

Introduced by: The Council President
At the request of: The Administration (Visit Baltimore)

Prepared by: Department of Legislative Reference **Date:** October 10, 2018

Referred to: TAXATION, FINANCE & ECONOMIC DEVELOPMENT Committee

Also referred for recommendation and report to municipal agencies listed on reverse.

CITY COUNCIL 18-0293

A BILL ENTITLED

AN ORDINANCE concerning

Baltimore Tourism Improvement District – Establishment

FOR the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore Tourism Improvement District.

BY authority of
Article II - General Powers
Section 70
Baltimore City Charter
(1996 Edition)

BY adding
Article 14 - Special Benefits Districts
Sections 20-1 to 20-17, to be under the new subtitle designation,
"Subtitle 20. Baltimore Tourism Improvement District"
Baltimore City Code
(Edition 2000)

****The introduction of an Ordinance or Resolution by Councilmembers at the request of any person, firm or organization is a courtesy extended by the Councilmembers and not an indication of their position.**

ENROLLED

**CITY OF BALTIMORE
ORDINANCE 19 - 250
Council Bill 18-0293**

Introduced by: The Council President
At the request of: The Administration (Visit Baltimore)
Introduced and read first time: October 15, 2018
Assigned to: Taxation, Finance and Economic Development Committee
Committee Report: Favorable with amendments
Council action: Adopted
Read second time: November 19, 2018

AN ORDINANCE CONCERNING

1 **Baltimore Tourism Improvement District – Establishment**

2 FOR the purpose of establishing the Baltimore Tourism Improvement District; specifying the
3 boundaries of the District; designating an Association and providing for its rights, duties, and
4 powers; designating the District Management Committee and providing for its rights, duties,
5 and powers; mandating the financial responsibilities of the Association and the City in
6 conjunction with the operation of the District; providing for the assessment, collection, and
7 enforcement of a supplemental assessment to be collected by the City for the Association;
8 specifying the City's role in maintaining existing tourism funding to the Association;
9 designating the Board of Estimates as the agency charged with reviewing and approving
10 various matters relating to the District, the Association, and the District Management
11 Committee; providing for the renewal, expiration, termination, and approval of the District
12 and the Association; providing for a special effective date; and generally relating to the
13 existence, operation, and control of the Baltimore Tourism Improvement District.

14 BY authority of
15 Article II - General Powers
16 Section 70
17 Baltimore City Charter
18 (1996 Edition)

19 BY adding
20 Article 14 - Special Benefits Districts
21 Sections 20-1 to 20-17, to be under the new subtitle designation,
22 "Subtitle 20. Baltimore Tourism Improvement District"
23 Baltimore City Code
24 (Edition 2000)

EXPLANATION: CAPITALS indicate matter added to existing law.
[Brackets] indicate matter deleted from existing law.
Underlining indicates matter added to the bill by amendment.
~~Strike-out~~ indicates matter stricken from the bill by
amendment or deleted from existing law by amendment.
Underlined italics indicate matter added to the bill
by amendment after printing for third reading.

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1 **SECTION 1. BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF BALTIMORE, That the**
2 Laws of Baltimore City read as follows:

3 **Baltimore City Code**

4 **Article 14. Special Benefits Districts**

5 **SUBTITLE 20. BALTIMORE TOURISM IMPROVEMENT DISTRICT**

6 **§ 20-1. DEFINITIONS.**

7 (A) *IN GENERAL.*

8 IN THIS SUBTITLE, THE FOLLOWING TERMS HAVE THE MEANINGS INDICATED.

9 (B) *ASSOCIATION.*

10 “ASSOCIATION” MEANS AN EXISTING PRIVATE NONPROFIT DESTINATION MARKETING
11 ORGANIZATION THAT PROMOTES TOURISM TO BALTIMORE CITY AND THE CONVENTION
12 CENTER IN ORDER TO INCREASE THE NUMBER OF VISITORS TO THE CITY THAT IS
13 DESIGNATED AS THE TOURISM IMPROVEMENT DISTRICT ASSOCIATION IN ACCORDANCE
14 WITH THIS SUBTITLE.

15 (C) *BOARD.*

16 “BOARD” MEANS THE BOARD OF DIRECTORS OF THE ASSOCIATION.

17 (D) *ASSESSED BUSINESS.*

18 “ASSESSED BUSINESS” MEANS ANY “HOTEL” AS DEFINED IN CITY CODE ARTICLE 28, § 21-
19 1(C).

20 (E) *DISTRICT.*

21 “DISTRICT” MEANS THE BALTIMORE TOURISM IMPROVEMENT DISTRICT.

22 (F) *DISTRICT MANAGEMENT COMMITTEE.*

23 “DISTRICT MANAGEMENT COMMITTEE” MEANS A COMMITTEE OF THE BOARD WITH
24 DELEGATED AUTHORITY REGARDING THE MANAGEMENT OF THE DISTRICT ON BEHALF OF
25 THE ASSOCIATION, INCLUDING THE POWER TO DIRECT THE EXPENDITURE OF DISTRICT
26 FUNDS.

27 (G) *DISTRICT SPECIAL ASSESSMENT.*

28 “DISTRICT SPECIAL ASSESSMENT” MEANS A SPECIAL ASSESSMENT LEVIED ON ASSESSED
29 BUSINESSES.

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1 (H) *ENABLING LEGISLATION.*

2 "ENABLING LEGISLATION" MEANS ARTICLE II, § 70 OF THE CHARTER OF BALTIMORE
3 CITY, AS ENACTED INTO LAW BY CHAPTER 641 OF THE LAWS OF MARYLAND (2018), AS
4 THE SAME MAY BE AMENDED FROM TIME TO TIME.

5 (I) *FINANCIAL PLAN.*

6 "FINANCIAL PLAN" MEANS THE FINANCIAL PLAN, INCLUDING THE BUDGET AND DISTRICT
7 SPECIAL ASSESSMENT TO BE LEVIED ON ASSESSED BUSINESSES, AS ADOPTED AND
8 APPROVED ON AN ANNUAL BASIS AS SET FORTH IN THIS SUBTITLE.

9 (J) *NON-ASSESSED BUSINESS.*

10 "NON-ASSESSED BUSINESS" MEANS ANY BUSINESS IN THE DISTRICT THAT IS NOT AN
11 ASSESSED BUSINESS.

12 § 20-2. FINDINGS.

