

UNDERSTANDING THE PORTLAND TOURISM DEVELOPMENT DISTRICT

The Portland Tourism Development District (PTDD) is a partnership between hotels within the City of Portland boundaries, the City of Portland, and Visit Portland.

HOW IT WORKS

We established Maine's first Tourism Development District through the Maine State Development District Law. According to the law, the participating properties will have an assessment imposed upon them.

- The participating 23 hotels (non-seasonal properties with 40 rooms or more) will receive an invoice from the City of Portland.
- Properties can pass a fee onto lodging guests to raise funds to cover the assessment. (This is NOT an optional lodging tax!)
- Hotels will pay the invoice to the city.
- The city then passes all funds, less than 10%, for an administrative fee to Visit Portland.
- Visit Portland is then the fiscal agent for the funds to build, manage, and implement a marketing plan.
- A Board of Directors oversees all funds.
- Each year, Visit Portland will present a new PTDD Development plan and budget to the City of Portland City Council for approval.

BUDGETS

The development of the PTDD does not mean that Visit Portland's operational budget has increased. Instead, Visit Portland is the fiscal agent for the district. Both budgets will be managed separately with board oversight.

Visit Portland has been a partnership-funded organization for over 41 years, and this will continue. The development of the PTDD will not remove partner dues.

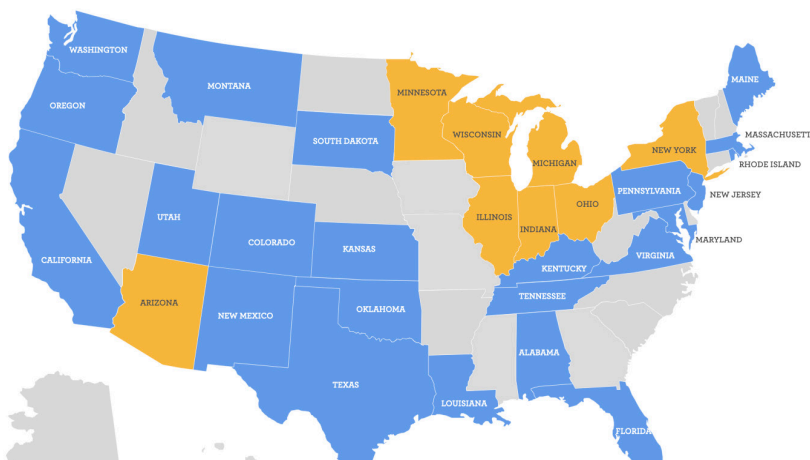
However, establishing the PTDD means that the marketing budget that Visit Portland will manage will increase to almost \$2 million. These funds will go a long way in allowing us to market the destination year-round, and we are excited that all our partners will benefit from these efforts.

BOARD OF DIRECTORS

The Development District Law states that there must be an advisory committee of payers. Rather than have two boards, it was decided that we would restructure the Visit Portland Board of Directors to establish one governing body over both budgets. Therefore, a new board was established consisting of six (6) PTDD hotel properties, five (5) Visit Portland partners, and one (1) ex-officio city representative.

Note: When a district is in place, the hotels must have a majority vote on the board, and a municipal representative must also have a non-voting seat.

As of November 2023, 212 districts have been established in 23 states with an additional 11 states implementing or considering formation, increasing U.S. tourism marketing budgets by \$518 million



■ Active Districts ■ Legislation Introduced or Considering a District

Recent TID formations in the East:

Baltimore MD, Berks County PA, Boston MA, Louisville KY, Mobile AL, Newport RI, Philadelphia PA, and Providence, RI

Destinations currently in the process of formation in the East:

Albany NY, Block Island RI, Cape Cod MA, Lexington KY, Long Island NY, Montgomery AL, New York City NY, Pittsburgh PA, and Richmond VA.