



North Lake Tahoe's TBID Talking Points

North Lake Tahoe's **Tourism Business Improvement District** goes into effect on July 1, 2021. These talking points will help frontline staff communicate with customers & patrons who have any questions on the assessment.

What is a TBID?

A *Tourism Business Improvement District (TBID)* is a mechanism for funding tourism promotion and economic development activities that are designed to increase revenues for the assessed businesses.

The TBID is specific to eastern Placer County.

What business industries are included?

- Retailers
- Restaurants
- Activities & Attractions
- Lodging (all types)

What will the assessment look like on my bill?

The assessment is disclosed on customer receipts as "NLT | TBID Assessment."

How will TBID funds be used to help our community?

- Enhanced business support, advocacy, development, and economic tracking
- Advocacy for Increased Workforce Housing
- Enhanced Traffic Management Solutions
- Increased Destination Management Services
- Increased Trash Mitigation Services
- Enhanced Parking Programs

How was the TBID passed?

The North Lake Tahoe business community passed the TBID by signing a petition; the weight of each vote was based on the estimated assessment that business will pay.

The Placer County Board of Supervisors voted unanimously to form the District for a five year term (July 1, 2021 - June 30, 2026).

Who will oversee TBID funds?

TBID dollars will be managed by the North Lake Tahoe Resort Association (NLTRA) with oversight from the NLTRA Board of Directors and corresponding committees. The TBID will be operated in accordance with a Management District Plan (MDP). Additional details on governance and the MDP can be found on NLTRA.org.

There are strict limits on how funds raised are spent. They cannot be diverted to any government program. Funds must be spent on programs and activities that directly benefit the businesses paying the assessment.

What are the assessment percentages?

Lodging businesses will be assessed 2% of gross short-term room rental revenue in Zone One and 1% of gross short-term room rental revenue in benefit Zone Two. For a map to identify geographic locations of Zone One and Zone Two, visit NLTRA.org.

Retailers, Restaurants, Activity Providers and Attractions will be assessed at 1%.