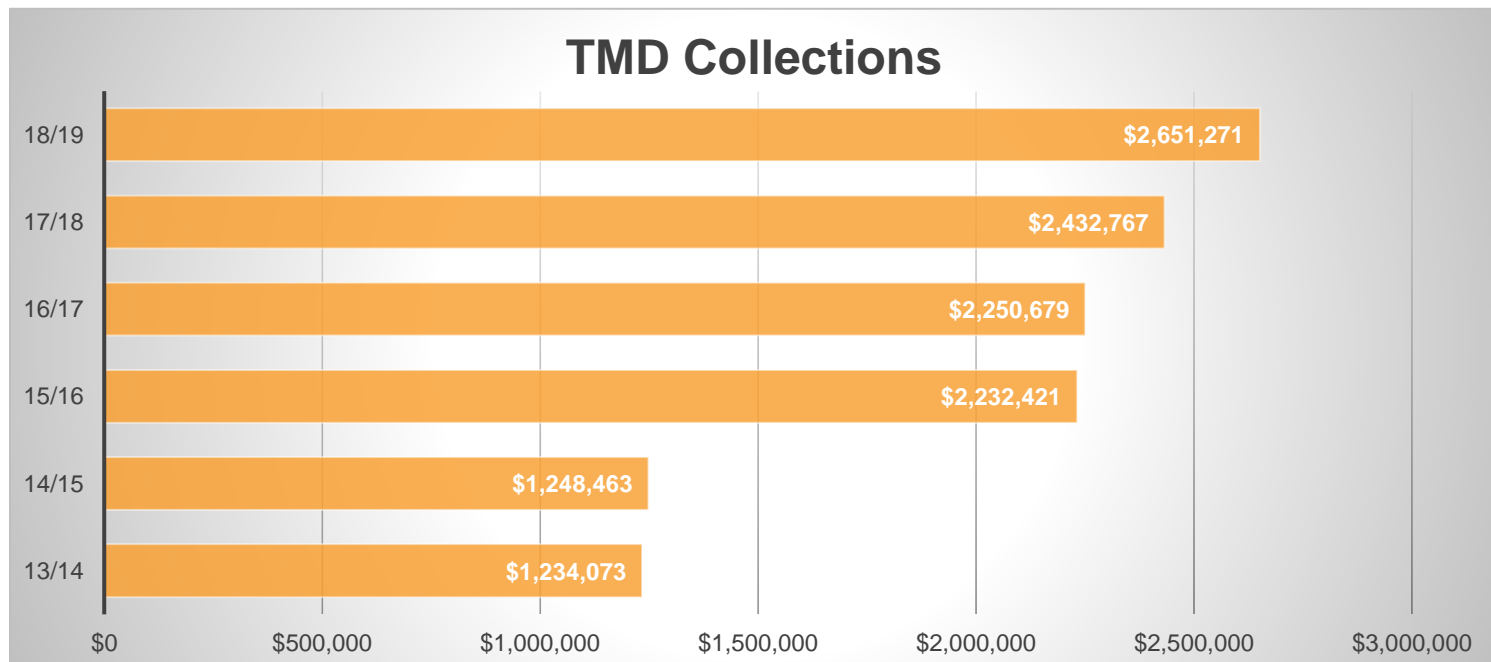


Welcome!