13 (A) *IN GENERAL.*

14 THE FOLLOWING FINDINGS ARE CRITICAL TO THE EXERCISE OF THE AUTHORITY SET FORTH
15 IN THE ENABLING LEGISLATION.

16 (B) *IMPORTANCE OF TOURISM IN BALTIMORE.*

17 (1) TOURISM IS A MAJOR CONTRIBUTOR TO BALTIMORE'S ECONOMY, WITH VISITOR
18 SPENDING GENERATING APPROXIMATELY \$10 BILLION ANNUALLY IN TOTAL INDUSTRY
19 SALES . THIS ACTIVITY GENERATES \$290 MILLION IN TAXES AND FEES TO THE CITY OF
20 BALTIMORE ANNUALLY, REVENUE THAT SUPPORTS VALUABLE CITY SERVICES, WHILE
21 ALSO SAVING EACH BALTIMORE HOUSEHOLD \$680 IN ANNUAL PERSONAL TAX
22 CONTRIBUTIONS.

23 (2) TOURISM IS A MAJOR EMPLOYER IN BALTIMORE, CREATING OR SUSTAINING MORE
24 THAN 85,000 JOBS FOR CITY RESIDENTS AND ACROSS THE REGION EACH YEAR.

25 (3) IN ADDITION TO GENERATING JOBS AND TAX REVENUES, A THRIVING TOURISM
26 INDUSTRY BENEFITS BALTIMORE BY SUSTAINING AIR TRAVEL, CREATING FAMILIARITY,
27 ATTRACTING DECISION MAKERS AS WELL AS FUTURE RESIDENTS AND WORKERS, AND
28 IMPROVING THE QUALITY OF LIFE FOR ALL RESIDENTS.

29 (C) *OPPORTUNITIES FOR TOURISM IN BALTIMORE.*

30 (1) FUNDING FOR BALTIMORE CONVENTION SALES AND TOURISM PROMOTION IS
31 ALLOCATED BY LAW TO VISIT BALTIMORE, INC., A PRIVATE AND INDEPENDENT NOT-
32 FOR-PROFIT, NON-STOCK CORPORATION, IN THE FORM OF A PERCENTAGE SHARE OF THE
33 CITY HOTEL OCCUPANCY TAX COLLECTION. THIS ORGANIZATION HAS BEEN
34 HISTORICALLY UNDER-RESOURCED IN AN INCREASINGLY COMPETITIVE TOURISM
35 MARKET. FOR EXAMPLE, MARKET RESEARCH QUANTIFIES A LACK OF OVERALL
36 AWARENESS ABOUT AND INTEREST IN BALTIMORE AS A PREFERRED TOURISM

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1 DESTINATION. THESE CHALLENGES CAN BE ADDRESSED THROUGH INCREASED SALES
2 AND MARKETING ACTIVITIES.

3 (2) VISIT BALTIMORE IS POISED TO DELIVER THE ENHANCED MARKETING AND SALES
4 INFRASTRUCTURE REQUIRED TO GENERATE IMPACT PENDING SUFFICIENT RESOURCES –
5 AND THE HOTEL COMMUNITY HAS IDENTIFIED AN OPPORTUNITY FOR A SELF-FUNDING
6 AND INDUSTRY-MANAGED MECHANISM, INVOLVING NO NEW TAXES FOR LOCAL
7 RESIDENTS, TO SUPPORT THESE PROGRAMS.

8 (3) THE ULTIMATE GOAL OF THESE PROGRAMS WILL BE TO DRIVE INCREASED OVERNIGHT
9 VISITATION, IN TURN, SUPPORTING THE BOTTOM LINE OF NOT ONLY THE CITY'S HOTEL
10 COMMUNITY, BUT ALSO, BENEFITTING ALL VISITOR-FACING BUSINESSES AS WELL AS
11 CITY RESIDENTS THROUGH ADDITIONAL ECONOMIC AND QUALITY OF LIFE BENEFITS
12 FOR THE CITY OF BALTIMORE.

13 (D) *CONCEPT OF TOURISM IMPROVEMENT DISTRICT.*

14 (1) A TOURISM IMPROVEMENT DISTRICT IS A PROVEN MECHANISM BY WHICH ASSESSED
15 BUSINESS OWNERS WITHIN A DEFINED AREA CAN AGREE TO IMPOSE A SPECIAL
16 ASSESSMENT ON THEMSELVES IN ORDER TO PROVIDE ENHANCED AND SUPPLEMENTAL
17 SERVICES DESIGNED TO INCREASE TOURISM WITHIN THE DISTRICT AND BENEFIT THE
18 ASSESSED BUSINESSES PAYING THE SPECIAL ASSESSMENT.

19 (2) TOURISM IMPROVEMENT DISTRICTS HAVE BEEN CREATED IN OVER 160 DESTINATIONS
20 IN 14 STATES ACROSS THE COUNTRY, AND THE REPORTS RECEIVED SUGGEST THAT
21 THEY ARE ALMOST UNIFORMLY HIGHLY SUCCESSFUL IN ACHIEVING THEIR OBJECTIVES.

22 (3) CRITICAL TO ANY TOURISM IMPROVEMENT DISTRICT IS THE CREATION OF A
23 PARTNERSHIP BETWEEN THE PUBLIC AND PRIVATE SECTOR, WITH THE PUBLIC SECTOR
24 COMMITTING TO MAINTAIN FUNDING FOR TOURISM PROMOTION SERVICES AT SPECIFIED
25 LEVELS AND THE PRIVATE SECTOR AGREEING TO ACCEPT NEW SPECIAL ASSESSMENTS
26 FOR THE PURPOSE OF SUPPLEMENTING PUBLICLY FUNDED TOURISM PROMOTION
27 SERVICES.

28 (4) A TOURISM IMPROVEMENT DISTRICT IN THIS CITY CANNOT BE SUCCESSFUL WITHOUT
29 THE FULL COOPERATION OF THE CITY AND THE ASSESSED BUSINESSES WITHIN THE
30 DISTRICT.

31 (E) *CONSIDERATIONS.*

32 (1) THE COUNCIL HAS CONSIDERED THE MATERIALS COMPILED BY VISIT BALTIMORE
33 REGARDING THE CREATION OF THE BALTIMORE TOURISM IMPROVEMENT DISTRICT
34 AND THE PATTERN OF SUCCESS FOR SUCH DISTRICTS ELSEWHERE.

