



California Tourism Improvement Districts

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies
Anaheim	\$17,500,000	2% room revenue	Tourism Marketing / Transport	2010	Local Ordinance ('94)	15.20%
Arroyo Grande	\$212,000	2% room revenue	Tourism Marketing	2013	89 Law	12.20%
Atascadero	\$284,000	2% room revenue	Tourism Marketing	2013	89 Law	11.20%
Berkeley	\$650,000	1% room revenue	Tourism Marketing	2012	94 Law	12.20%
Big Bear Lake	\$1,892,000	3% room revenue + 2% ski resort	Tourism Marketing	2016	94 Law	8.20%
Bishop	\$600,000	2% room revenue	Tourism Marketing	2014	94 Law	12.20%
Buena Park	\$1,100,000	2% room revenue	Tourism Marketing	2016	94 Law	12.20%
Burbank	\$1,652,000	1% room revenue	Tourism Marketing and Destination Development	2011	94 Law	10.20%

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Butte County	\$650,000	2% room revenue	Tourism Marketing	2015	94 Law	10.20%
Camarillo	\$580,000	2% room revenue	Tourism Marketing	2014	94 Law	9.20%
Carlsbad	\$1,213,000	\$1.00 per night	Tourism Marketing	2005	89 Law	10.20%
Carlsbad Golf	\$733,000	\$2.00 per night	Tourism Marketing	2012	89 Law	10.20%
Carmel	\$660,000	1% room revenue	Tourism Marketing	2012	94 Law	10.20%
City of Palm Springs	\$325,000	1% room revenue	Tourism Marketing	2016	89 Law	13.70%
Claremont	\$288,000	2% room revenue	Tourism Marketing	2010	94 Law	10.20%
Concord	\$1,100,000	3% room revenue	Tourism Marketing	2013	94 Law	10.20%
Conejo Valley	\$1,425,000	2% room revenue	Tourism Marketing	2013	94 Law	10.20%
Coronado	\$1,400,000	1% room revenue	Tourism Marketing	2010	89 Law	10.20%
Costa Mesa	\$2,700,000	3% room revenue	Tourism Marketing	1995	89 Law	8.20%
Dana Point	\$2,100,000	\$3.00 - \$5.00 per night	Tourism Marketing	2009	89 Law	10.20%
Elk Grove	\$350,000	1% - 2% room revenue	Tourism Marketing	2014	94 Law	12.20%
Fairfield	\$800,000	3% room revenue	Tourism Marketing	2013	94 Law	10.20%

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Folsom	\$1,000,000	4% room revenue	Tourism Marketing	2002	Local Ordinance ('89)	8.20%
Fresno	\$1,800,000	1.5% room revenue	Tourism Marketing	2010	94 Law	12.20%
Garden Grove	\$3,000,000	2.5% room revenue	Tourism Marketing	2010	89 Law	14.70%
Gilroy	\$375,950	2% room revenue	Tourism Marketing	2013	94 Law	9.20%
Greater Palm Springs	\$17,000,000	3% room revenue	Tourism Marketing	2008	94 Law	13.70%
Half Moon Bay	\$200,000	\$1.00 per night	Tourism Marketing	2004	89 Law	12.20%
Healdsburg	\$741,000	2% room revenue	Tourism Marketing	2012	94 Law	14.20%
Humboldt County	\$1,200,000	2% room revenue	Tourism Marketing	2012	94 Law	10.20%
Huntington Beach	\$5,000,000	4% room revenue	Tourism Marketing	2002	94 Law	10.20%
Irvine	\$1,600,000	2% room revenue	Tourism Marketing	2002	Local Ordinance ('89)	8.20%
Laguna Beach	\$950,000	2% room revenue	Tourism Marketing	2001	89 Law	12.20%
Lake County	\$170,000	1.5% room revenue	Tourism Marketing	2019	94 Law	9.00%
Lancaster	\$360,000	2% room revenue	Tourism Marketing	2013	94 Law	7.20%
Lodi	\$538,000	4.5% room revenue	Tourism Marketing	2004	94 Law	6.20%