**Santa Cruz County
Tourism Marketing District
Renewal Task Force
Meeting #4**

February 11, 2021

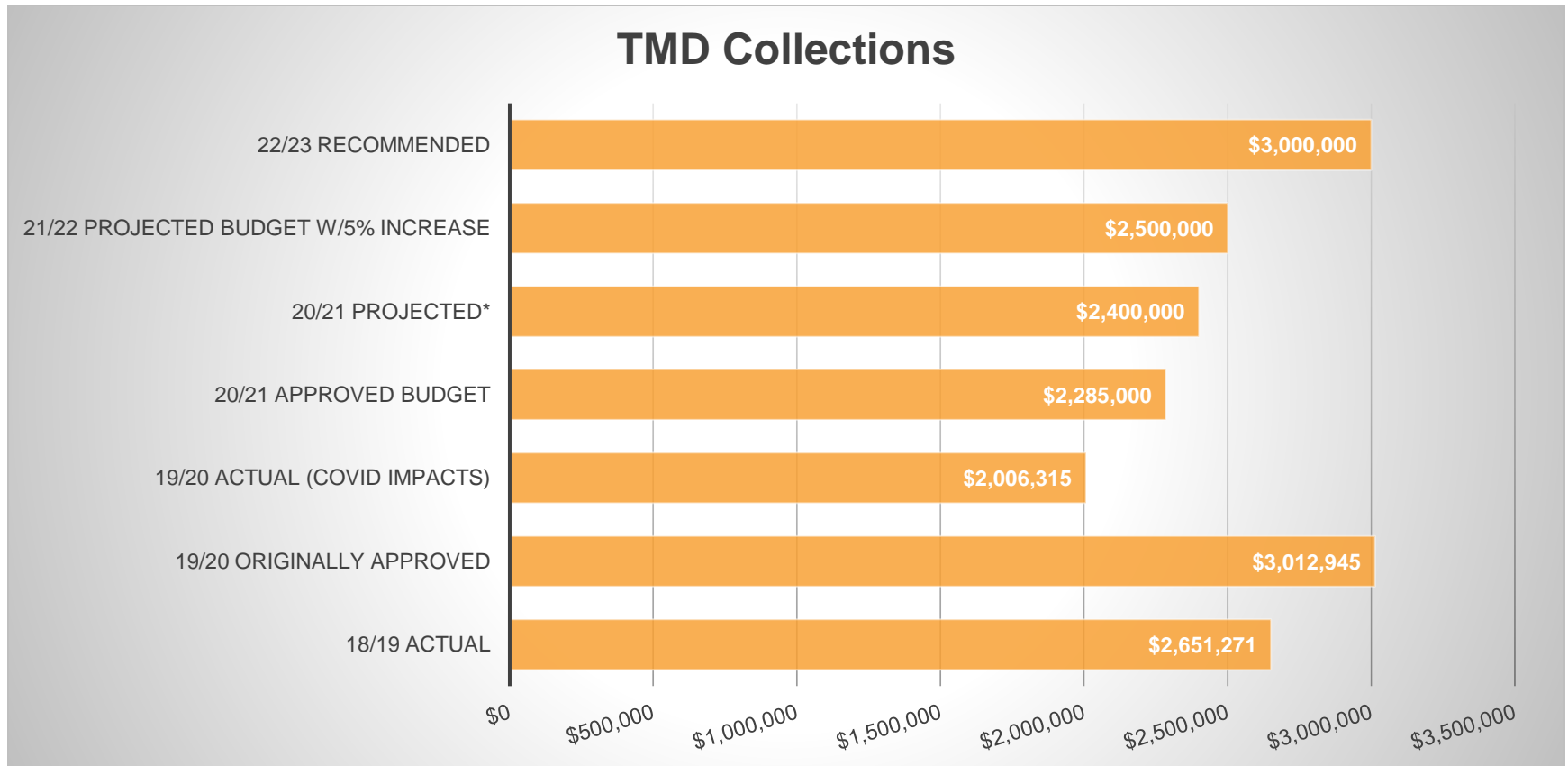
Santa Cruz County TMD Collections 5-Year Trend: Actual Collections



