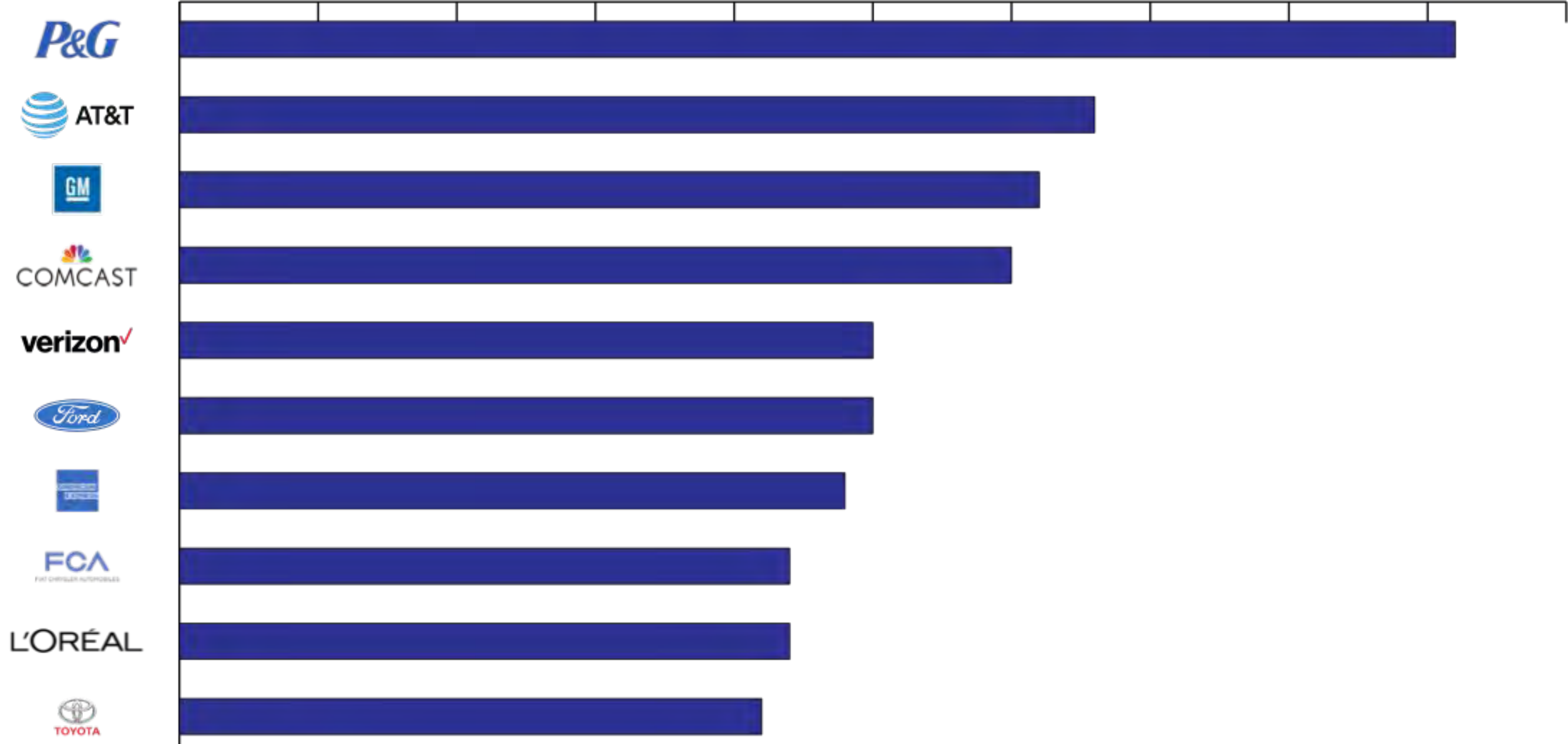
“I truly believe that travel and tourism is the front door for economic prosperity in our country”

