



TBID Ad Hoc Steering Committee Revised Recommendation

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

Business Inclusion: Assessed businesses are Lodging, Restaurant, Retail and Ski Area (golf course greens fees and lessons may be added to this segment as well if mutually agreed on by both golf providers)

Recommended Rate Structure to begin July 1, 2023:

1%	Lodging
1.5%	Restaurant
1.5%	Retail
2.5%	Ski Area (voluntary increase, up from 2%)

Funding Opportunities:

1. Destination marketing to attract longer stays with higher spend and lower impacts
2. Increase air service opportunities
 - o Year-round service
 - o New destination markets (Dallas, Phoenix, Salt Lake City, Seattle)
 - o 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 revised Management District Plan by mid-August

Petition Process will run during the month of September

Town Council meetings for Resolution of Intent, public hearings, and Resolution of Formation Oct & Nov

TBID would begin July 1, 2023 to coincide with MLT's fiscal year calendar and expire on June 30, 2033

Board to vote on approving the above recommendation