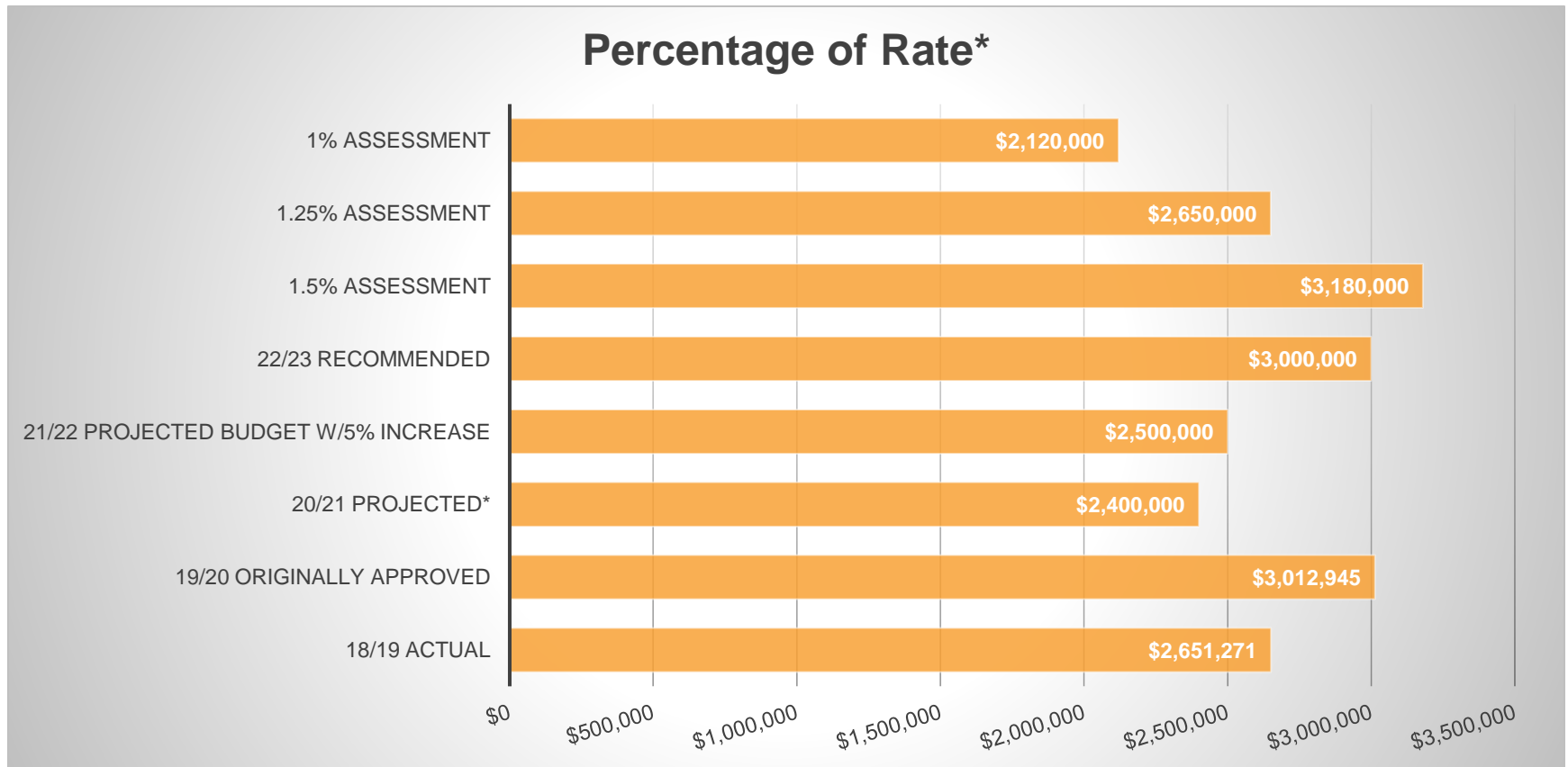
New Room Inventory:

- Brookdale Lodge – Phase I opened June 2018
- Fairfield Inn & Suites by Marriott Santa Cruz – April 2016
- Four Points Scotts Valley – December 2018
- Hyatt Place Santa Cruz – August 2017