**-Roger Dow,
President & CEO,
U.S. Travel
Association**

SOURCE: US Travel

Billions in Marketing Spending

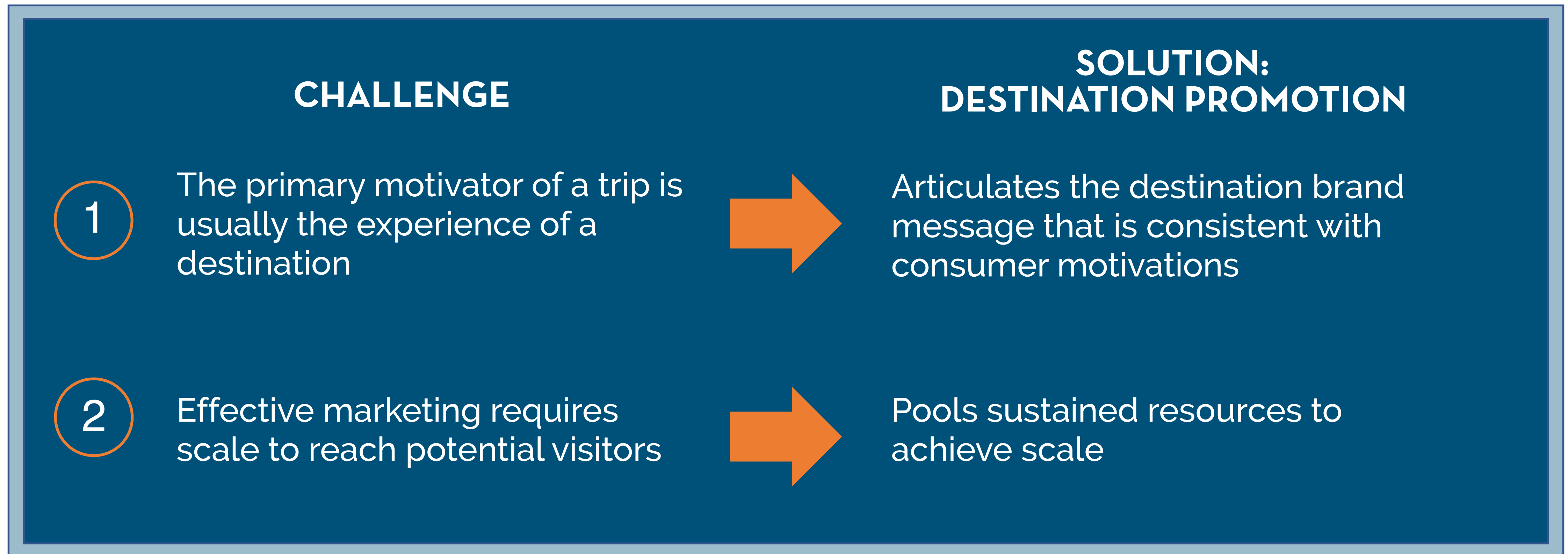
\$0.0b \$0.5b \$1.0b \$1.5b \$2.0b \$2.5b \$3.0b \$3.5b \$4.0b \$4.5b \$5.0b



State Travel Promotion  Tourism Budgets of all 50 states combined!

Source: Advertising Age & US Travel Association 2015

The Vital Role of Destination Promotion



Tourism Funding



- Membership
- Sponsorships
- Event revenue
- Contract services
- Voluntary district



- Untethered tax allocations
 - Tethered tax allocations
 - Sales tax increment financing
 - Assessment (TMD)
-



Evolution of Destination Marketing Funding

- From Bed Tax to TID -

Bed Tax	TID
<ul style="list-style-type: none">➤ No defined term➤ Government managed and imposed➤ No requirement of benefitting the paying businesses	<ul style="list-style-type: none">➤ Specific term and plan➤ Hotel managed and approved➤ Legal accountability to the district plan➤ Based on benefit to the tourism businesses➤ TID funds cannot be diverted



The most dangerous phrase
in our language is "we've
always done it this way".

Rear Admiral Grace Hopper

Funding Sufficiency vs. Funding Stability

Sufficiency

- Do you have enough to adequately market your destination?