35 (2) THE COUNCIL FINDS THAT ESTABLISHING THE BALTIMORE TOURISM IMPROVEMENT
36 DISTRICT IS AN IMPORTANT AND VITAL ELEMENT OF THE LONG-TERM HEALTH AND
37 GROWTH OF CITY'S TOURISM INDUSTRY AND THE CITY.

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1 (3) THE COUNCIL FINDS THAT A SPECIAL ASSESSMENT SYSTEM FOR THE BALTIMORE
2 TOURISM IMPROVEMENT DISTRICT SHOULD BE UNCOMPLICATED, DIRECT, AND FAIR.
3 THE SYSTEM PROVIDED FOR IN THIS SUBTITLE SATISFIES SUCH CRITERIA.

4 (4) THE COUNCIL FINDS THAT THE BALTIMORE TOURISM IMPROVEMENT DISTRICT
5 SHOULD ENCOURAGE THE INVOLVEMENT OF MINORITIES IN THE OPERATION OF THE
6 DISTRICT AND IN THE BUSINESS COMMUNITY ITSELF.

7 **§ 20-3. DISTRICT CREATED; BOUNDARIES.**

8 (A) *IN GENERAL.*

9 THERE IS A TOURISM IMPROVEMENT DISTRICT, TO BE KNOWN AS THE "BALTIMORE
10 TOURISM IMPROVEMENT DISTRICT" (THE "DISTRICT").

11 (B) *BOUNDARIES.*

12 THE BOUNDARIES OF THE DISTRICT ARE THE SAME AS THE CORPORATE BOUNDARIES OF
13 THE CITY OF BALTIMORE.

14 **§ 20-4. ASSOCIATION DESIGNATED.**

15 (A) *ASSOCIATION DESIGNATED.*

16 VISIT BALTIMORE, INC. IS HEREBY DESIGNATED AS THE DISTRICT'S ASSOCIATION.

17 (B) *GOVERNING BODY.*

18 THE GOVERNING BODY OF THE ASSOCIATION IS SHALL BE ITS BOARD OF DIRECTORS.

19 (C) *PURPOSE.*

20 THE PURPOSE OF THE ASSOCIATION REGARDING THE DISTRICT IS TO:

21 (1) ADMINISTER THE DISTRICT PROGRAMS AND ACTIVITIES;

22 (2) PROMOTE AND MARKET THE DISTRICT; AND

23 (3) PROVIDE OTHER MARKETING, PROMOTION, AND DESTINATION DEVELOPMENT
24 SERVICES, PROVIDED THAT THE SERVICES AND FUNCTION SHALL BE PROVIDED
25 WITHIN THE DISTRICT, OR, WITHIN AREAS ADJOINING OR ADJACENT TO THE
26 DISTRICT.

27 **§ 20-5. POWERS AND FUNCTIONS OF ASSOCIATION.**

28 (A) *GENERALLY.*

29 THE ASSOCIATION MAY EXERCISE ONLY THOSE POWERS REGARDING THE DISTRICT THAT
30 ARE PROVIDED FOR IN THIS SUBTITLE.

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1 **(B) AUTHORIZED ACTIONS.**

2 THE ASSOCIATION SHALL HAVE THE POWER TO:

- 3 (1) CONDUCT DISTRICT PROGRAMS AND ACTIVITIES, PROMOTE AND MARKET THE
4 DISTRICT, AND PROVIDE OTHER MARKETING, PROMOTION, AND DESTINATION
5 DEVELOPMENT SERVICES;
- 6 (2) ACQUIRE, HOLD, AND USE PROPERTY NECESSARY TO ACHIEVE THE DISTRICT'S
7 PURPOSES;
- 8 (3) ENTER INTO CONTRACTS FOR THE PROVISION OF DISTRICT SERVICES;
- 9 (4) SUE AND BE SUED;
- 10 (5) BORROW AND ACCEPT GRANTS;
- 11 (6) EMPLOY AND DISCHARGE PERSONNEL;
- 12 (7) PROPOSE, IN THE DISTRICT'S FINANCIAL PLAN, THE DISTRICT SPECIAL
13 ASSESSMENTS IN ACCORDANCE WITH § 20-8 OF THIS SUBTITLE;
- 14 (8) ADOPT, AMEND, AND MODIFY BYLAWS OF THE DISTRICT MANAGEMENT
15 COMMITTEE, SUBJECT TO THE APPROVAL OF THE BOARD OF ESTIMATES;
- 16 (9) ESTABLISH AND ELECT OFFICERS, AND PROVIDE FOR THE TERMS OF OFFICE AND
17 DUTIES OF THE OFFICERS;
- 18 (10) CONTRACT FOR AND PURCHASE GOODS AND SERVICES IN ACCORDANCE WITH
19 CITY ORDINANCES AND POLICY REQUIRING ACHIEVEMENT OF GOALS REGARDING
20 MINORITY AND WOMEN'S BUSINESS ENTERPRISES; AND
- 21 (11) DO ALL THINGS NECESSARY OR CONVENIENT TO CARRY OUT THE PURPOSES OF
22 THE DISTRICT UNDER THIS SUBTITLE.

23 **(C) INTERPRETATION OF POWERS.**

24 THE POWERS OF THE ASSOCIATION SHALL BE BROADLY INTERPRETED IN ORDER TO ALLOW
25 THE ASSOCIATION TO ACHIEVE THE GOALS OF THE ENABLING LEGISLATION.

26 **§ 20-6. LIMITATIONS ON ASSOCIATION.**

27 **(A) NOT AN AGENCY OF CITY OR STATE.**

- 28 (1) THE ASSOCIATION IS NOT AND MAY NOT BE DEEMED AN AGENCY OF THE MAYOR AND
29 CITY COUNCIL OF BALTIMORE OR OF THE STATE OF MARYLAND.
- 30 (2) THE OFFICERS AND EMPLOYEES OF THE ASSOCIATION ARE NOT AND MAY NOT ACT AS
31 AGENTS OR EMPLOYEES OF THE MAYOR AND CITY COUNCIL OF BALTIMORE OR OF THE
32 STATE OF MARYLAND.

