



TID Case Studies, Facts, Figures and Testimonials

Huntington Beach, CA

- If you want to put a pin in a city that best represents iconic California, all signs point to Huntington Beach — which rightfully touts itself as Surf City USA.
- Population 201,814, with 3.74 million visitors annually and 2,200 total hotel rooms (2014).
- Occupancy was 82%, ADR was \$243 and RevPar was \$199.
- In the first 7 months after the new TID, hotel sales were up 11.8%.

Concord, CA

- Not your typical tourist destination, in the shadow of bigger cities but offering a lot of opportunity for growth in the tourism industry.
- Population: 129,000, 9 hotels total, offering 1,300 rooms.
- Initial collections in 2013 were \$685,000, by 2016 it had doubled to \$1.2 million. ADR grew 9%, Average Occupancy Rates grew 17%, hotel revenue grew 14%.

Mammoth Lakes, CA

- An outdoor adventurer's haven, tourism is the primary economic driver in this area. To stay competitive with other destinations, they formed a TID in 2013.
- Population: 8,000, with 4,599 rooms and an estimated 2.8 million visitors annually. In 2015,
- TOT collections (as a signifier to growth) increased 24.4%.
- By 2016, TOT collections increased 41.3% compared to the previous year.

Memphis, TN

- A cultural, musical, and art destination — home to a large convention center that lacked funds for improvements. The TID filled that gap so they could remain competitive in the market. Population: 1,342,842, with 23,610 rooms and an estimated 11 million visitors annually. The
- district was estimated to raise \$3.8 million, but after one year it raised \$5.3 million. Occupancy was 72.6% (up 6% from previous year), ADR was \$92.74.

Napa Valley, CA

- A world-class wine destination that was struggling to attract visitors in its off-season. A lack of funding prevented further marketing to help bolster year-round visitors.
- Population 141,000, with 3.5 million visitors annually (increase of 6% from prior year). Original
- budget projected to be \$4 million with a 150% increase to \$6.5 million by 2017. Lodging revenue
- has increased year over year, from 11% to 15.7%.

Santa Barbara, CA

- Generally described as the "perfect vacation destination" — it would seem that this idyllic tourist destination would lead the pack. Surrounded by contending destinations, they found they needed to be competitive for visitor spending.
- Annual collections in the first term were \$1.8 million, increasing available funds by 60%. ADR increased from \$166.45 in 2010 to \$195 in 2013, occupancy rose 5.5% in that time.
- Lodging revenue increased from \$28 million in FY 2011 to \$59 million in FY 2014.

Santa Ynez Valley, CA

- Six small towns nestled in a valley with a total population of 20,000, each town was unique in its own right but the area lacked cohesion and struggled to attract visitors.
- The TID was originally expected to raise \$650,000 annually, but that amount has grown to more than \$850,000 annually.
- In 2012, 2 years after the formation, one city in the TID recorded 1.5 million visitors spending \$98 million dollars. Of that \$98 million, \$51 million was from overnight guests. In just the first 9 months of the TID, the DMO's website generated 1,842 clicks to bookhotel rooms. Print and web advertising generated 17 million impressions and 90,000 copies of a new destination guide were distributed.

Wichita, KS

- The state's largest city is filled with great places to dine, shop, and play. It's home to many tourist attractions, arts and culture, and festivals, but lacked stable funding to promote the story of the city. Visit Wichita was the first organization to establish a TID in the state in 2015.
- Prior to the TID, the annual budget was \$2.8 million (from occupancy tax). It doubled with the TID to \$5.3 million.
- Visitors who saw the ads in their initial marketing campaign stayed longer and did more when they were there, spending 52% more per trip.
- In 2016, group travel increased incremental room nights by 120,000 above the five-year average.

Newport, RI

- This city is well known for its natural beauty and historic charm. Even with such an illustrious past and current reputation, the DMO's funding future was not secure.
- Newport became New England's first tourism destination marketing district in 2017.
 - Projected collections for 2018 are \$338,000, more than covering a substantial hole in Discover Newport's budget from local government cuts.
 - The New York Times rated Newport among the best places for an affordable holiday getaway.

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There is absolutely no way our legislators, our government officials in the local area would have even understood the mechanisms of what a TID can do and how you can implement a TID with existing laws in your state or in your region. Civitas was able to provide the roadmap for us and enabled us to make this happen.



Kevin Kane

President & CEO, Memphis Convention & Visitors Bureau



Civitas can talk to city staff, they can talk to city counsel, and they can obviously talk to the hospitality community and be able to relate to them and give them some assurance that what they are doing is a real step forward in making their communities more economically viable. They're isn't anybody out there that has that kind of talent and relationship skills that John Lambeth and Civitas possesses.



Gary Sherwin

President & CEO, Newport Beach and Company



Working with Civitas was absolutely fantastic. I like to think of the process of setting up a TID as a marathon, there is going to be a lot of steps along the way, but with Civitas by your side from the very beginning, whether it's working with stakeholders or meeting with the counsel members or going to the meetings, they literally walk you through step by step. So, I'll be honest, when it was over I kind of missed them.



Susie Santo

President & CEO, Visit Wichita



Temecula Valley's 2015 travel spend generated \$696 Million up 11.2% in ten years, supporting over 7,300 jobs hosting over 2.7 Million annually visitors. The newly formed district will increase the Visit Temecula Valley Marketing budget to over \$2.5 Million annually. Thank you John Lambeth, Gina Trechter and the Civitas Team for your hard work and dedication supporting Rural California!



Kim Adams

Founding President & CEO, Visit Temecula Valley