Stability

- How reliable are your funding streams?
- Can they be diverted?

How Tourism Improvement Districts Work



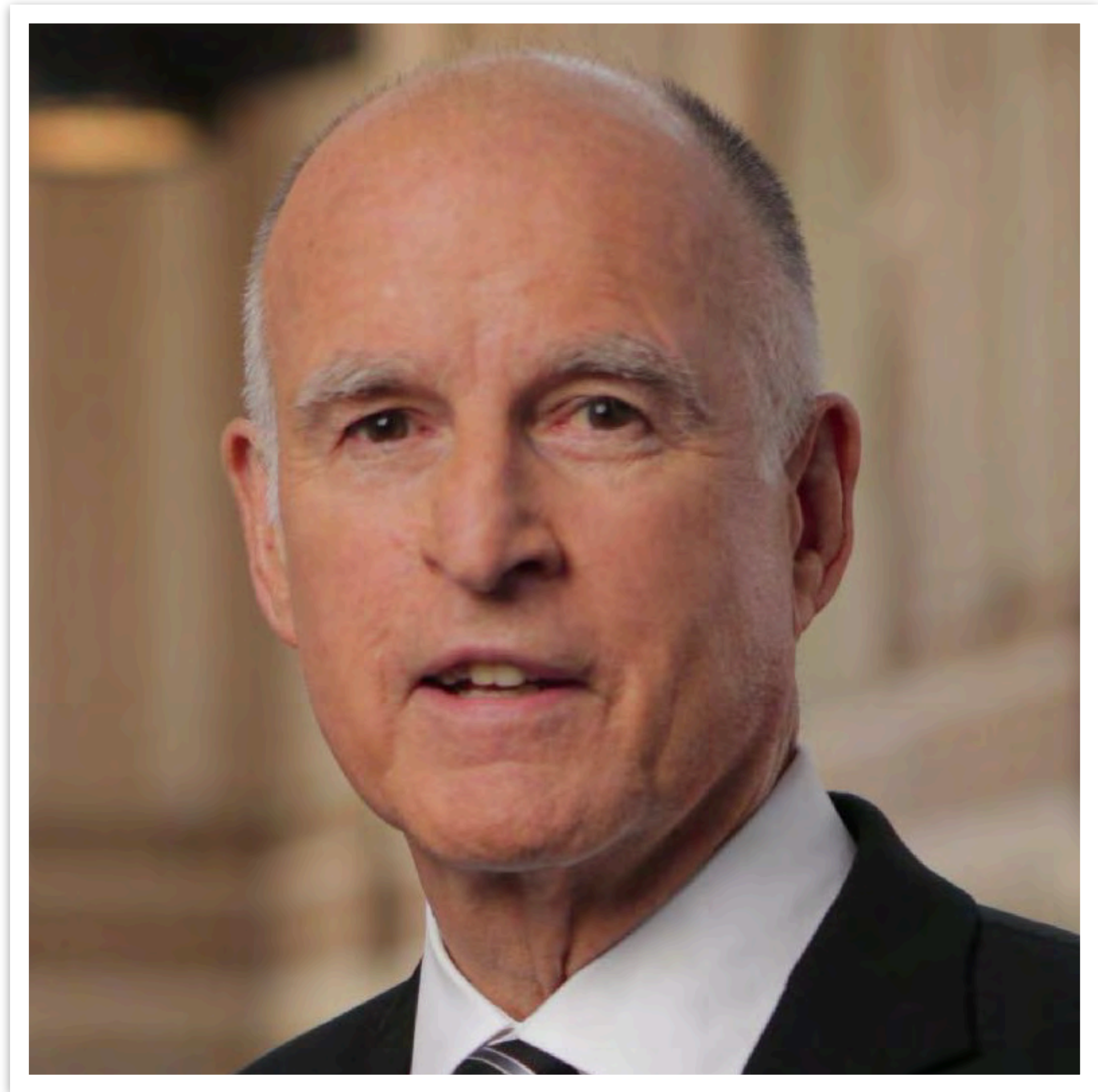
Characteristics

- Level playing field—no free riders
- Transparency
- Reliability
- Pass-through to customer

Government Perspective on Tourism Marketing

“The tourism industry was always asking me for more money from the state budget...I don’t like to spend money very much, so ***I’m glad you figured out how to spend your own money***...if you had to deal with me, your life would be more difficult.”