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1 **(B) UNAUTHORIZED ACTIONS.**

- 2 (1) THE ASSOCIATION MAY NOT EXERCISE ANY POLICE OR GENERAL POWERS OTHER THAN
3 THOSE AUTHORIZED BY STATE LAW OR CITY ORDINANCE.
- 4 (2) THE ASSOCIATION MAY NOT PLEDGE THE FULL FAITH OR CREDIT OF THE CITY.
- 5 (3) THE ASSOCIATION MAY NOT IMPOSE ANY DISTRICT SPECIAL ASSESSMENTS IN EXCESS
6 OF THOSE APPROVED BY THE BOARD OF ESTIMATES.
- 7 (4) THE ASSOCIATION MAY NOT EXERCISE THE POWER OF EMINENT DOMAIN.
- 8 (5) EXCEPT AS OTHERWISE PROVIDED IN § 20-17 OF THIS SUBTITLE, THE ASSOCIATION
9 MAY NOT REVERT CHARGES OR DISTRICT SPECIAL ASSESSMENTS COLLECTED TO THE
10 GENERAL FUND OF THE CITY.

11 **§ 20-7. DISTRICT MANAGEMENT COMMITTEE.**

12 **(A) IN GENERAL.**

- 13 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL BE A COMMITTEE OF THE
14 ASSOCIATION'S BOARD.
- 15 (2) NOTWITHSTANDING ANY OTHER PROVISION OF THIS SUBTITLE, ANY AND ALL POWERS
16 AND AUTHORITY OF THE ASSOCIATION OR ITS BOARD REGARDING THE MANAGEMENT
17 OF THE DISTRICT INCLUDING, WITHOUT LIMITATION, THE POWER TO DIRECT THE
18 EXPENDITURE OF DISTRICT FUNDS, SHALL BE DELEGATED TO, AND SHALL BE
19 EXERCISED BY, THE DISTRICT MANAGEMENT COMMITTEE.

20 **(B) COMPOSITION.**

- 21 (1) THE VOTING MEMBERS OF THE DISTRICT MANAGEMENT COMMITTEE SHALL BE
22 DISTRICT ASSESSED BUSINESS OWNERS, OR, WHEN THE DISTRICT ASSESSED BUSINESS
23 OWNER IS A CORPORATION, LIMITED LIABILITY COMPANY, PARTNERSHIP, TRUST, OR
24 ANY OTHER LEGAL ENTITY, REPRESENTATIVES OF THE DISTRICT ASSESSED BUSINESS
25 OWNERS OF AN ASSESSED BUSINESS IN THE DISTRICT THAT IS SUBJECT TO THE
26 DISTRICT SPECIAL ASSESSMENTS UNDER THIS SUBTITLE.
- 27 (2) THE DISTRICT MANAGEMENT COMMITTEE SHALL INCLUDE OWNERS OR
28 REPRESENTATIVES OF DISTRICT ASSESSED BUSINESSES WITH 1-75 ROOMS, ASSESSED
29 BUSINESSES WITH 76-200 ROOMS, AND ASSESSED BUSINESSES WITH 201 ROOMS AND
30 MORE.
- 31 (3) THE DISTRICT MANAGEMENT COMMITTEE SHALL INCLUDE OWNERS OR
32 REPRESENTATIVES OF DISTRICT ASSESSED BUSINESSES FROM DIVERSE GEOGRAPHIC
33 AREAS THROUGHOUT THE DISTRICT.

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1 (C) *TERMS.*

2 THE TERMS OF THE MEMBERS OF THE DISTRICT MANAGEMENT COMMITTEE MAY BE
3 STAGGERED FROM TIME TO TIME IN ORDER TO PROMOTE BOTH ROTATION OF NEW
4 MEMBERS AND CONTINUITY OF GOVERNANCE.

5 (D) *DUTIES.*

6 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL HAVE THE POWER TO DIRECT THE
7 EXPENDITURE OF DISTRICT FUNDS.

8 (2) THE DISTRICT MANAGEMENT COMMITTEE MAY DELEGATE TO THE PRESIDENT AND
9 CHIEF EXECUTIVE OFFICER OF THE ASSOCIATION THE AUTHORITY TO DISCHARGE
10 DISTRICT MANAGEMENT COMMITTEE DUTIES DEEMED APPROPRIATE AND NECESSARY
11 BY THE DISTRICT MANAGEMENT COMMITTEE IN ACCORDANCE WITH § 20-8 OF THIS
12 SUBTITLE.

13 (E) *BYLAWS.*

14 SUBJECT TO THE APPROVAL OF THE BOARD OF ESTIMATES, THE DISTRICT MANAGEMENT
15 COMMITTEE MAY ADOPT BYLAWS AS IT CONSIDERS NECESSARY TO CARRY OUT THE
16 POWERS OF THE DISTRICT MANAGEMENT COMMITTEE.

17 (F) *CHAIR OF THE DISTRICT MANAGEMENT COMMITTEE.*

18 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL SELECT FROM AMONG ITS MEMBERS
19 AN INDIVIDUAL TO SERVE AS THE CHAIR OF THE DISTRICT MANAGEMENT COMMITTEE.

20 (2) THE CHAIR SHALL SERVE AT THE PLEASURE OF THE DISTRICT MANAGEMENT
21 COMMITTEE.

22 (3) THE DISTRICT MANAGEMENT COMMITTEE MAY DELEGATE TO THE CHAIR THOSE
23 POWERS AND RESPONSIBILITIES THAT THE DISTRICT MANAGEMENT COMMITTEE
24 CONSIDERS APPROPRIATE.

25 (G) *QUORUM; VOTING.*

26 EXCEPT AS MAY OTHERWISE BE PROVIDED IN THE DISTRICT MANAGEMENT COMMITTEE'S
27 BYLAWS:

28 (1) AT ANY MEETING OF THE DISTRICT MANAGEMENT COMMITTEE, A MAJORITY OF
29 THE COMMITTEE MEMBERS SHALL CONSTITUTE A QUORUM; AND

30 (2) THE AFFIRMATIVE VOTE OF A MAJORITY OF COMMITTEE MEMBERS VOTING AT A
31 MEETING FOR WHICH A QUORUM IS PRESENT IS REQUIRED TO APPROVE ANY ACTION
32 BY THE DISTRICT MANAGEMENT COMMITTEE.

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1 § 20-8. ANNUAL FINANCIAL PLAN.

2 (A) *DISTRICT MANAGEMENT COMMITTEE TO ADOPT.*

3 THE DISTRICT MANAGEMENT COMMITTEE SHALL ADOPT AN ANNUAL FINANCIAL PLAN,
4 BASED ON THE CITY'S FISCAL YEAR, CONSISTING OF AT LEAST A BUDGET AND A PROPOSED
5 DISTRICT SPECIAL ASSESSMENT TO BE LEVIED ON ASSESSED BUSINESSES.

