



# SSMID for Tourism Businesses Tourism Improvement District

## **Tourism Improvement Districts (TID)**

A TID is a mechanism for funding tourism activities that are managed and desired by business owners that can be passed on to the tourist.

## **TID Formation**

The process of forming and renewing Tax Incremental Districts (TIDs) involves planning, outreach, and legislative approval, driven by community engagement. A committee of local stakeholders—including private business representatives, municipal staff, and tourism leaders—collaborates to build consensus and support. The formation process requires signed petitions from business owners, followed by public notices and hearings to ensure transparency and community involvement.

## **Business activities and programming supported by TIDs**

- Include marketing services for print and digital advertising
- Website operations
- Workforce development
- Costs related to supporting visitation
- Sales lead generation
- Destination development

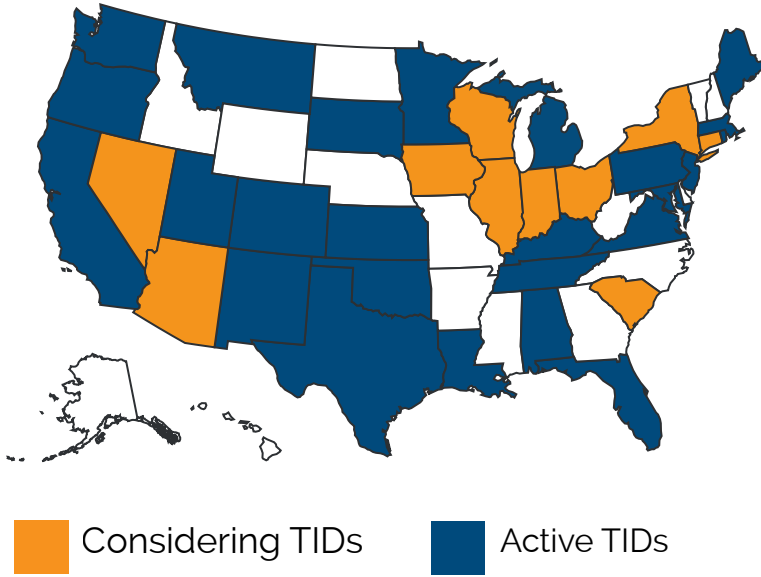
## **TID FAQ**

- 221 TID's exist nationwide.
- 25 states have similar tourism industry initiatives.
- TID fee amounts are determined by business owners during district formation, within legal guidelines.
- Funds raised must benefit the businesses paying the TID fee.
- Certain transactions may be exempt if not resulting from district activities.
- Local governments can support tourism with no expense policy decisions.
- Promotes community growth by using visitor income to enhance existing tax revenues.
- Establishes a public-private partnership for a stable supplemental revenue source.
- The formation process requires signed petitions from business owners

# Tourism Improvement Districts (TIDs)

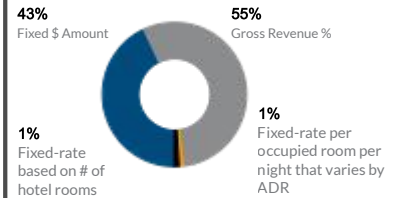


Tourism Improvement Districts as of October 2025



**221 TIDs**

Most Recent:  
**Longmont, CO**  
 (August 2025)



ANNUAL AMOUNT RAISED	
Low	\$10,000
High	\$47,200,000
Total	\$724,800,000

**25 STATES**

## TID Legislation Since 2019

**2021**  
 Massachusetts  
 Virginia

**2022**  
 Rhode Island  
 Utah

**2023**  
 Illinois  
 Alabama  
 Minnesota

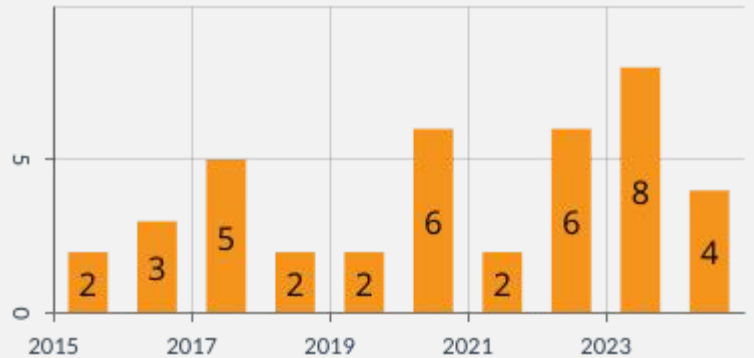
## Considering TID Legislation

Pennsylvania  
 New York  
 Ohio  
 Indiana  
 Washington State  
 Nevada  
 Iowa  
 Maryland  
 Arizona  
 Wisconsin  
 Wyoming