*Former California Governor
Jerry Brown -- May 3, 2017*



National District Statistics

178 TIDs Nationwide

Most Recent: Baltimore, MD
(September, 2019)

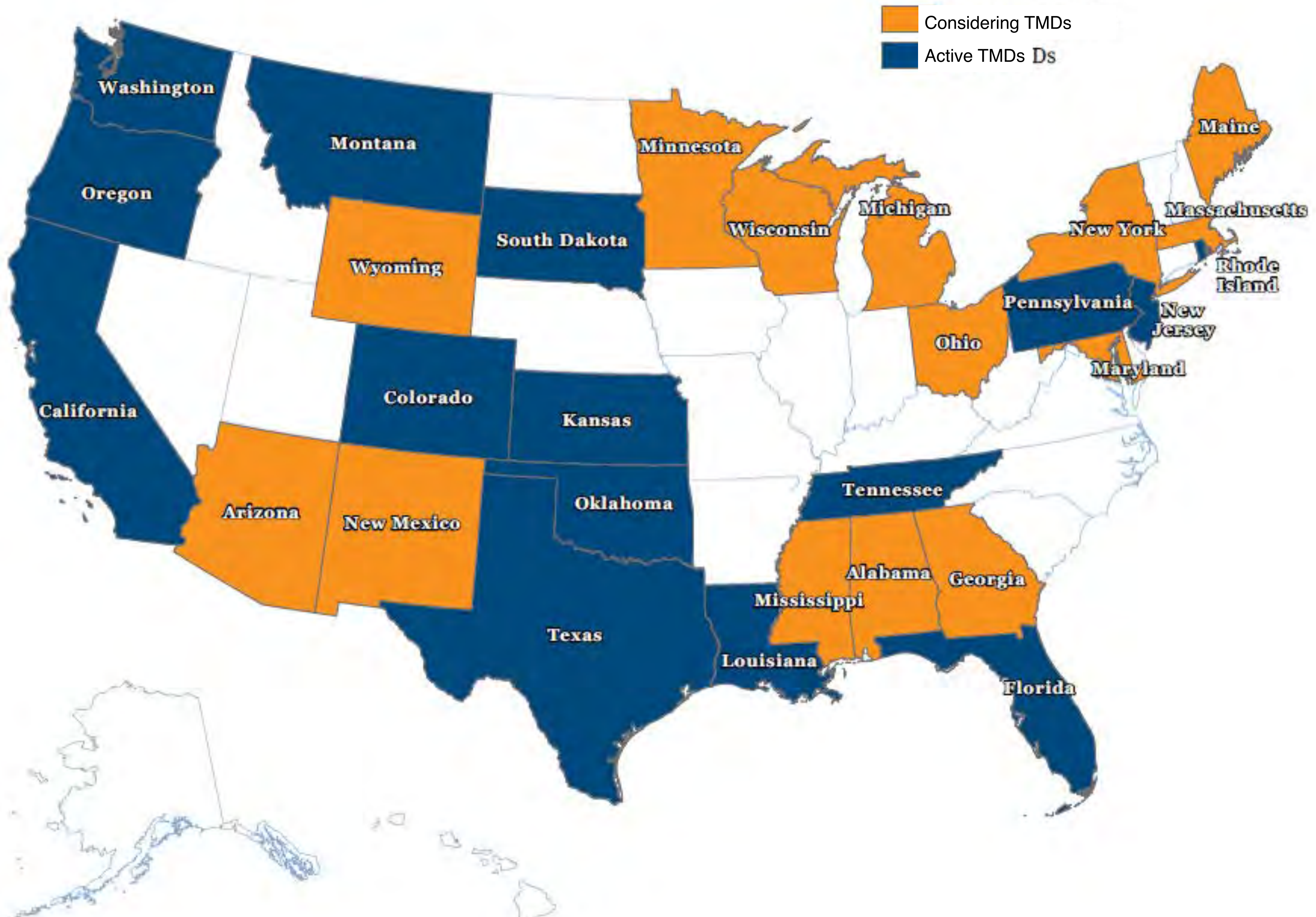
AMOUNT RAISED	
Low	\$10,000
Median	\$785,000
High	\$41,000,000
Total	\$405,242,806