6 (B) *PUBLIC HEARING.*

7 BEFORE ADOPTING THE FINANCIAL PLAN AND MAKING RECOMMENDATIONS TO THE CITY,
8 THE DISTRICT MANAGEMENT COMMITTEE SHALL ARRANGE FOR A PUBLIC HEARING ON
9 THE PROPOSED FINANCIAL PLAN. NOTICE OF THE HEARING MUST BE PUBLISHED IN A
10 NEWSPAPER OF GENERAL CIRCULATION IN BALTIMORE CITY AT LEAST ONCE A WEEK FOR 3
11 CONSECUTIVE WEEKS.

12 (C) *BOARD OF ESTIMATES APPROVAL REQUIRED.*

13 THE DISTRICT MANAGEMENT COMMITTEE MAY NOT APPROVE A FINANCIAL PLAN THAT
14 INCLUDES DISTRICT SPECIAL ASSESSMENT IN EXCESS OF THOSE APPROVED BY THE BOARD
15 OF ESTIMATES.

16 § 20-9. TOURISM IMPROVEMENT DISTRICT SPECIAL ASSESSMENT.

17 (A) *BOARD OF ESTIMATES TO DETERMINE ASSESSABLE BASE.*

18 (1) THE BOARD OF ESTIMATES SHALL OBTAIN FROM THE DIRECTOR OF FINANCE THE
19 "ASSESSABLE BASE" OF THE DISTRICT, WHICH SHALL INCLUDE A LISTING BY
20 INDIVIDUAL ASSESSED BUSINESS AND A CALCULATION OF THE SUM OF ASSESSMENTS
21 ON ASSESSED BUSINESSES SUBJECT TO THE DISTRICT SPECIAL ASSESSMENT.

22 (2) THE DISTRICT SPECIAL ASSESSMENT SHALL BE LEVIED ON ALL ASSESSED BUSINESSES
23 AT A UNIFORM RATE.

24 (3) THE BOARD OF ESTIMATES SHALL ENSURE THAT THE DISTRICT SPECIAL ASSESSMENT
25 PROPOSED IN THE FINANCIAL PLAN IS SUFFICIENT TO PAY FOR THE ANNUAL EXPENSES
26 OF THE DISTRICT.

27 (4) THE BOARD OF ESTIMATES SHALL DETERMINE WITH FINALITY THE ASSESSABLE BASE
28 ON WHICH THE DISTRICT SPECIAL ASSESSMENT WILL BE LEVIED.

29 (B) *ASSESSMENT; COLLECTION; ENFORCEMENT.*

30 (1) FUNDING FOR ASSOCIATION OPERATIONS SHALL BE PROVIDED BY THE DISTRICT
31 SPECIAL ASSESSMENT LEVIED ON ASSESSED BUSINESSES AS DETERMINED UNDER
32 SUBSECTION (A) OF THIS SECTION.

33 (2) THE DISTRICT SPECIAL ASSESSMENT SHALL BE ASSESSED AND COLLECTED IN
34 CONJUNCTION WITH THE CITY HOTEL TAX ASSESSED AND COLLECTED BY THE CITY,
35 UNLESS OTHERWISE ESTABLISHED BY THE BOARD OF ESTIMATES.

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1 (3) EXCEPT AS OTHERWISE PROVIDED IN THIS SUBTITLE:

2 (I) THE DISTRICT SPECIAL ASSESSMENT SHALL BE ENFORCED IN THE SAME WAY AS
3 THE CITY HOTEL TAX IS ENFORCED; AND

4 (II) ALL PROVISIONS THAT APPLY TO ASSESSMENTS, REFUNDS, COLLECTIONS AND
5 ENFORCEMENT OF THE CITY HOTEL TAX SHALL APPLY TO THE DISTRICT SPECIAL
6 ASSESSMENT.

7 (C) *DETERMINATION OF DISTRICT SPECIAL ASSESSMENT.*

8 THE DISTRICT SPECIAL ASSESSMENT SHALL BE DETERMINED AS FOLLOWS:

9 (1) THE RATE OF ANY DISTRICT SPECIAL ASSESSMENT MUST BE APPROVED BY A TWO-
10 THIRDS VOTE OF THE DISTRICT MANAGEMENT COMMITTEE'S MEMBERS VOTING AT A
11 MEETING AT WHICH A QUORUM IS PRESENT.

12 (2) FOR THE FIRST FULL BUDGET YEAR, THE RATE OF THE DISTRICT SPECIAL ASSESSMENT
13 SHALL BE SET TO RAISE REVENUES ESTIMATED TO EQUAL THE COSTS OF ESTABLISHING
14 THE DISTRICT AND IMPLEMENTING THE INITIAL FINANCIAL PLAN.

15 (3) SUBJECT TO PARAGRAPH (1) OF THIS SUBSECTION, FOR ANY YEAR AFTER THE FIRST
16 FULL BUDGET YEAR, THE RATE OF THE DISTRICT SPECIAL ASSESSMENT MAY BE
17 ADJUSTED TO YIELD REVENUES ESTIMATED TO EQUAL THE COSTS OF ADMINISTERING
18 THE DISTRICT AS SET FORTH IN THE FINANCIAL PLAN.

19 (D) *EXEMPTIONS FROM DISTRICT SPECIAL ASSESSMENT.*

20 (1) ALL EXEMPTIONS THAT EXIST FOR THE CITY HOTEL TAX SHALL APPLY TO THE
21 DISTRICT SPECIAL ASSESSMENT.

22 (2) AT THE REQUEST OF A CUSTOMER AND ON RECEIPT OF SUPPORTING DOCUMENTATION,
23 ASSESSED BUSINESSES MAY GRANT AN EXEMPTION FROM THE DISTRICT SPECIAL
24 ASSESSMENT FOR ROOM NIGHTS BOOKED PURSUANT TO CONTRACTS EXECUTED PRIOR
25 TO THE ESTABLISHMENT DATE OF THE DISTRICT.

26 (E) *ASSESSED BUSINESSES AUTHORIZED TO PASS DISTRICT SPECIAL ASSESSMENT ON TO*
27 *CUSTOMERS.*

28 (1) THE DISTRICT SPECIAL ASSESSMENT IS LEVIED UPON AND IS A DIRECT, SOLE
29 OBLIGATION OF THE ASSESSED BUSINESS.