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Lompoc	\$360,000	2% room revenue	Tourism Marketing	2014	94 Law	10.20%
Long Beach	\$4,240,000	3% room revenue	Tourism Marketing	2005	89 Law	13.20%
Los Angeles	\$28,600,000	1.5% room revenue	Tourism Marketing	2011	94 Law	14.20%
Madera County	\$1,000,000	2% room revenue	Tourism Marketing	2010	94 Law	9.30%
Mammoth Lakes	\$5,290,000	1% - 2% revenue Hotels, Restaurants, Ski Resorts	Tourism Marketing	2013	94 Law	13.20%
Marin County	\$1,320,000	2% room revenue	Tourism Marketing	2004	89 Law	10.50%
Mariposa County	\$1,300,000	1% room revenue	Tourism Marketing	2008	94 Law	10.20%
Mendocino County	\$1,560,000	1% room revenue	Tourism Marketing	2006	89 Law	10.20%
Monterey County	\$4,307,000	\$0.50 - \$2.50 per night	Tourism Marketing	2006	94 Law	10.50%
Morgan Hill	\$410,000	1.5% room revenue	Tourism Marketing	2019	94 Law	11.00%
Morro Bay	\$835,000	3% room revenue	Tourism Marketing	2009	89 Law	12.20%
Murrieta	\$564,000	3% room revenue	Tourism Marketing	2015	94 Law	10.20%
Napa Valley	\$6,500,000	2% room revenue	Tourism Marketing	2010	94 Law	12.20%
Newport Beach	\$4,500,000	3% room revenue	Tourism Marketing	2009	94 Law	10.20%

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Oakdale	\$200,000	2% room revenue	Tourism Marketing	2009	89 Law	7.20%
Oakland	\$1,625,000	\$1.50 per night	Tourism Marketing	2015	94 Law	14.20%
Oceanside	\$1,628,000	1.5-2.5% room revenue	Tourism Marketing	2010	94 Law	10.20%
Ontario	\$2,266,000	2% room revenue (w/ escalation for 3% in 2024)	Tourism Marketing	2013	94 Law	11.95%
Oxnard	\$730,000	1.5% room revenue	Tourism Marketing	2019	94 Law	10.20%
Pacific Grove	\$450,000	\$1.00 - 1.50 per night	Tourism Marketing and Physical Improvements	2007	89 Law	10.20%
Pacifica	\$65,000	\$1.00 per night	Tourism Marketing	2004	89 Law	12.20%
Pasadena	\$3,800,000	2.89% room revenue	Tourism Marketing	2003	94 Law	12.30%
Paso Robles	\$1,280,000	2% room revenue	Tourism Marketing	2008	94 Law	12.20%
Petaluma	\$660,000	2% room revenue	Tourism Marketing	2019	94 Law	10.20%
Pismo Beach	\$1,750,000	1% room revenue	Tourism Marketing	2009	89 Law	12.20%
Placer Valley	\$3,800,000	\$6.50 per night	Tourism Marketing	2003	94 Law	9.30%
Pleasant Hill	\$632,000	3% room revenue	Tourism Marketing	2017	94 Law	10.20%

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Rancho Cordova	\$633,000	\$1.50 per night	Tourism Marketing	2010	94 Law	12.20%
Redding	\$925,000	2% room revenue	Tourism Marketing	2008	94 Law	10.20%
Redondo Beach	\$785,000	1% room revenue	Tourism Marketing	2018	94 Law	12.20%
Richmond	\$380,000	\$2.00 - \$2.50 per night	Tourism Marketing	2004	94 Law	10.20%
Ridgecrest	\$390,000	3% room revenue	Tourism Marketing	2012	94 Law	10.20%
Riverside County - Temecula Wine Country	\$257,000	2% room revenue	Tourism Marketing	2016	94 Law	10.20%
Sacramento TID	\$3,140,000	1% room revenue	Capital Improvements	2019	94 Law	12.00%
Sacramento TMD	\$6,000,000	1% - 3% room revenue	Tourism Marketing	2000	94 Law	12.20%
San Diego	\$41,000,000	2% room revenue	Tourism Marketing	2007	Local Ordinance ('94)	10.70%
San Francisco	\$25,000,000	1.0625% - 2.25% room rev.	Tourism Marketing & Services / Moscone Center Improvements	2008	Local Ordinance ('94)	14.20%
San Gabriel	\$193,000	1% room revenue	Tourism Marketing	2019	94 Law	12.20%
San Jose	\$3,455,000	\$1.00 - \$3.00 per night	Tourism Marketing	2006	94 Law	10.20%