TMD Collection Analysis

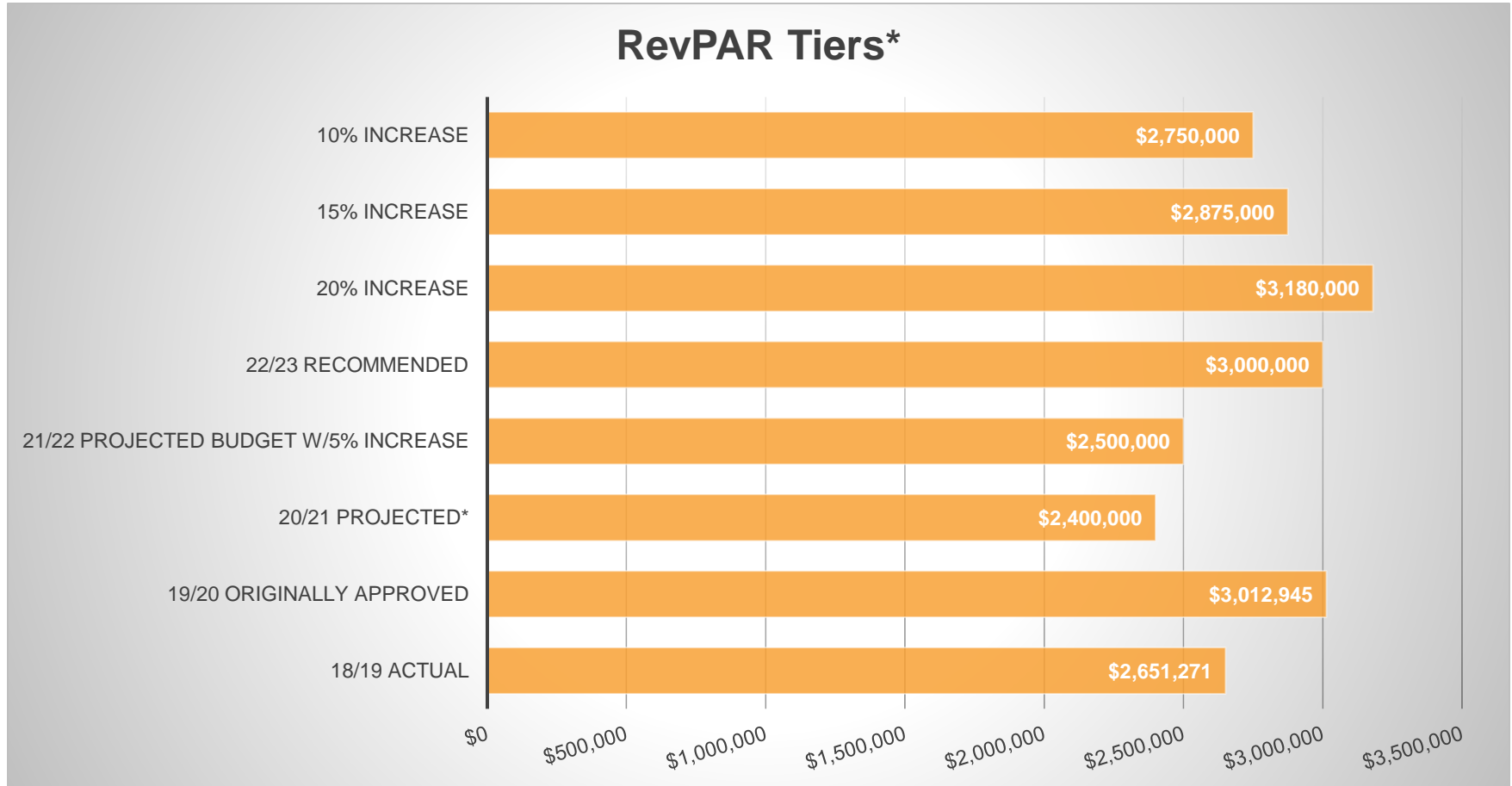


TMD Revenue Scenarios



TMD Revenue Scenarios

RevPAR Tiers*



*Baseline for increases with current Tier rates and 21/22 projected budget.

