



Tourism Improvement Districts

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
California					
Anaheim	\$17,500,000	2% room revenue	Tourism Marketing / Transport	2010	15.20%
Arroyo Grande	\$212,000	2% room revenue	Tourism Marketing	2013	12.20%
Atascadero	\$275,000	2% room revenue	Tourism Marketing	2013	11.20%
Berkeley	\$650,000	1% room revenue	Tourism Marketing	2012	12.20%
Big Bear Lake	\$1,892,000	3% room revenue + 2% ski resort	Tourism Marketing	2016	8.20%



District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Bishop	\$600,000	2% room revenue	Tourism Marketing	2014	12.20%
Buena Park	\$925,000	2% room revenue	Tourism Marketing	2016	12.20%
Burbank	\$789,000	1% room revenue	Tourism Marketing and Destination Development	2011	10.20%
Butte County	\$650,000	2% room revenue	Tourism Marketing	2015	10.20%
Camarillo	\$580,000	2% room revenue	Tourism Marketing	2014	9.20%
Carlsbad	\$1,160,000	\$1.00 per night	Tourism Marketing	2005	10.20%
Carlsbad Golf	\$450,000	\$2.00 per night	Tourism Marketing	2012	10.20%
Carmel	\$630,000	1% room revenue	Tourism Marketing	2012	10.20%
Claremont	\$266,000	2% room revenue	Tourism Marketing	2010	10.20%
Concord	\$1,200,000	3% room revenue	Tourism Marketing	2013	10.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Conejo Valley	\$1,200,000	2% room revenue	Tourism Marketing	2013	12.20%
Coronado	\$1,450,000	1% room revenue	Tourism Marketing	2010	10.20%
Costa Mesa	\$2,700,000	3% room revenue	Tourism Marketing	1995	8.20%
Dana Point	\$1,000,000	\$3.00 per night	Tourism Marketing	2009	10.20%
Elk Grove	\$350,000	1% - 2% room revenue	Tourism Marketing	2014	12.20%
Fairfield	\$800,000	3% room revenue	Tourism Marketing	2013	10.20%
Folsom	\$1,000,000	4% room revenue	Tourism Marketing	2002	8.20%
Fresno	\$1,800,000	1.5% room revenue	Tourism Marketing	2010	12.20%
Garden Grove	\$3,000,000	2.5% room revenue	Tourism Marketing	2010	14.70%
Gilroy	\$365,000	2% room revenue	Tourism Marketing	2013	9.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Half Moon Bay	\$200,000	\$1.00 per night	Tourism Marketing	2004	12.20%
Healdsburg	\$580,000	2% room revenue	Tourism Marketing	2012	12.20%
Humboldt County	\$1,200,000	2% room revenue	Tourism Marketing	2012	10.20%
Huntington Beach	\$5,000,000	4% room revenue	Tourism Marketing	2002	10.20%
Irvine	\$1,600,000	2% room revenue	Tourism Marketing	2002	8.20%
Laguna Beach	\$950,000	2% room revenue	Tourism Marketing	2001	12.20%
Lake County	\$170,000	1.5% room revenue	Tourism Marketing	2019	9.00%
Lancaster	\$360,000	2% room revenue	Tourism Marketing	2013	7.20%
Lodi	\$538,000	4.5% room revenue	Tourism Marketing	2004	6.20%
Lompoc	\$360,000	2% room revenue	Tourism Marketing	2014	10.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Long Beach	\$4,240,000	3% room revenue	Tourism Marketing	2005	12.20%
Los Angeles	\$27,800,000	1.5% room revenue	Tourism Marketing	2011	14.20%
Madera County	\$450,000	2% room revenue	Tourism Marketing	2010	9.30%
Mammoth Lakes	\$5,290,000	1% - 2% revenue Hotels, Restaurants, Ski Resorts	Tourism Marketing	2013	13.20%
Marin County	\$1,320,000	2% room revenue	Tourism Marketing	2004	10.50%
Mariposa County	\$1,300,000	1% room revenue	Tourism Marketing	2008	10.20%
Mendocino County	\$1,560,000	1% room revenue	Tourism Marketing	2006	10.20%
Monterey County	\$4,307,000	\$0.50 - \$2.50 per night	Tourism Marketing	2006	10.50%
Morgan Hill	\$410,000	1.5% room revenue	Tourism Marketing	2019	10.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Morro Bay	\$645,000	3% room revenue	Tourism Marketing	2009	12.20%
Murrieta	\$283,000	3% room revenue	Tourism Marketing	2015	10.20%
Napa Valley	\$6,500,000	2% room revenue	Tourism Marketing	2010	12.20%
Newport Beach	\$4,500,000	3% room revenue	Tourism Marketing	2009	10.20%
Oakdale	\$200,000	2% room revenue	Tourism Marketing	2009	7.20%
Oakland	\$1,625,000	\$1.50 per night	Tourism Marketing	2015	14.20%
Oceanside	\$1,628,000	1.5-2.5% room revenue	Tourism Marketing	2010	10.20%
Ontario	\$2,200,000	2% room revenue (w/ escalation for 3% in 2024)	Tourism Marketing	2013	12.00%
Oxnard	\$730,000	1.5% room revenue	Tourism Marketing	2019	10.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Pacific Grove	\$450,000	\$1.00 - 1.50 per night	Tourism Marketing and Physical Improvements	2007	10.20%