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San Luis Obispo (City)	\$1,867,000	2% room revenue	Tourism Marketing	2008	89 Law	12.20%
San Luis Obispo (County)	\$3,724,000	2% room revenue	Tourism Marketing	2009	89 Law	9.90%
San Luis Obispo County	\$3,280,000	1% room revenue	Tourism Marketing	2015	94 Law	13.20%
San Mateo	\$1,900,000	\$0.15 - \$1.00 per night	Tourism Marketing	2001	89 Law	12.20%
San Ramon	\$450,000	\$2.00 per night	Tourism Marketing	2015	94 Law	7.50%
Santa Barbara South Coast	\$5,700,000	\$1.00 - \$7.00 per night	Tourism Marketing	2010	94 Law	11.10%
Santa Clara	\$600,000	\$1.00 per night	Tourism Marketing	2004	89 Law	9.70%
Santa Clarita	\$625,000	2% room revenue	Tourism Marketing	2010	89 Law	10.20%
Santa Cruz County	\$1,900,000	\$1.75 - \$3.00 by RevPar	Tourism Marketing	2010	94 Law	11.20%
Santa Maria	\$620,000	2% room revenue	Tourism Marketing	2016	94 Law	12.20%
Santa Monica	\$4,860,000	\$1.50 - \$5.25 per night	Tourism Marketing	2013	94 Law	14.20%
Santa Rosa	\$1,425,000	3% room revenue	Tourism Marketing	2010	89 Law	9.20%
Santa Ynez Valley	\$890,000	\$2.00 per night	Tourism Marketing	2010	94 Law	10.20%

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Simi Valley	\$360,000	2% room revenue	Tourism Marketing	2014	94 Law	10.20%
Siskiyou County	\$556,000	2% room revenue	Tourism Marketing	2015	94 Law	8.20%
Sonoma City	\$730,000	2% room revenue	Tourism Marketing	2012	94 Law	10.20%
Sonoma County	\$4,700,000	2% room revenue	Tourism Marketing	2004	89 Law	12.20%
South Lake Tahoe	\$2,680,000	\$3.00 - \$4.50 per night	Tourism Marketing	2006	94 Law	12.20%
Squaw Valley Alpine Meadows	\$715,000	1% room revenue	Transportation	2018	94 Law	10.20%
Stockton	\$1,425,000	4% room revenue	Tourism Marketing	2010	94 Law	8.20%
Temecula	\$1,616,000	4% room revenue	Tourism Marketing	2005	94 Law	8.20%
Tiburon	\$159,000	1% room revenue	Tourism Marketing	2007	89 Law	10.20%
Torrance	\$800,000	1% room revenue	Tourism Marketing	2010	94 Law	11.20%
Tri-Valley	\$1,900,000	\$2.00 per night	Tourism Marketing	2005	94 Law	8.20%
Truckee	\$656,400	2% room revenue	Tourism Marketing	2015	94 Law	10.20%
Twentynine Palms	\$150,000	1.5% room revenue	Tourism Marketing	2017	89 Law	9.20%
Vacaville	\$571,000	2% - 3% room revenue	Tourism Marketing	2004	94 Law	8.20%

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Vallejo	\$300,000	\$1.00-\$2.00 per night	Tourism Marketing	2003	89 Law	11.20%
Ventura County West	\$2,200,000	2% room revenue	Tourism Marketing	2011	94 Law	10.20%
Visalia	\$600,000	2% room revenue	Tourism Marketing	2017	94 Law	10.20%
Walnut Creek	\$590,000	\$1.50 - \$2.00 per night	Tourism Marketing	2010	89 Law	8.70%
West Hollywood	\$6,800,000	3% room revenue	Tourism Marketing	1989	94 Law	12.70%
Yolo County	\$690,000	2% room revenue	Tourism Marketing	2017	94 Law	11.70%
Yuba-Sutter	\$250,000	2% room revenue	Tourism Marketing	2017	94 Law	10.20%

Convention Center Assessment Districts

San Francisco	\$19,332,000	.3125% - 1.25% room rev.	Moscone Center	2013	Local Ordinance ('94)	14.00%
Placer Valley	\$3,750,000	\$4.25 - \$6.50 per room night	Sports Complex	2015	94 Law	9.10%
Sacramento TID	\$3,140,000	1% room revenue	Convention Center Ballroom	2018	94 Law	12.00%

	Annual Budget	TID Statistics	Years in Existence	TOT
Total	\$290,268,350.00	of 109		

District	Annual Budget	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies
Districts						
Largest	\$41,000,000.00			30		15.20%
Smallest	\$65,000.00			1		6.20%
Average	\$2,663,012.39			9		10.81%

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