30 (2) THE ASSESSED BUSINESS MAY, IN ITS DISCRETION, PASS THE DISTRICT SPECIAL
31 ASSESSMENT ON TO ITS CUSTOMERS, PROVIDED THAT:

32 (I) THE AMOUNT OF THE DISTRICT SPECIAL ASSESSMENT IS DISCLOSED IN ADVANCE TO
33 THE CUSTOMER AND SEPARATELY STATED FROM THE AMOUNT OF CONSIDERATION
34 CHARGED AND ANY OTHER APPLICABLE TAXES; AND

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1 (II) EACH CUSTOMER RECEIVES A RECEIPT FOR PAYMENT FROM THE ASSESSED
2 BUSINESS DISCLOSING THE DISTRICT SPECIAL ASSESSMENT PAYMENT AS THE
3 "BALTIMORE TOURISM ASSESSMENT."

4 § 20-10. BASELINE CITY FUNDING.

5 ~~(A) AGREEMENT TO MAINTAIN.~~

6 ~~TO THE EXTENT OF ITS AUTHORITY, THE CITY SHALL MAINTAIN THE REQUISITE LEVEL OF~~
7 ~~FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY CHARTER ARTICLE~~
8 ~~II, § 40(E) AND CITY CODE ARTICLE 28, § 21-2.~~

9 ~~(B) DISTRICT FUNDING AND SERVICES.~~

10 ~~(1) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF~~
11 ~~BALTIMORE MAY NOT PERMIT A REDUCTION IN THE EXISTING FUNDING PROVIDED BY~~
12 ~~THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE~~
13 ~~DESIGNATION OF THE ASSOCIATION.~~

14 ~~(2) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF~~
15 ~~BALTIMORE MAY NOT PERMIT A REDUCTION IN THE SERVICES PROVIDED BY THE CITY~~
16 ~~IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE DESIGNATION~~
17 ~~OF THE ASSOCIATION.~~

18 ~~(C) GOVERNING PRINCIPLES.~~

19 ~~THE MAINTENANCE OF EXISTING FUNDING SHALL BE GOVERNED BY 2 PRINCIPLES:~~

20 ~~(1) BASELINE FUNDING MAY NOT BE DECREASED EXCEPT:~~

21 ~~(i) AS PART OF AN OVERALL DECREASE IN FUNDING NECESSITATED BY DECREASES~~
22 ~~OF CITY HOTEL TAX REVENUE AND COLLECTIONS; AND~~

23 ~~(ii) ONLY IN PROPORTION TO THE DECREASES OF THE CITY HOTEL TAX REVENUE~~
24 ~~AND COLLECTIONS.~~

25 ~~(2) ANY INCREASE IN THE CITY HOTEL TAX REVENUE AND COLLECTIONS SHALL BE~~
26 ~~MATCHED WITH INCREASES IN FUNDING TO THE ASSOCIATION, IN PROPORTION TO~~
27 ~~THE INCREASES OF THE CITY HOTEL TAX REVENUE AND COLLECTIONS.~~

28 TO THE EXTENT OF ITS AUTHORITY, THE MAYOR AND CITY COUNCIL SHALL MAINTAIN THE
29 REQUISITE LEVEL OF FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY
30 CHARTER ARTICLE II, § 40(E) AND MAY NOT REDUCE THE EXISTING FUNDING PROVIDED BY
31 THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE
32 DESIGNATION OF THE ASSOCIATION.

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1 **§ 20-11. PARTNERSHIPS.**

2 (A) *ASSOCIATION ENCOURAGED TO CREATE.*

3 THE ASSOCIATION IS AUTHORIZED AND ENCOURAGED TO ENTER INTO PARTNERSHIPS WITH
4 BOTH NON-ASSESSED BUSINESSES AND WITH LODGING AND OTHER BUSINESSES IN
5 ADJOINING AREAS OUTSIDE OF THE CORPORATE BOUNDARIES OF THE CITY OF BALTIMORE
6 ("EXEMPT PARTNERS") FOR THE PURPOSE OF FURTHERING THE BROAD OBJECTIVES OF
7 INCREASING TOURISM IN THE DISTRICT AND ADJOINING AREAS.

8 (B) *SPECIFIC POWERS.*

9 IN FURTHERANCE OF THAT OBJECTIVE, THE ASSOCIATION MAY:

10 (1) CONTRACT TO PROVIDE VARYING LEVELS OF SERVICES TO NON-ASSESSED
11 BUSINESSES IN AREAS ADJOINING THE DISTRICT;

12 (2) AGREE TO ACCEPT DONATIONS, CONTRIBUTIONS, AND OTHER VOLUNTARY
13 PAYMENTS OF ANY KIND FROM EXEMPT PARTNERS (COLLECTIVELY, "VOLUNTARY
14 PAYMENTS"), WITH OR WITHOUT AGREEMENTS REGARDING SPECIFIC SERVICES AND
15 FUNCTIONS;

16 (3) ENTER INTO AGREEMENTS WITH EXEMPT PARTNERS TO INCLUDE NON-ASSESSED
17 BUSINESSES OWNED BY THOSE EXEMPT PARTNERS WITHIN OR ADJOINING TO THE
18 DISTRICT IN RETURN FOR VOLUNTARY PAYMENTS OR COMMITMENTS REGARDING
19 THE PROVISION OF SIMILAR SERVICES AND FUNCTIONS FOR THE BENEFIT OF NON-
20 ASSESSED BUSINESSES OWNED BY EXEMPT PARTNERS; AND

21 (4) ESTABLISH RATES AND CHARGES FOR THE PROVISION OF SERVICES TO EXEMPT
22 PARTNERS.

23 (C) *DISTRICT MANAGEMENT COMMITTEE APPROVAL.*

24 THE ASSOCIATION MAY NOT ENTER INTO ANY PARTNERSHIPS OR AGREEMENTS PURSUANT
25 TO THIS SECTION THAT REQUIRE THE EXPENDITURE OF DISTRICT FUNDS WITHOUT THE
26 PRIOR APPROVAL OF THE DISTRICT MANAGEMENT COMMITTEE.

27 **§ 20-12. COLLECTION AND DISBURSEMENT.**

28 (A) *IN GENERAL.*

29 THE ASSOCIATION SHALL ESTABLISH WITH THE APPROPRIATE CITY AGENCIES THE
30 METHODS BY WHICH THE DISTRICT SPECIAL ASSESSMENT IS TO BE PUBLISHED,
31 COLLECTED, AND DISBURSED TO THE ASSOCIATION.