Pacifica	\$65,000	\$1.00 per night	Tourism Marketing	2004	12.20%
Palm Springs	\$325,000	1% room revenue	Tourism Marketing	2016	13.70%
Palm Springs	\$16,565,000	3% room revenue	Tourism Marketing	2008	13.70%
Pasadena	\$3,800,000	2.89% room revenue	Tourism Marketing	2003	12.30%
Paso Robles	\$1,280,000	2% room revenue	Tourism Marketing	2008	12.20%
Petaluma	\$660,000	2% room revenue	Tourism Marketing	2019	10.20%
Pismo Beach	\$1,750,000	1% room revenue	Tourism Marketing	2009	12.20%
Placer Valley	\$3,800,000	\$6.50 per night	Tourism Marketing	2003	9.30%
Pleasant Hill	\$632,000	3% room revenue	Tourism Marketing	2017	10.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Rancho Cordova	\$633,000	\$1.50 per night	Tourism Marketing	2010	12.20%
Redding	\$925,000	2% room revenue	Tourism Marketing	2008	10.20%
Redondo Beach	\$785,000	1% room revenue	Tourism Marketing	2018	12.20%
Richmond	\$380,000	\$2.00 - \$2.50 per night	Tourism Marketing	2004	10.20%
Ridgecrest	\$390,000	3% room revenue	Tourism Marketing	2012	10.20%
Riverside County - Temecula Wine Country	\$189,000	2% room revenue	Tourism Marketing	2016	10.20%
Sacramento TID	\$3,140,000	1% room revenue	Capital Improvements	2019	12.00%
Sacramento TMD	\$6,000,000	1% - 3% room revenue	Tourism Marketing	2000	12.20%
San Diego	\$41,000,000	2% room revenue	Tourism Marketing	2007	10.70%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
San Francisco	\$25,000,000	1.0625% - 2.25% room rev.	Tourism Marketing & Services / Moscone Center Improvements	2008	14.20%
San Gabriel	\$193,000	1% room revenue	Tourism Marketing	2019	12.20%
San Jose	\$3,455,000	\$1.00 - \$3.00 per night	Tourism Marketing	2006	14.20%
San Luis Obispo (City)	\$1,867,000	2% room revenue	Tourism Marketing	2008	12.20%
San Luis Obispo (County)	\$3,724,000	2% room revenue	Tourism Marketing	2009	9.90%
San Luis Obispo County	\$3,280,000	1% room revenue	Tourism Marketing	2015	13.20%
San Mateo	\$1,900,000	\$0.15 - \$1.00 per night	Tourism Marketing	2001	12.20%
San Ramon	\$450,000	\$2.00 per night	Tourism Marketing	2015	7.50%
Santa Barbara South Coast	\$3,767,000	\$0.50 - \$2.00 per night	Tourism Marketing	2010	11.10%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Santa Clara	\$600,000	\$1.00 per night	Tourism Marketing	2004	9.70%
Santa Clarita	\$625,000	2% room revenue	Tourism Marketing	2010	10.20%
Santa Cruz County	\$1,900,000	\$1.75 - \$3.00 by RevPar	Tourism Marketing	2010	10.20%
Santa Maria	\$620,000	2% room revenue	Tourism Marketing	2016	12.20%
Santa Monica	\$4,130,000	\$1.50 - \$5.25 per night	Tourism Marketing	2013	14.20%
Santa Rosa	\$1,425,000	3% room revenue	Tourism Marketing	2010	9.20%
Santa Ynez Valley	\$890,000	\$2.00 per night	Tourism Marketing	2010	10.20%
Simi Valley	\$360,000	2% room revenue	Tourism Marketing	2014	10.20%
Siskiyou County	\$575,000	2% room revenue	Tourism Marketing	2015	10.20%
Sonoma City	\$730,000	2% room revenue	Tourism Marketing	2012	10.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Sonoma County	\$4,700,000	2% room revenue	Tourism Marketing	2004	12.20%
South Lake Tahoe	\$2,680,000	\$3.00 - \$4.50 per night	Tourism Marketing	2006	12.20%
Squaw Valley Alpine Meadows	\$715,000	1% room revenue	Transportation	2018	10.20%
Stockton	\$1,425,000	4% room revenue	Tourism Marketing	2010	8.20%
Temecula	\$1,500,000	4% room revenue	Tourism Marketing	2005	8.20%
Tiburon	\$159,000	1% room revenue	Tourism Marketing	2007	10.20%
Torrance	\$500,000	1% room revenue	Tourism Marketing	2010	11.20%
Tri-Valley	\$1,900,000	\$2.00 per night	Tourism Marketing	2005	8.20%
Truckee	\$440,000	2% room revenue	Tourism Marketing	2015	10.20%
Twentynine Palms	\$150,000	1.5% room revenue	Tourism Marketing	2017	9.20%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Vacaville	\$571,000	2% - 3% room revenue	Tourism Marketing	2004	8.20%
Vallejo	\$300,000	\$1.00-\$2.00 per night	Tourism Marketing	2003	11.20%
Ventura County West	\$2,200,000	2% room revenue	Tourism Marketing	2011	10.20%
Visalia	\$600,000	2% room revenue	Tourism Marketing	2017	10.20%
Walnut Creek	\$590,000	\$1.50 - \$2.00 per night	Tourism Marketing	2010	8.70%
West Hollywood	\$6,000,000	3% room revenue	Tourism Marketing	1989	12.70%
Yolo County	\$690,000	2% room revenue	Tourism Marketing	2017	11.70%
Yuba-Sutter	\$250,000	2% room revenue	Tourism Marketing	2017	10.20%

