

### **Richmond Region TID**



The purpose of the TID is to drive visitation and hotel occupancy in the Richmond Region via a dedicated fund for marketing and sales activities to benefit the hotels, the Region and the entire community.



### **Key Elements of the TID**



- TID includes all lodging properties of 41+ rooms located within:
  - Chesterfield
  - Hanover
  - Henrico
  - Richmond
  - Colonial Heights
  - Ashland
- Annual assessment rate is two percent (2%) of gross short-term room rental revenue.
- 10-year term



## **TID Governance Committee**



- Subcommittee of Richmond Region Tourism Board of Directors
- Minimum of 9, maximum of 11 hotel owners/operators
- Each locality represented
- Two-thirds hotels of 41-149 rooms, one-third 150+ rooms
- Chair will hold a seat on RRT Board
- RRT Board Chair and CEO non-voting members
- Approve annual work plan and budget
- Conduct annual audit of TID expenses



## What We Could Do with a TID



# **B2B Sales: Sports Tourism**

 Leverage facility development and improvements

 Create incentive fund for high-profile sporting events



#### What We Could Do with a TID





# B2B Sales: Meetings & Conventions

- Customized incentive programs such as covering rebates, planner commission for need periods, longterm citywides
- Host industry conventions
- Create an incentive program focused on recruiting conventions for cultural tourism, adventure tourism, DEI in line with Tourism Master Plan

#### What We Could Do with a TID





#### **Leisure Marketing**

- Increase annual ad spend by \$2 million per year:
  - Shoulder season campaigns targeting people who prefer to travel then and during the week
  - Seasonal campaigns based on hotel need periods
- Expand our drive market to 6 or 7 hours
- Increase spending in fly markets where ad buys are expensive, such as New York City, Boston, and Chicago

OTA campaigns

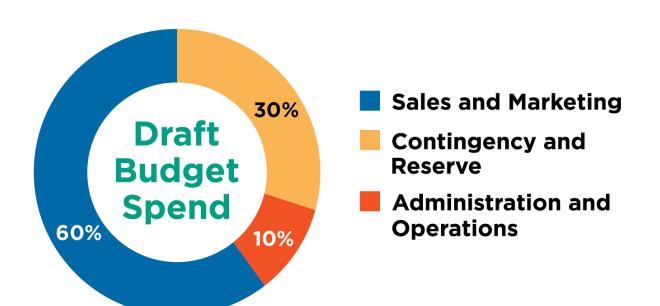


## **TID Projected Budget**



Estimated regional collections: \$8.2M

Estimated Richmond collections: \$1,929,779





## **Hotel Support**











- 29 hotels in Richmond with 41+ rooms
- 16 signed petition
- Represents 63% support of the TID (based on revenue)

## **Next Steps**



#### **Richmond TID Formation**

- Today: Public Hearing
- May 22: Adopt Ordinance
- Ashland, Chesterfield, Hanover, Henrico are following similar schedule
- Colonial Heights to pass in the fall due to construction delay



