

## TID Service Examples

### Sales, Marketing, and Communications

A sales and marketing program will promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting the jurisdiction as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Television ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales blitzes for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses;
- Education of hospitality staff on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits to assessed businesses
- Education of lodging business management and the owners' association on marketing strategies best suited to meet assessed businesses' needs.
- Development and implementation of a public relations and communications strategy, inclusive of social media outlets and press release distribution designed to increase overnight visitation at assessed businesses;
- Development of Return on Investment (ROI) analysis on effectiveness of district funds to improve effectiveness and increase overnight visitation at assessed businesses; and

## Zone Micro-Marketing

Certain percentage of the budget, approximately \$\_\_\_\_, shall be dedicated to individual zones for zone-specific tourism improvement activities as described below. The zone marketing funds will be utilized for local zone activities that promote, support and enhance zone-based tourism marketing efforts. Each zone shall receive ten percent (\_\_\_\_%) of the amount collected within the zone to fund eligible programs and activities. These programs are an exclusive privilege and shall provide a direct specific benefit to assessed businesses in the Zone, incremental room night sales. Individual zone marketing funding is designed to support zone-based activities that promote, support and enhance room night sales, including but not limited to the same benefits of the Sales, Marketing, and Communication services.

## Local Destination Marketing

Local destination marketing funds shall be used for programs which drive room night sales to assessed lodging businesses in City/Town/Community. The annual sum of \_\_\_\_\_ percent (\_\_\_\_%), approximately \$\_\_\_\_ in the initial year shall be provided for marketing City/Town/Community.

A destination marketing organization (DMO) in the city of City/Town/Community shall receive funds to be spent on local destination marketing activities. The DMO shall have responsibility and decision making authority for the funds provided, within the requirements of this Plan.

## Community Organizations

Community organizations (ex. chambers of commerce) in each jurisdiction are eligible to apply for (up to \_\_\_\_% of the) assessment revenues generated in that jurisdiction to fund tourism marketing and visitor services programs. The programs must provide a specific benefit to the hotels paying the assessment that is not provided to those not paying.

TBID board members will vote on funding of community organizations in the jurisdiction they represent. For example, \_\_\_\_ board representatives will vote on projects proposed by \_\_\_\_ community organizations, \_\_\_\_ board representatives will vote on \_\_\_\_ community organizations, etc.

Community organizations will be invited to develop proposals for marketing the community to overnight visitors using funds, focusing on developing new shoulder-season and off-season business. Approved marketing activities include advertising, promotions, visitor services and especially creating new destination events. All activities using TBID funds must specifically benefit lodging properties. Community organizations must have systems in place to separately account for use of funds.

Proposals will be developed in collaboration with the board and staff during the first quarter of the fiscal year. During the last quarter, organizations will report to the board on the results achieved with funding.

With the approval of the board, organizations may "roll over" funding from one year to the next year in order to accomplish larger projects. If the full \_\_\_% funding in any jurisdiction is not applied for or granted, the balance of funds will remain with the district and may be allocated as the board sees fit.

## Destination Product Development

Destination Product Development will be ## percent or \$\$\$ of the annual budget. As the total number of rooms sold and room prices increases over time, the amount of available funds for projects will increase. If a DPD project is contemplated and set forth in this plan, part of the ##% could be set aside in a separate account to be used in a future to a larger DPD project.

These DPD projects may include:

- Comprehensive and integrated wayfinding signage system including signage to parking decks and lots;
- Rubber tire trolley transportation program connecting hotels with downtown and other attractions, to increase room night sales;
- Art and cultural projects, to attract overnight visitors;
- Gateway enhancements, to attract overnight visitors;
- Enhancements to environmental experiences which attract overnight visitors, such as \_\_\_\_\_ that expose visitors to the value of the vital ecosystems;
- Improvements to existing parks and sports facilities utilized by overnight visitors;
- Safe and fun entertainment complex for young teens and adults utilized by overnight visitors;
- Live music venue which attracts overnight visitors;
- Infrastructure improvements that enhance Destination competitive position to attract desirable special events year around and attract overnight visitors; and
- Improvements to the City's downtown parking deck that make the overnight visitor experience more desirable.

## Visitor Services Enhancements

The Visitor Services Enhancement (VSE) program will provide potential funding for programs and initiatives based on criteria to be developed by Destination. The focus of the VSE program will be on the entire destination brand footprint to ensure a consistent brand experience throughout Destination. VSE may include:

- A long-term ambassador program with trained staff that supplements the current level of police presence around assessed businesses and encourages overnight visitation;
- Welcome Center and Kiosk improvements including new technology-driven visitor information enhancements;
- Brand-centric visitor services training program for both public and private sector staff.

## Special Projects

Special projects funding will be utilized to sponsor special events designed to attract overnight visitors to the Destination. Additionally, special projects funding will be used to fund educational



programs for assessed businesses. These educational programs are aimed at educating staff at assessed businesses which will create a visitor experience that will bring repeat visits to assessed businesses.

### Administration and Operations

The administration and operations portion of the budget shall be utilized for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees.

### Collection Fee

Each local jurisdiction shall be paid a fee equal to no more than x percent (x%) of the amount of assessment collected, within their respective jurisdictions, to cover collection and administration costs.

### Contingency/Renewal

A portion of the budget will be allocated to a contingency fund to account for lower than anticipated collections. If collected contingency funds remain in the budget near the expiration of the district term, and business owners wish to renew the district, the contingency funds may be used for renewal costs.

*\*Each budget category includes all costs related to providing that service, in accordance with Generally Accepted Accounting Procedures (GAAP). For example, the sales and marketing budget includes the cost of staff time dedicated to overseeing and implementing the program. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories, as appropriate in accordance with GAAP. The staffing levels necessary to provide the services below will be determined by the destination on an as-needed basis.*