32 (B) *FUNDS NOT PART OF CITY REVENUE.*

33 EXCEPT AS PROVIDED IN SUBSECTION (C) OF THIS SECTION, AMOUNTS COLLECTED BY THE
34 CITY ON BEHALF OF THE ASSOCIATION:

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1 (1) MAY NOT BE INCLUDED IN THE REVENUES OF THE CITY;

2 (2) ARE NOT AND MAY NOT BE DEEMED TO BE SUBJECT TO THE BUDGETARY AND
3 APPROPRIATION PROCESS; AND

4 (3) SHALL BE DISBURSED PROMPTLY ON COLLECTION.

5 (C) *CITY'S COST OF COLLECTING THE DISTRICT SPECIAL ASSESSMENT.*

6 THE CITY MAY RETAIN 1.5% OF THE AMOUNT OF DISTRICT SPECIAL ASSESSMENT
7 COLLECTED TO COVER ITS COSTS RELATED TO COLLECTION, ASSESSMENT, DISBURSEMENT,
8 RECORD-KEEPING, AND ENFORCEMENT OF THE DISTRICT SPECIAL ASSESSMENT.

9 (D) *DEPARTMENT OF FINANCE AUTHORIZED TO COLLECT.*

10 (1) THE DEPARTMENT OF FINANCE MAY COLLECT THE DISTRICT SPECIAL ASSESSMENT.

11 (2) THE ASSESSMENT FOR THE DISTRICT SPECIAL ASSESSMENT MAY BE INCLUDED AS A
12 SEPARATE LINE ITEM ON THE CITY HOTEL TAX COLLECTION FORM.

13 (3) THE DEPARTMENT OF FINANCE SHALL MAKE REGULAR REMITTANCES OF THE AMOUNT
14 COLLECTED TO THE ASSOCIATION WITHIN 60 DAYS OF RECEIPT. A RECORD OF ALL
15 REMITTANCES PROVIDED TO THE ASSOCIATION SHALL BE PROVIDED TO THE DISTRICT
16 MANAGEMENT COMMITTEE.

17 (E) *PENALTIES AND INTEREST.*

18 THE PENALTIES AND INTEREST APPLICABLE TO DELINQUENT CITY HOTEL TAXES SHALL BE
19 APPLIED TO DELINQUENCIES IN PAYMENT OF THE DISTRICT SPECIAL ASSESSMENT.

20 **§ 20-13. ADMINISTRATION OF THE DISTRICT.**

21 (A) *IN GENERAL.*

22 THE PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE ASSOCIATION IS RESPONSIBLE FOR
23 THE DAY-TO-DAY OPERATIONS OF THE ASSOCIATION AND ITS EMPLOYEES AND
24 CONTRACTORS.

25 (B) *POWERS.*

26 THE PRESIDENT AND CHIEF EXECUTIVE OFFICER MAY:

27 (1) PREPARE THE FINANCIAL PLAN FOR REVIEW AND APPROVAL BY THE DISTRICT
28 MANAGEMENT COMMITTEE;

29 (2) IMPLEMENT THE APPROVED FINANCIAL PLAN AND ARRANGE FOR THE COLLECTION
30 AND DISBURSEMENT OF THE DISTRICT SPECIAL ASSESSMENT AND ALL REVENUES
31 OF THE ASSOCIATION;

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1 (3) ESTABLISH PROCEDURES AND PROCESSES NECESSARY TO PERFORM THE FUNCTIONS
2 CALLED FOR UNDER THE FINANCIAL PLAN AND THE BUDGET;

3 (4) HIRE AND RETAIN EMPLOYEES, AGENTS, AND CONTRACTORS AS NEEDED TO
4 PERFORM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER'S FUNCTIONS FOR THE
5 ASSOCIATION;

6 (5) EXERCISE THE POWERS GRANTED TO THE ASSOCIATION BY THIS SUBTITLE, EXCEPT
7 THAT THE DISTRICT MANAGEMENT COMMITTEE RETAINS FINAL DISCRETION AND
8 POWER WITH REGARD TO ALL SUBSTANTIVE AGREEMENTS, CONTRACTS, AND
9 OTHER ARRANGEMENTS BINDING ON THE ASSOCIATION RELATED TO DISTRICT
10 FUNDS; AND

11 (6) EXERCISE THE ADDITIONAL RIGHTS, POWERS, AND AUTHORITY DELEGATED TO THE
12 PRESIDENT AND CHIEF EXECUTIVE OFFICER BY THE DISTRICT MANAGEMENT
13 COMMITTEE.

14 **§ 20-14. OVERSIGHT BY BOARD OF ESTIMATES.**

15 (A) *IN GENERAL.*

16 THE BOARD OF ESTIMATES HAS THE FOLLOWING POWERS WITH REGARD TO THE DISTRICT
17 AND THE ASSOCIATION.

18 (B) *FINANCIAL PLAN; DISTRICT SPECIAL ASSESSMENT RATES.*

19 (1) THE FINANCIAL PLAN AND THE DISTRICT SPECIAL ASSESSMENT RATE ARE SUBJECT TO
20 THE APPROVAL BY THE BOARD OF ESTIMATES.

21 (2) THE DISTRICT MANAGEMENT COMMITTEE SHALL SUBMIT ALL MATERIALS AT LEAST 2
22 MONTHS BEFORE THE PROPOSED EFFECTIVE DATE OF A BUDGET OR DISTRICT SPECIAL
23 ASSESSMENT.

24 (3) IN CONSIDERING A PROPOSED BUDGET AND DISTRICT SPECIAL ASSESSMENT RATE, THE
25 BOARD OF ESTIMATES MAY NOT EXCEED OR INCREASE EITHER THE BUDGET OR THE
26 DISTRICT SPECIAL ASSESSMENT RATE BEYOND THOSE PROPOSED BY THE DISTRICT
27 MANAGEMENT COMMITTEE.

28 (C) *BYLAWS.*

29 TO THE EXTENT REQUIRED BY THE ENABLING LEGISLATION, THE BOARD OF ESTIMATES
30 SHALL APPROVE THE BYLAWS AND ANY PROPOSED AMENDMENTS OF THE DISTRICT
31 MANAGEMENT COMMITTEE.

