



## TBID Ad Hoc Steering Committee Recommendations

**Term:** 10 years from July 1, 2023 – June 30, 2033

**Business Inclusion:** Assessed businesses will remain Lodging, Restaurant, Retail and Ski Area

### Rate Structure:

**2023-24 & 2024-25** – No change to any assessed business %

- Lodging 1.0%
- Restaurant 1.5%
- Retail 1.5%
- Ski Area 2.0%

**2025-26, 2026-27, 2027-28, 2028-29** – Increase each segment by .25%

- Lodging 1.25%
- Restaurant 1.75%
- Retail 1.75%
- Ski Area 2.25%

**2029-30, 2023-31, 2031-32, 2032-33** – Increase each segment by another .25%

- Lodging 1.5%
- Restaurant 1.75%
- Retail 1.75%
- Ski Area 2.5%

### Funding Opportunities:

1. Destination marketing to attract longer stays with higher spend and lower impacts
2. Increase air service opportunities
  - Year-round service
  - New destination markets (Dallas, Phoenix, Salt Lake City, Seattle)
  - Additional commercial and scheduled charter carriers (American, Delta, JSX, Contour)
3. Shoulder season marketing for spring and fall
4. Increased visitor education and experience

### Renewal Timeline:

Finalize Management District Plan by May 31

Petition Process June 1-30

Town Council meetings for Resolution of Intent, Public hearings and finally Resolution of Formation

New TBID would not go into place until July 1, 2023