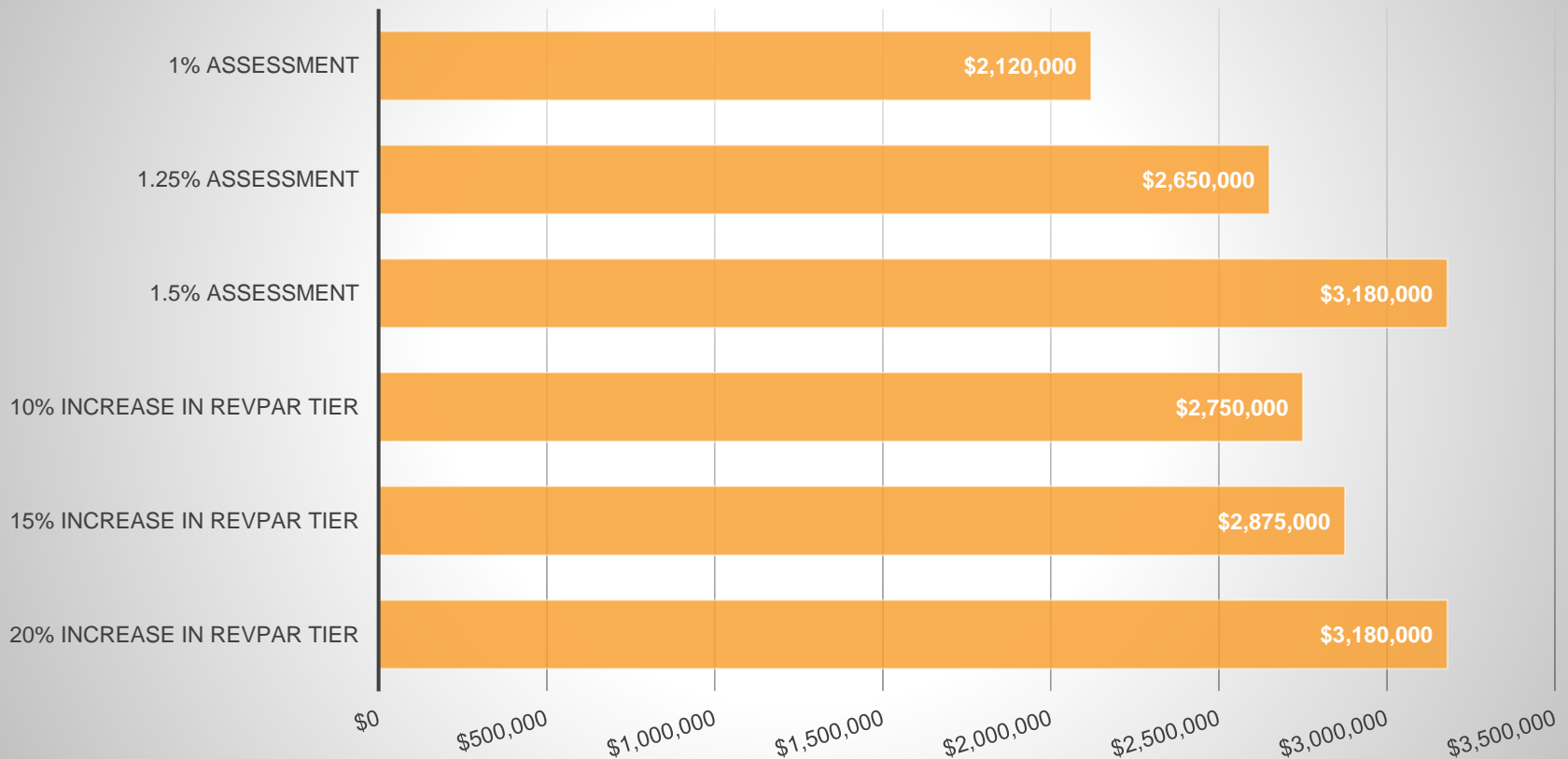
TMD Revenue Scenarios

Tier	Current	10% increase*	15% Increase*	20% Increase*
1	\$1.90	\$2.10	\$2.20	\$2.30
2	\$2.40	\$2.65	\$2.80	\$2.90
3	\$2.70	\$3.00	\$3.10	\$3.25
4	\$3.20	\$3.50	\$3.70	\$3.85

*Rounded off to the nearest \$0.05

TMD Revenue Scenarios

Comparison of Percentage of Rate vs. RevPAR Tiers





DMO TMD/TBID Comparison Data

(Based on FY 2018/2019)

<u>Destination</u>	<u>% Budget From TMD</u>	<u>TMD/TBID Fee Structure</u>	<u>TMD Revenue FY 18-19</u>	<u>Current District Duration</u>	<u>Admin Fee</u>	<u>Current TOT Rate</u>	<u>Add'l Fees</u>
Santa Barbara	80%	Tiers: \$1 - \$7	\$2 million +	5	3%	12%	No
Lake Tahoe	100%	Flat Rate	\$1.5 million+	10	0.5%	12%	No
San Mateo	95%	Tiers	\$2 million +	1	\$10 per	10%-15.5%	Yes
Monterey Bay	57%	Flat Rate: .50 - \$2.50	\$2 million +	5	1%	10%	Yes
San Luis Obispo	95%	Percentage: 1%	\$2 million +	10	2%	10%-12%	No
Ventura County	20%	Percentage: 2%	\$2 million +	10	1%	10%	No
San Jose	32%	Tiers: \$1 - \$3	\$2 million +	5	1%	10%	Yes
Santa Cruz County	96%	Tiers: \$1.90 - \$3.20	\$2 million +	7	1%	11%	No

