

Destination Organizations Fund Community Facilities and Services

#CommunitySharedValue #DestinationOrganizationsFundCommunities

Successful destination organizations harness the visitor economy to raise capital for needed community facilities and services. Some destinations create dedicated funds for these projects through tourism improvement districts or other special-purpose funds. These projects ensure that visitors have a lasting impact in the destination and leads to the development of new assets, improving the quality of life of residents and attracting additional visitors.

1 Expanding Convention Facilities

Memphis, Tennessee

The Memphis Cook Convention Center attracts over 500,000 visitors a year but was last renovated in 2003 and in need of additional renovations. The Memphis Convention & Visitors Bureau worked with the City to dedicate new bed tax funds for Convention Center improvements, helping the city attract more visitors for conventions, trade shows, and the performing arts.

2 Building Sports and Recreation Facilities

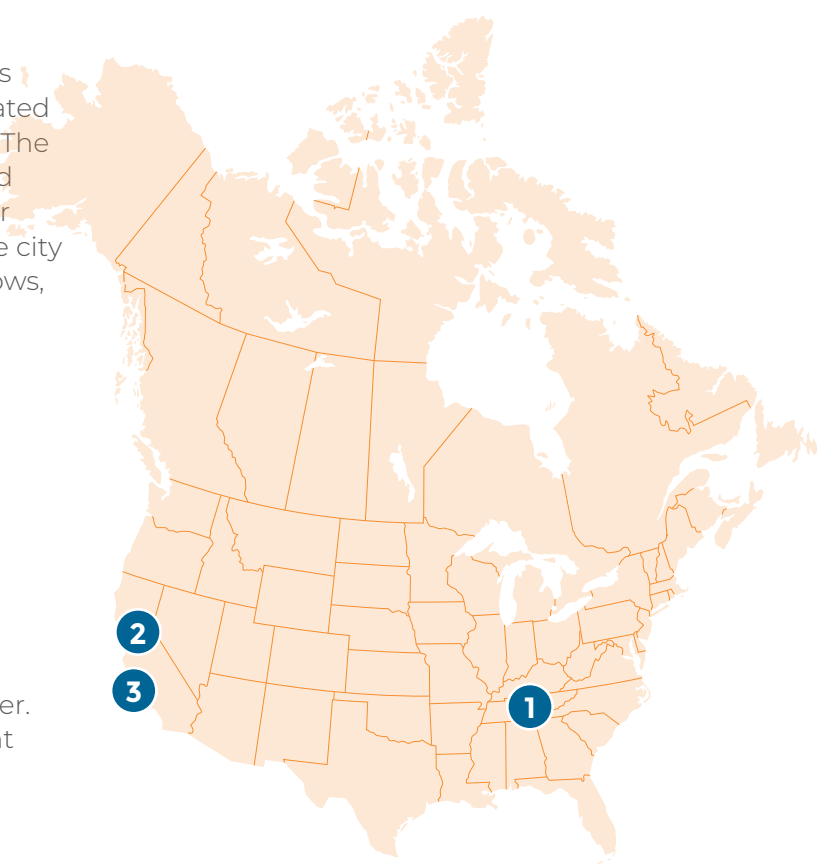
Placer Valley, California

In 2014, Placer Valley created a Tourism Marketing District, eventually raising over \$3.5 million per year. The community has used the funds to build new facilities including a sports complex and event center, to install sand volleyball courts at a local community college, and to complete upgrades on an aquatic center. In addition, the community has funded a grant program for local events.

3 Planting Trees

San Luis Obispo, California

San Luis Obispo is prioritizing a way for tourists and residents to reduce their carbon footprint. By booking with “green hotels,” visitors’ payment will include a fee that will be put toward the new Keys for Trees program. This program, funded by the San Luis Obispo Tourism Business Improvement District, will dedicate 1% of its annual revenue to planting 10,000 trees throughout the community by 2035.



4 Beautification Programs

Baltimore, Maryland

For the 2022 fiscal year, Baltimore's Tourism Improvement District has set aside \$200,000 for beautification programs to clean, restore, and beautify their community. They also budgeted \$169,000 for safety and security. While these funds will benefit visitors, they also positively affect locals living and working in the community.

5 Workforce Housing

Placer County, California and Napa, California

With rising housing costs, hoteliers and tourism-sector businesses struggle to attract workers in some destinations. Staffing shortages leave the hospitality industry overstretched and underperforming. Some destinations such as Aspen, CO, Placer County, CA, and Napa, CA, are utilizing tourism-related taxes to help subsidize workforce housing by building affordable employee housing, purchasing dedicated housing for employees, incentivizing deed restrictions, and providing housing stipends.

6 Funding Public Events

Missoula, Montana

Destination Missoula uses funds generated by their tourism business improvement district to fund and host public festivals and events. Destination Missoula works with the TBIDs Board of Trustees to provide grants for events.

7 Supporting the Arts

Dallas, Texas

The Dallas Tourism Public Improvement District was formed in 2012 with 8% of its budget for event funding. This grant program funds local arts and cultural groups and other organizations for events that draw overnight visitors to Dallas. The DTPID awards over \$1 million in funds per year to local arts and cultural events.

8 Affordable Housing

Victoria, British Columbia

In British Columbia, an incremental tax is levied on Airbnb stays. Each community determines how the funds are spent. In Victoria, these funds go to affordable housing initiatives with a focus on housing for hotel and hospitality workers. There is approximately \$800,000 collected per annum for affordable housing initiatives.

