



Transient Occupancy Tax (TOT)

is a rental tax paid by the guest for short-term rentals and hotel room nights up to 30 days. The tax paid by visitors helps fund projects that benefit Placer County as a whole. **TOT dollars generated go into a Placer County general fund and are controlled at the County level.** It is an added source of non-property tax revenue to Placer County. The current TOT percentage is at 10%.

VS

Tourism Business Improvement District (TBID)

is a funding mechanism that activates all business sectors driven by tourism, not just lodging. **Dollars are controlled locally by the tourism-related businesses that agree to an assessment on their customers.** The North Lake Tahoe TBID would establish a 1 percent assessment of all gross revenues on tourism related businesses, including restaurants, retail and recreation. (Gas and grocery stores are excluded.) Lodging will have a 2 percent assessment, except for those in Squaw Valley Alpine Meadows and Northstar, which will be 1 percent since those areas already have assessments in place to fund transportation, such as the Mountaineer in Squaw Valley and Alpine. **These assessments will be passed on to the customer at the point of sale.**



Local Control | Achievable Workforce Housing Solutions
Transportation Management & Improvements
Tourism Impact Offsets | Market the Region

Differences Between TOT & TBID Funding Structures



42% of visitors to North Lake Tahoe are only here for the day. These consumers avoid TOT contributions, eliminating their ability to support dire infrastructure needs. With a TBID in place, day visitors contribute to North Lake Tahoe's vitality through purchases at activity providers, restaurants, and retailers.



A TBID provides local control over funds and independence from County control. North Lake Tahoe's tourism industry has been seeking more local control over funding for a long time to address critical community needs including housing solutions, traffic and trash mitigation.



Unlike TOT funds, which go into the Placer County general fund and are not guaranteed to be spent in North Tahoe, TBID funds must be spent on programs and activities that directly benefit the businesses paying the assessment. Again, this means more local control, and more money spent on projects that are important to TBID members.



If the TBID doesn't pass, the likelihood that Placer County will RAISE TOT is almost a certainty in the next 12-18 months, which places more funds out of local control.



north lake tahoe

Chamber | CVB | Resort Association

TBIDs A Proven Success Story

150+ TBIDs

There are currently more than 150 TBIDs, with the vast majority located in California. The first TBID was created in West Hollywood in the early 1990s. Our neighbors, South Lake Tahoe and Truckee, formed TBIDs in 2006 and 2015, respectively.

Local Control

A TBID establishes more local control. The TBID, which is expected to generate over \$6 million per year, would replace County funding for the North Lake Tahoe Resort Association (NLTRA), as well as for the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA). A TBID will allow these organizations to advocate for the local business community in a much stronger way, eliminate membership dues, and give North Tahoe businesses a more independent voice.

Redirecting \$4.1M

Placer County has committed to redirecting the \$4.1 million it currently allocates to the NLTRA and Business Associations to fund traffic management solutions and workforce housing initiatives.

Anticipated \$6.3M

An anticipated \$6.3 Million in TBID revenues will bolster a year-round North Tahoe economy, offset tourism impacts and support local businesses.

For More Detailed Information Visit

NLTRA.org/Resources/TBID