

Tuolumne County Tourism Marketing District

February 18, 2025

Lisa Mayo, President & CEO



visit
TUOLUMNE
county



THE OPPORTUNITY

- Request from lodging businesses for the City of Sonora to support the tourism industry by allowing for a self-assessment
- Provides for community growth using visitor income to bolster existing TOT revenue
- Public-private partnership for a long-term, stable supplemental revenue source without impacting the General Fund

A person wearing a backpack and a dog are sitting on a wooden bench, looking out over a lush, green valley. The scene is framed by trees in the foreground, and the background shows rolling hills under a clear sky. The image has a blue tint, giving it a serene and natural feel.

Tourism Marketing District

A Tourism Marketing District (TMD) is a stable source of funding for marketing and sales efforts designed to increase demand for increased visitation for tourism businesses. Funds raised through a small assessment on lodging stays and/or other tourism businesses are used to provide services desired by and directly benefitting the businesses in the district.

214 TMDs

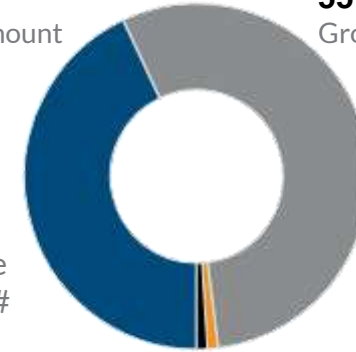
Most Recent US TID:
Austin, TX
(January 2025)

43%
Fixed \$ Amount

55%
Gross Revenue %

1%
Fixed-rate based on #
of hotel
rooms

1%
Fixed-rate per
occupied room
per night that
varies by ADR



ANNUAL AMOUNT RAISED

Low	\$10,000
High	\$120,000,000
Total	\$682,682,372

23 STATES

► Tourism Marketing Districts



Lodging
business pays an
assessment



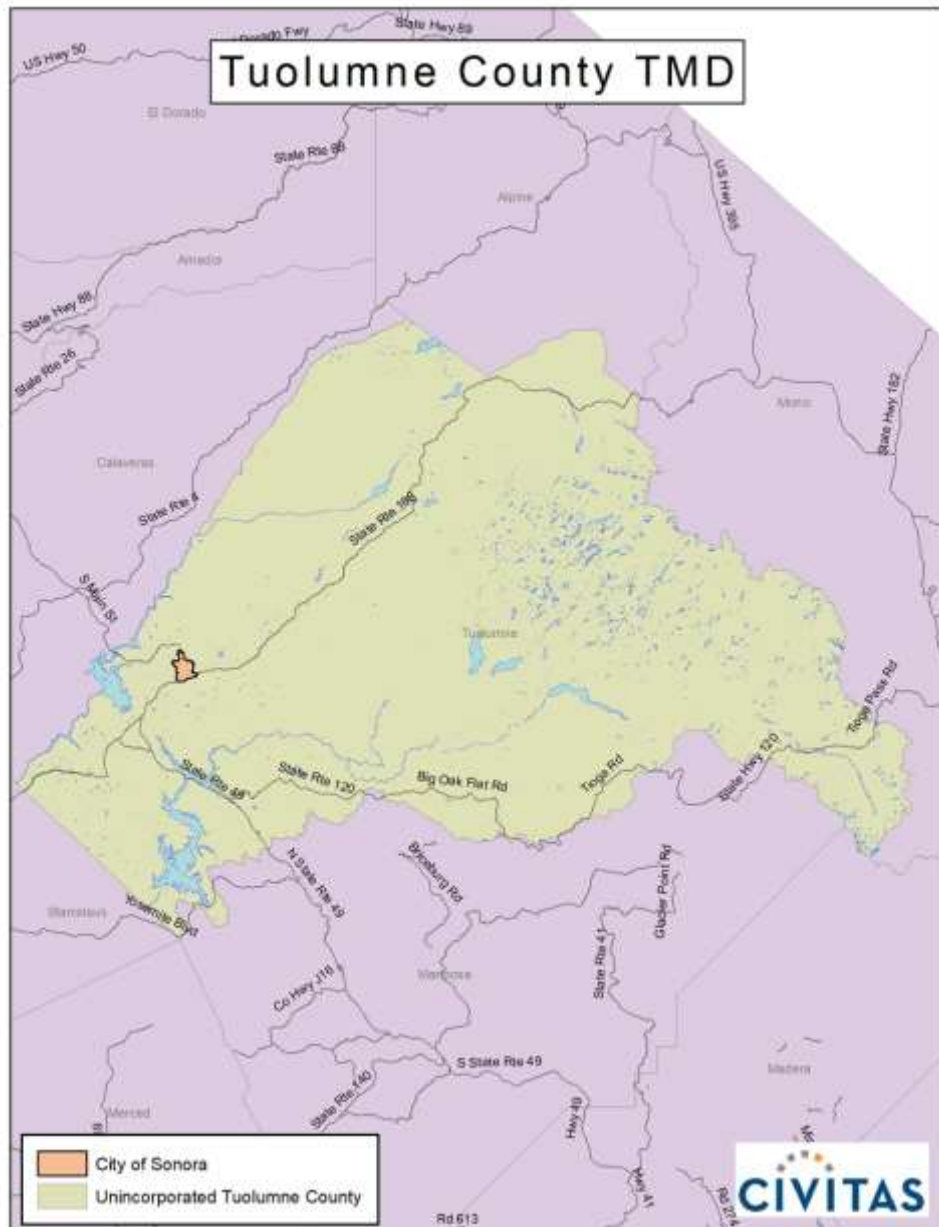
Collected by the
local
government



And managed by
the DMO

- Level playing field—no free riders
- Transparency – *Annual Report, Brown Act, Public Records Act*
- Reliability – *Management District Plan*
- Pass-through to guest