Colorado

Alamosa County	\$490,000	4.0% room revenue	Tourism Marketing	2009	9.80%
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District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Denver	\$8,700,000	1% room revenue	Tourism Marketing and Convention Center	2017	14.75%
Estes Park	\$2,045,000	2.0% room revenue	Tourism Marketing	2009	8.50%
Gunnison County	\$1,667,000	4.0% room revenue	Tourism Marketing	2002	8.90%
Moffat County	\$212,000	4% room revenue	Tourism Marketing	2015	9.05%
Steamboat Springs	\$1,700,000	2.0% room revenue	Tourism Marketing	2004	10.65%
Vail	\$3,218,000	1.4% room revenue	Tourism Marketing	1999	8.40%

Florida

Tampa Bay / Ybor City	\$1,460,000	\$1.50 per night	Tourism Marketing	2017	12.00%
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Kansas

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Topeka	\$500,000	\$1.00 per night	Tourism Marketing	2017	16.15%
Wichita	\$3,000,000	2.75% room revenue	Tourism Marketing	2014	13.50%

Louisiana

Jefferson Parish	\$860,000	1.00% room revenue	Tourism Marketing	2016	12.75%
New Orleans	\$18,500,000	1.75% room revenue	Tourism Marketing	2014	16.35%

Montana

Billings	\$1,742,000	\$0.75 per night	Tourism Marketing	2007	7.00%
Butte-Silver Bow	\$250,000	\$1.00 per night	Tourism Marketing	2011	7.00%
Choteau	\$10,000	\$1.00 per night	Tourism Marketing	2016	7.00%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Dawson County	\$80,000	\$1.00 per night	Tourism Marketing	2010	7.00%
Gallatin County	\$1,413,000	\$2.00 per night	Tourism Marketing	2009	7.00%
Glasgow	\$150,000	\$1.00 per night	Tourism Marketing	2009	7.00%
Great Falls	\$420,000	\$1.00 per night	Tourism Marketing	2008	7.00%
Havre	\$65,000	\$1.00 per night	Tourism Marketing	2011	7.00%
Helena	\$269,500	\$1.00 per night	Tourism Marketing	2009	7.00%
Kalispell	\$575,000	\$2.00 per night	Tourism Marketing	2010	7.00%
Lewistown		\$1.00 per night	Tourism Marketing		7.00%
Miles City	\$90,000	\$1.00 per night	Tourism Marketing	2011	7.00%
Missoula	\$1,310,000	\$2.00 per night	Tourism Marketing	2009	7.00%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Ravalli County	\$47,000	\$1.00 per night	Tourism Marketing	2011	7.00%
Red Lodge	\$57,000	\$1.00 per night	Tourism Marketing	2012	10.00%
Shelby	\$45,000	\$1.00 per night	Tourism Marketing		7.00%
Sidney	\$90,000	\$1.50 per night	Tourism Marketing		7.00%
West Yellowstone	\$250,000	\$1.00 per night	Tourism Marketing	2009	10.00%