15 STATES W/ NEW DISTRICTS OR CONSIDERING FORMATIONS

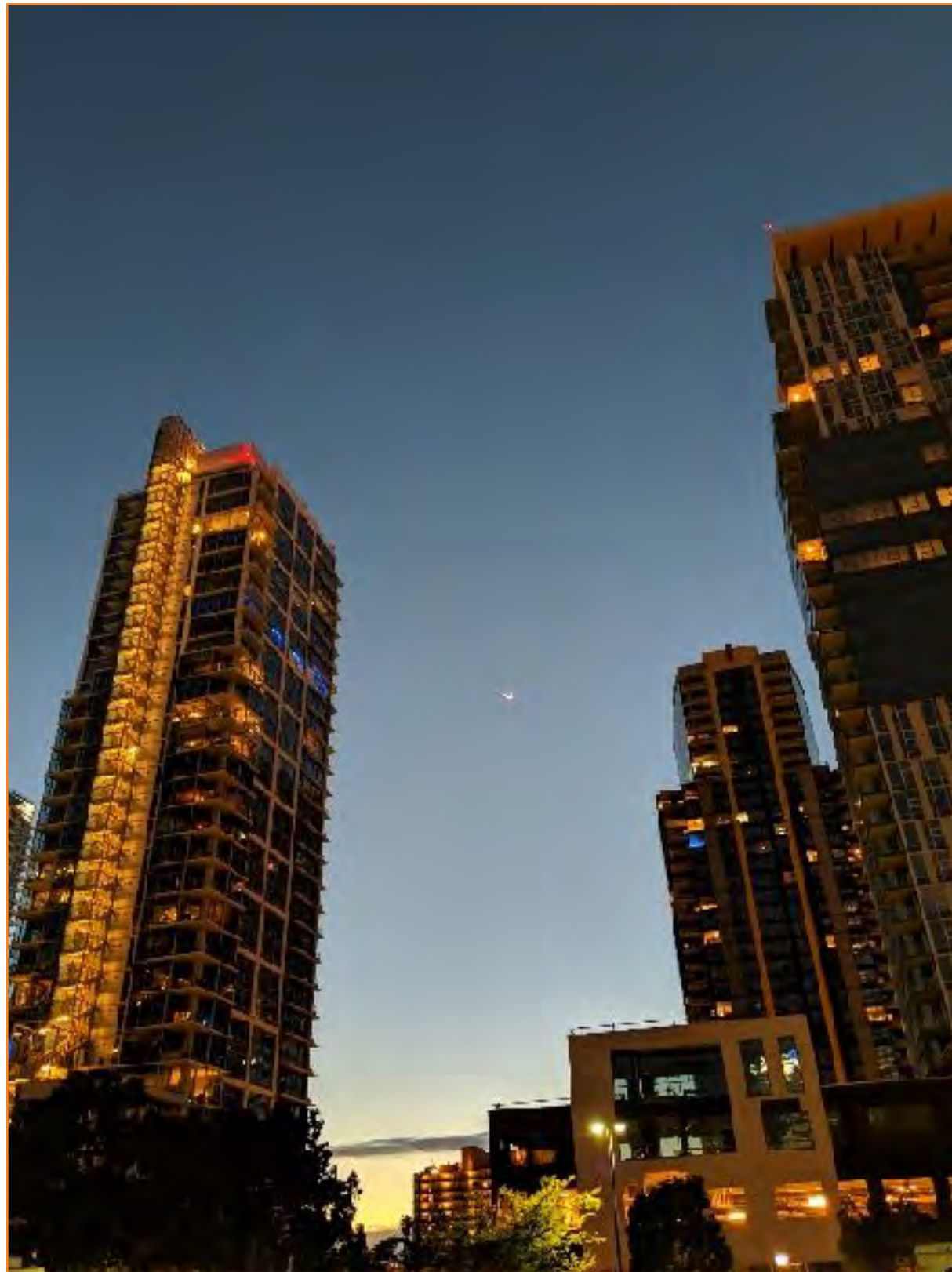
Recent completion of
TID Formations on East Coast:

