

UNDERSTANDING THE PORTLAND TOURISM DEVELOPMENT DISTRICT

The Portland Tourism Development District (PTDD) is a partnership between hotels within the boundaries of the City of Portland, the City of Portland, and Visit Portland.

HOW IT WORKS

In September 2023, Portland established Maine's first Tourism Development District through the Maine State Development District Law. Like the Portland Downtown District, participating properties will have an assessment imposed upon them.

- The participating 21 hotels (non-seasonal properties with 40 rooms or more) will receive an assessment invoice from the City of Portland.
- Properties can pass a fee onto lodging guests to raise funds to cover the assessment. (This is NOT an optional lodging tax!)
- Hotels will pay the assessment invoice to the City. The City then passes all funds, less a 10% administrative fee, to Visit Portland.
- Visit Portland is the fiscal agent for the funds to build, manage, and implement a development/marketing plan.
- A Board of Directors, including a city appointee, oversees all funds.
- Each year, Visit Portland will present a new PTDD Development plan and budget to the City of Portland City Council for approval.
- Portland was the 210th district to pass in the U.S.

BUDGETS

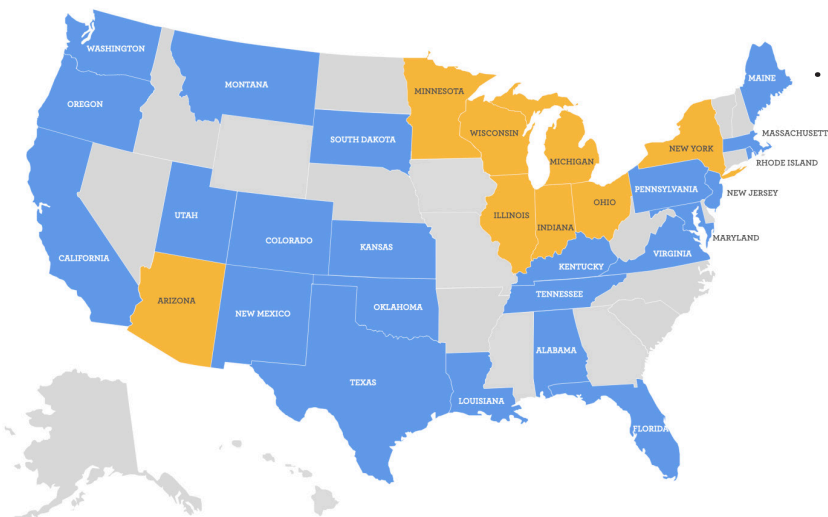
The development of the PTDD does not automatically signify an increase in Visit Portland's operational budget. Instead, Visit Portland serves as the fiscal agent for the district, with its staff responsible for implementing all programming. Both budgets will be managed independently and overseen by the board.

Visit Portland has operated as a partnership-funded organization for over 41 years, and this structure remains unchanged. The introduction of the PTDD does not eliminate partner dues. However, the creation of the PTDD will result in nearly \$2 million additional funding allocated to Visit Portland's marketing budget. These resources will significantly enhance our ability to promote the destination throughout the year. We are enthusiastic about the prospect of all our partners benefiting from these expanded marketing efforts.

BOARD OF DIRECTORS

The Development District Law mandates the formation of an advisory committee comprising stakeholders. Instead of maintaining two separate boards, a decision was made to consolidate the Visit Portland Board of Directors, creating a unified governing body overseeing both budgets. Consequently, a new board was established, comprising six (6) PTDD hotel properties, five (5) Visit Portland partners, and one (1) ex-officio city representative.

As of November 2023, 212 districts have been established in 23 states with an additional 11 states implementing or considering formation.



Recent district formations in the East:

Baltimore MD, Berks County PA, Boston MA, Louisville KY, Mobile AL, Newport RI, Philadelphia PA, Providence, RI and Richmond VA.

Destinations currently in the process of formation in the East:

Albany NY, Block Island RI, Cape Cod MA, Lexington KY, Long Island NY, Montgomery AL, New York City NY, and Pittsburgh PA

- Active Districts
- Legislation Introduced or Considering a District