New Jersey

Newark	\$1,820,000	1.5% room revenue	Tourism Marketing	2013	14.00%
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Oklahoma

Tulsa	\$2,300,000	3% room revenue		2019	13.52%
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District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Oregon					
Portland	\$10,740,000	2% room revenue	Tourism Marketing	2012	11.50%
Pennsylvania					
Philadelphia	\$5,800,000	0.75% room revenue	Tourism Marketing	2017	15.50%
Rhode Island					
Newport	\$338,000	\$1.00 per night	Tourism Marketing	2017	13.00%
South Dakota					
Aberdeen	\$352,800	\$2.00 per night	Tourism Marketing	2008	9.50%
Brookings	\$248,000	\$2.00 per night	Tourism Marketing	2012	9.50%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Custer	\$148,000	\$2.00 per night	Tourism Marketing	2008	9.50%
Deadwood	\$500,000	\$1.00-\$2.00 per night	Tourism Marketing	2008	9.50%
Fort Pierre	\$246,000	\$2.00 per night		2013	9.50%
Hot Springs	\$100,000	\$2.00 per night		2011	9.00%
Huron	\$125,000	\$2.00 per night	Tourism Marketing	2011	6.50%
Mitchell	\$200,000	\$1.50 per night		2013	9.00%
Pierre	\$55,000	\$4.00 per night	Tourism Marketing	2014	9.50%
Rapid City	\$1,500,000	\$2.00 per night	Tourism Marketing	1995	9.50%
Sioux Falls	\$1,900,000	\$2.00 per night	Tourism Marketing	2011	10.00%
Spearfish	\$210,000	\$2.00 per night		2013	9.50%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Vermillion	\$70,000	\$2.00 per night	Tourism Marketing	2014	9.50%
Watertown	\$221,900	\$2.00 per night		2010	9.50%
Yankton	\$138,000	\$2.00 per night	Tourism Marketing	2013	9.00%

Tennessee

Memphis	\$5,000,000	\$2.00 per night	Tourism Marketing	2015	17.75%
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Texas

Arlington	\$2,999,000	2% room revenue	Tourism Marketing	2016	15.00%
Dallas	\$18,350,000	2.26% room revenue	Tourism Marketing	2012	13.00%
Fort Worth	\$4,000,000	2% room revenue	Tourism Marketing	2017	15.00%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
San Antonio	\$10,420,000	1.25% room revenue	Tourism Marketing	2018	16.75%

Washington

Clark County and Vancouver	\$1,132,000	\$2.00 per night	Tourism Marketing	2004	10.40%
Liberty Lake	\$2,000,000	\$2.00 per night	Tourism Marketing	2004	12.00%
Pierce County	\$1,000,000	\$2.00 per night	Tourism Marketing	2009	10.60%
Prosser		\$1.00-\$2.00 per night	Tourism Marketing	2013	10.60%
Seattle	\$6,000,000	\$2.00 per night	Tourism Marketing	2012	15.60%
Snohomish County	\$195,000	\$1.00 per night	Tourism Marketing	2011	11.50%
Spokane	\$1,600,000	\$2.00 per night	Tourism Marketing	2003	12.00%

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Tri-City	\$1,330,000	\$2.00 per night	Tourism Marketing	2004	10.30%
Union Gap		\$2.00 per night	Tourism Marketing	2011	10.10%
Walla Walla	\$600,000	\$2.00 per night	Tourism Marketing	2010	10.30%
Wenatchee	\$200,000	\$1.00 per night	Tourism Marketing	2006	12.00%
Yakima County		\$2.00 per night	Tourism Marketing	2004	11.25%

England

Greater Yarmouth	\$3,538,800	\$220 - \$13,000 on rateable value property	Tourism Marketing	2014	
Torbay	\$664,325	1.95% of their rateable value of property	Tourism Marketing	2016	

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Scotland					
Inverness - Loch Ness	\$273,768	\$250 - \$5,000 on rateable value of property	Tourism Marketing	2014	



District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Other Guest Levies
Convention Center Assessment Districts					
San Francisco	\$19,332,000	.3125% - 1.25% room rev.	Moscone Center	2013	Local Ordinance ('94) 14.00%
Placer Valley	\$3,750,000	\$4.25 - \$6.50 per room night	Sports Complex	2015	94 Law 9.10%
Sacramento TID	\$3,140,000	1% room revenue	Convention Center Ballroom	2018	94 Law 12.00%

	Annual Budget	TID Statistics	Years in Existence	Other Guest Levies
Total	\$416,551,093.00	of 179 Districts		
Largest	\$41,000,000.00		30	17.75%
Smallest	\$10,000.00		1	6.20%
Average	\$2,380,291.96		9	10.65%
Median	\$787,000		8	10%

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