Philadelphia, Baltimore, Newport RI,
Newark, Tampa, New Orleans

Current formations happening in:
Boston, NYC, Albany, Cleveland, and **12**
other East Coast destinations



TID Impact: Lodging Industry Has a Stronger Voice



- Historically hotels accounted for approximately 10% of CVB Boards.
- TIDs create a forum where a majority of hotels direct the expenditures.
- Hotels in TIDs now have a significant voice in tourism promotion decisions.

Return on Investment for Hotels (ROI)

- Almost all TIDs measure return based on hotel room nights and/or hotel room revenue.
- Some measure based on visitor spending, tax revenue, and group sales.
- Industry average return on room revenue is approximately 7.5:1 and ranges from 3:1 to 25:1.



Funding Case Studies

A scenic view of a city at sunset. The sun is a small, bright orange circle on the horizon, partially obscured by a large, dark, billowing cloud formation. The sky transitions from a deep blue at the top to a warm orange near the horizon. The city below is a dense urban area with various buildings and structures, including a prominent tall building. The foreground is filled with lush green trees and foliage, suggesting a high vantage point. The overall atmosphere is serene and dramatic.



travel
PORTLAND

Portland, OR

FUNDING TO SCALE

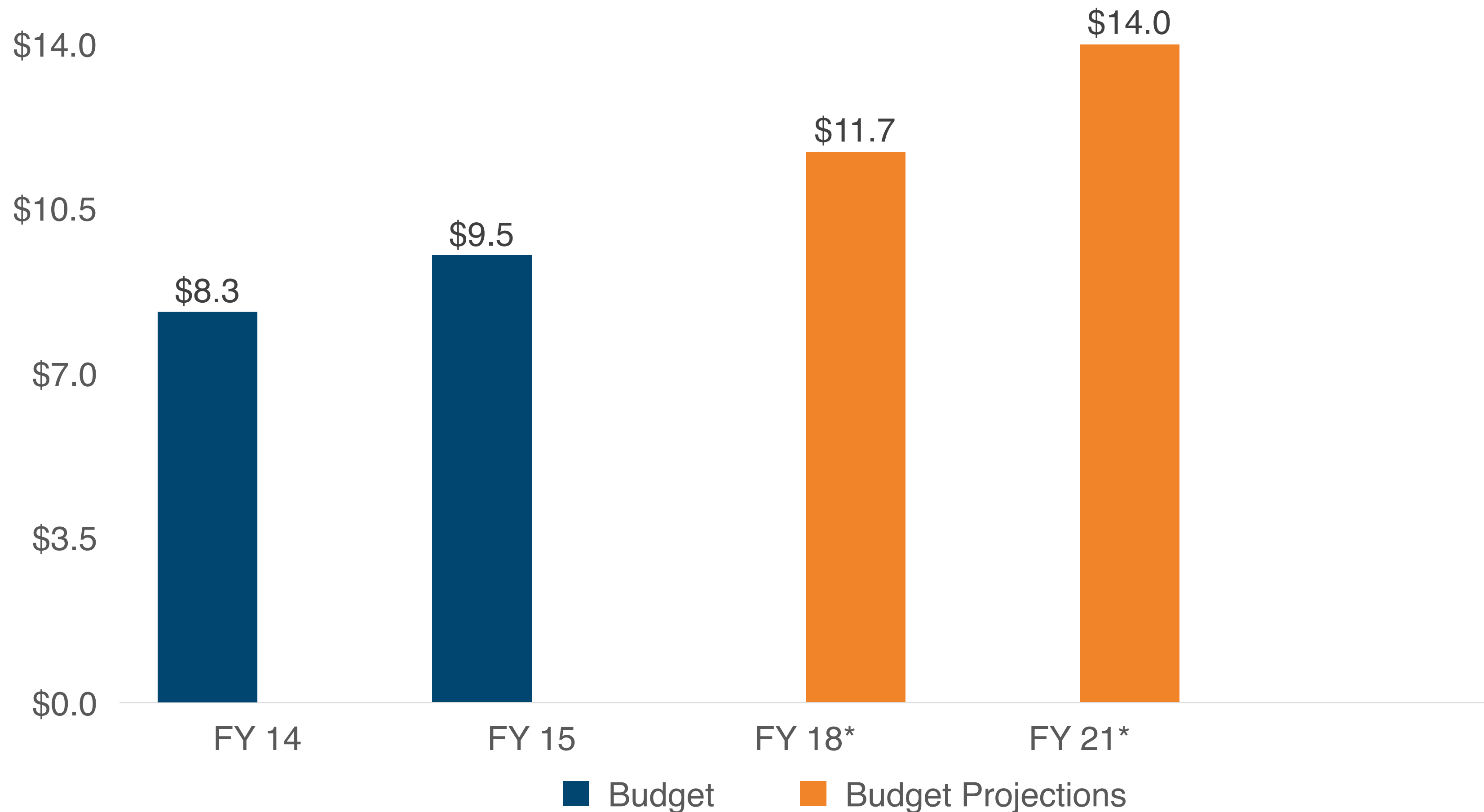
Travel Portland, OR Budget

PRE-TID BUDGET	\$8 million
+TID	+8 million
CURRENT BUDGET	<hr/> = 16 million

Portland, OR Projections at the Start

Projected to reach \$14 million by FY21 - Already at \$16 million in 2019

When you invest a percentage of room revenue your return grows accordingly with your successes





VISIT
WICHITA

Wichita, KS