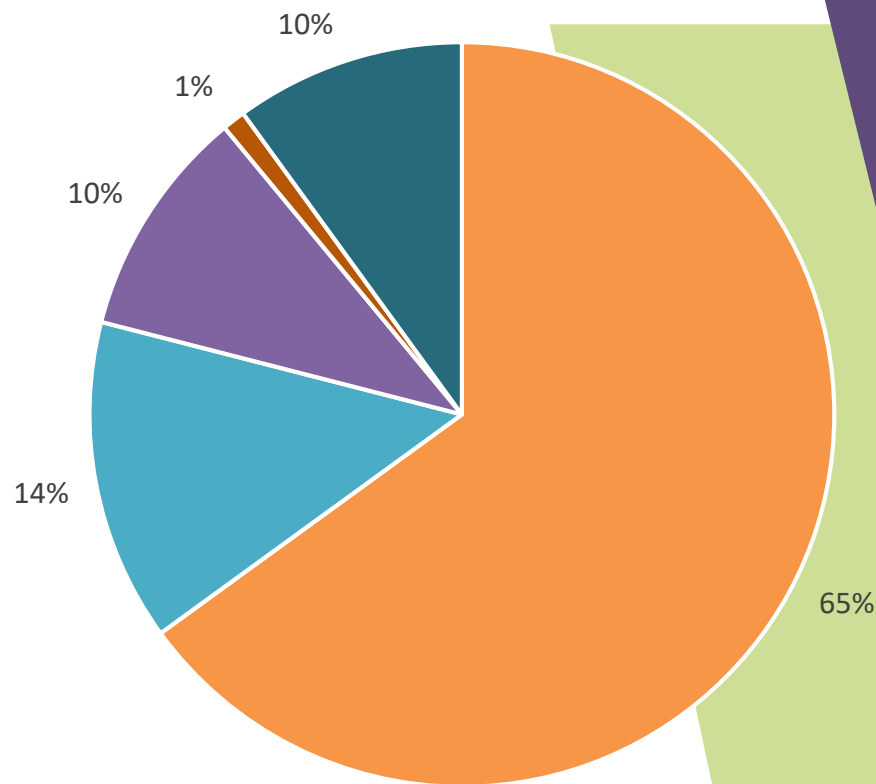
Proposed TMD Parameters



- 5-year term
- All lodging in City & County
- City & County to individually collect/remit assessment from respective lodging
- 1% assessment
 - VTC may increase annually by 0.5%
 - Maximum of 2%

Assessment	Estimated Annual TMD Budget	Estimated from Sonora
1%	\$746,000	\$51,000
1.5%	\$1,119,000	\$77,000
2%	\$1,493,000	\$154,000

Proposed TMD Parameters



■ Sales / Marketing
■ Destination Development
■ Administration
■ Collection Fee
■ Contingency

Assessment budget will cover City's collection costs

Sales & Marketing

- **Strategic Promotion:** Partner with organizations to market Tuolumne County globally.
- **Advertising & Digital Presence:** Use online, print, and broadcast media to drive tourism.
- **Sales & Lead Generation:** Attend trade shows, conduct sales blitzes, and develop marketing collateral.

Destination Development & Visitor Services

- **Visitor Engagement:** Expand visitor information, services, and data tracking.
- **Wayfinding & Accessibility:** Improve signage and gateway navigation.
- **Sustainable Tourism:** Promote responsible visitor behavior and long-term tourism growth.

GOVERNANCE

OWNERS' ASSOCIATION

Visit Tuolumne County

The Owners' Association is charged with managing funds and implementing programs in accordance with the Management District Plan and must provide annual reports to the Board of Supervisors.

OVERSIGHT

City of Sonora

The City would grant consent to the County to be included in the TMD. The City would also collect the assessment from City lodging and pass along to VTC to manage funds.

Tuolumne County

As the lead jurisdiction, the County serves in an oversight role for the TMD in collecting the assessment from County lodging and receiving the TMD's annual report.

Formation Process

(~6 months)

01

Outreach & Consensus Building

- Open House & Surveys
- One-on-one meetings
- Educational material

02

Management District Plan (MDP)

Legal framework of the district

- Boundary
- Services
- Budget
- Term
- Assessment
- Governance

03

Petition Drive

Signed petitions
weighting 50%+ based
on assessment

04

Hearings

1. Resolution of Intention
2. **Resolution Granting Consent**
3. Public Meeting
4. Resolution of Formation

*** Anticipated to begin July 1, 2025**



Q & A

Lisa Mayo
President & CEO

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