## Newly Formed TIDs

Louisville, KY  
 Richmond, VA  
 Montgomery & Florence, AL  
 Minneapolis, MN  
 Fitchburg, MA

## Non-CA U.S. TID Formations by Year



Year	Total TIDs (Non-CA)
2018	67
2019	69
2020	73
2021	75
2022	81
2023	89
2024	92

# Berks County, PA TID Case Study

**Established in 2019**

**Assessment Rate of 2%**

**Estimated Annual Budget of \$570,000**

## What do they fund?

The District located in Berks County is comprised of two municipalities working together, the Muhlenberg Township and Wyomissing Borough. Together the district raises money to allow for services and programs previously unattainable at their budgets before implementing their District.

Some Key Programming Items that Berks has used the funding for:

- Digital/Social Specialist for Marketing hired
- Over \$100,000 spent towards paid digital/social media campaigns in the past year
- Rebranding their image
- Upgrading their website
- Sponsorship for meetings and of the American Film Marketplace
- Has saved over \$1,000,000 in their reserves (Future sponsorship/research/ tourism asset development)
- TID allowed to support partners and marketing during the pandemic (No membership or advertising fees)

# Seminole County, FL Case Study

## What's the plan?

This District with a proposed charge of \$1.75 per available room they are forecasted to raise \$3.27 million within their first full year of collections. With the funds they hope to develop the following programming:

- Using funds for Capital Improvement with an allowance for bonding
- Funds dedicated to support incentives for industry specific events
- Go out on sales missions in domestic and international markets
- May extend their term beyond the initial 10 years if bonds are issued.

# Florence, AL Case Study

**Established in 2024**

**Assessment Rate of 4%**

**Estimated Annual Budget of \$1.030,000**

## What do they fund?

Created by the City of Florence, and managed by a nonprofit corporation made up of businesses owners and representative of the assessed businesses.

- Strong focus on marketing efforts
- Downtown District and Shopping District specific promotions
- Tour engagement
- Touch points for visitors traveling to Florence
- Destination development, including capital improvements to enhance the destination



# TID Thoughts?

**"I am beyond excited about the opportunities this TID will present, and the impact it will have on our community. The funds raised will enable us to market our destination, whether through event sponsorships or direct marketing campaigns, and drive hundreds of thousands of new visitors each year. The economic impact from these new visitors will have a profound effect on all of our local businesses and increase the quality of life for all of our residents."** - Larry Bowser, General Manager, Marriott Shoals Hotel and Spa

**"TIDs are hotel-driven, stable sources of funding that, unlike state funded tourism, are used solely for efforts to generate more hotel overnight rooms and are never diverted to pay down unfunded liabilities of municipalities. In my experience, TIDs have been a tremendous benefit to their destinations in general and to the assessed hotels in particular. Our hotels have seen a meaningful bottom line business improvement from the activities of the TID."** - Remo Pizzichemi, Hotel Operator (Scranton, Los Angeles, Fort Wayne) Welcome Group Inc.

**"The Tourism Improvement District is a game-changer and is a terrific example of what coming together can do to raise the bar in elevating lodging and tourism in our great city, Our lodging partners are united and are ready to be innovative to produce positive results. All stakeholders win."** - Kent "Spike" Blackinton, President of the Mobile Area Lodging Association,

**"Billings was the first in Montana to create a TID in 2007; throughout the years we have been able to secure several large sporting events, most recently a travel blog exchange with 500 influencers, and provide small service air subsidies, which increases visitation to Billings—all economic drivers that we never would have been able to do otherwise. Today, there are 22 TID districts across Montana."** Alex Tyson, Executive Director Visit Billings, MT

**"I was proud to carry the Tourism Improvement District legislation in the 2021 General Assembly session. The tourism industry was one of the hardest hit industries during the pandemic and this legislation will give them the tools they need to rebound more quickly. SB 1298 passed the Virginia Senate and the House of Delegates with broad bipartisan support and will have an immediate impact on our tourism industry while bolstering our local economies."**- Senator Bell, Virginia

**"TIDs are changing the funding landscape for destinations across the country. I am pleased that we were able to pass TID legislation in 2023, which will likely be a game changer for our convention and visitor bureaus throughout Illinois. We are excited to partner with our DMOs to generate additional funding so that they can continue to advance the state's hospitality industry."** - Michael Jacobson, President of the Illinois Hotel and Lodging Association