FUNDING TO SCALE



Wichita Budget

INITIAL BUDGET	\$2.8 million
+TID	+2.6 million
	<hr/>
CURRENT BUDGET	= 5.4 million

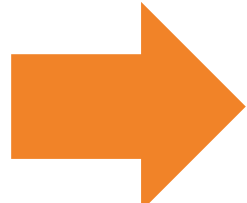
Wichita's Enhanced Scale

100K
INCREMENTAL TRIPS
TO WICHITA



\$53 MILLION
ECONOMIC
IMPACT

67K  HOTEL
ROOMS
NIGHTS



FOR
EVERY \$1
SPENT

\$42 ROI

A person wearing a yellow long-sleeved shirt is seated at a desk. They are holding a white pen in their right hand and a white document in their left hand. On the desk in front of them is a stack of papers. The background is blurred, showing what appears to be an office setting. The overall lighting is soft and professional.

Tourism Improvement District

Plan

TID Formation by Local Law

- Municipalities possess broad home rule authority to adopt local laws related to levying assessments to provide local services.
- The proposed TID may be formed pursuant to a local law.
- The proposed TID levy is not another tax for the benefit the municipalities.
- The proposed TID levy is a special assessment that must benefit hotels paying the assessment.

Next Steps

1. Visit Portland, GPCOG and municipalities confirm local law formation approach
2. Local law drafted
3. Local law approved by Municipalities
4. TID formation documents prepared
5. Hotel approval process
6. Municipal approval
7. TID begins collecting assessment



CIVITAS

PARTNERSHIPS - PROGRESS - PROSPERITY





- ✓ Generated \$1.7 Billion for clients globally.
- ✓ Completed over 125 BID & TMD formation projects throughout the world.
- ✓ Drafted BID/TMD legislation in 15 states.
- ✓ Passionate about raising stable, dependable funding for DMOs.





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