32 (D) *APPROVAL AND RENEWAL PROCESS.*

33 THE BOARD OF ESTIMATES IS THE FINAL ARBITER AND DECISION MAKER REGARDING THE
34 APPROVAL AND RENEWAL PROCESS FOR THE DISTRICT.

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1 § 20-15. PETITION PROCESS.

2 (A) *PETITION.*

3 (1) THE DISTRICT SHALL BE APPROVED AND ESTABLISHED FOLLOWING A PETITION
4 PROCESS, AS SET FORTH IN THIS SECTION.

5 (2) EACH PETITION SHALL INCLUDE:

6 (I) A SIGNATURE PAGE FOR ASSESSED BUSINESS OWNERS OR DULY AUTHORIZED
7 REPRESENTATIVES TO SUBMIT THEIR WRITTEN APPROVAL FOR THE FORMATION OF
8 THE DISTRICT;

9 (II) A MAP SHOWING THE BOUNDARIES OF THE DISTRICT; AND

10 (III) A BRIEF SUMMARY OF THE DETAILS OF THE PROPOSED DISTRICT.

11 (B) *APPROVAL.*

12 (1) PETITIONS, WITH A SIGNATURE OF ASSESSED BUSINESS OWNERS OR THEIR DULY
13 AUTHORIZED REPRESENTATIVES, SHALL BE RETURNED TO THE BOARD OF ESTIMATES.

14 (2) THE BOARD OF ESTIMATES SHALL CERTIFY THAT THE DISTRICT IS APPROVED FOR
15 FORMATION AND THE ASSOCIATION IS APPROVED AS THE DISTRICT'S ASSOCIATION, IF
16 IT DETERMINES THAT:

17 (I) ~~50%~~ 54% OF ALL ASSESSED BUSINESSES HAVE SUBMITTED PETITIONS IN FAVOR
18 OF THE FORMATION OF THE DISTRICT; AND

19 (II) ~~50%~~ 54% OF THE TOTAL ROOM COUNT OF ALL ASSESSED BUSINESSES WITHIN
20 THE DISTRICT HAVE SUBMITTED PETITIONS IN FAVOR OF THE FORMATION OF
21 THE DISTRICT.

22 § 20-16. RENEWAL.

23 (A) *GENERALLY.*

24 NO LATER THAN 10 YEARS AFTER THE ESTABLISHMENT OF THE DISTRICT, AND EVERY 10
25 YEARS FOLLOWING, THE DISTRICT SHALL BE RENEWED.

26 (B) *RENEWAL PROCESS*

27 THE RENEWAL PROCESS SHALL FOLLOW THE PETITION PROCESS SET FORTH IN § 20-15 OF
28 THIS SUBTITLE.

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1 § 20-17. DISSOLUTION OF DISTRICT.

2 (A) *IN GENERAL.*

3 IF THE DISTRICT IS NOT APPROVED AS PROVIDED IN § 20-15 OF THIS SUBTITLE, OR IS NOT
4 RENEWED AS PROVIDED IN § 20-16 OF THIS SUBTITLE, THE ASSOCIATION SHALL CEASE ITS
5 OPERATIONS RELATED TO THE DISTRICT, AND THE DISTRICT SHALL CEASE TO EXIST, AT
6 THE END OF THE CITY'S FISCAL YEAR IN WHICH THE TERMINATING EVENT OCCURS.

7 (B) *DISSOLUTION BY PETITION.*

8 (1) DURING THE OPERATION OF THE DISTRICT, THERE SHALL BE A 30-DAY PERIOD EACH
9 YEAR IN WHICH ASSESSED BUSINESS OWNERS MAY PETITION TO DISSOLVE THE
10 DISTRICT.

11 (2) THE FIRST SUCH 30-DAY REQUEST PERIOD SHALL BEGIN ON THE SECOND ANNIVERSARY
12 OF THE DATE OF ESTABLISHMENT OF THE DISTRICT. EACH SUCCESSIVE ANNIVERSARY
13 OF SUCH DATE SHALL START THE SAME 30-DAY PERIOD IN WHICH DISSOLUTION MAY
14 OCCUR.

15 (3) IN ORDER TO DISSOLVE THE DISTRICT, THE ASSESSED BUSINESS OWNERS SHALL
16 FOLLOW A PETITION PROCESS MATCHING THE REQUIREMENTS SET FORTH IN § 20-
17 15(A)(2) OF THIS SUBTITLE. PETITIONS, WITH SIGNATURES OF ASSESSED BUSINESS
18 OWNERS OR THEIR DULY AUTHORIZED REPRESENTATIVES, SHALL BE RETURNED TO THE
19 BOARD OF ESTIMATES.

20 (4) THE BOARD OF ESTIMATES SHALL CERTIFY THAT THE DISTRICT IS APPROVED FOR
21 DISSOLUTION, IF THE BOARD OF ESTIMATES DETERMINES THAT AT LEAST:

22 (i) 66% OF ALL ASSESSED BUSINESSES WITHIN THE DISTRICT HAVE SUBMITTED
23 PETITIONS IN FAVOR OF THE DISSOLUTION OF THE DISTRICT; AND

24 (ii) ~~TWO-THIRDS~~ 66% OF THE TOTAL ROOM COUNT OF ALL ASSESSED BUSINESS
25 WITHIN THE DISTRICT HAVE SUBMITTED PETITIONS IN FAVOR OF THE
26 DISSOLUTION OF THE DISTRICT.

27 (5) UPON CERTIFICATION THAT THE DISTRICT IS APPROVED FOR DISSOLUTION, THE
28 ASSOCIATION SHALL CEASE ITS OPERATIONS RELATED TO THE DISTRICT, AND THE
29 DISTRICT SHALL CEASE TO EXIST, AT THE END OF THE CITY'S FISCAL YEAR IN WHICH
30 THE CERTIFICATION OCCURS.

31 (C) *CONSIDERATION OF DISSOLUTION BY THE CITY COUNCIL.*

32 (1) IF THE CITY COUNCIL FINDS THAT THERE HAS BEEN A MISAPPROPRIATION OF FUNDS,
33 MALFEASANCE, OR VIOLATION OF LAW IN CONNECTION WITH THE MANAGEMENT OF
34 THE DISTRICT, THE CITY COUNCIL SHALL HOLD ONE OR MORE PUBLIC HEARINGS TO
35 CONSIDER THE DISSOLUTION OF THE DISTRICT.

36 (2) AT THE CONCLUSION OF THE PUBLIC HEARINGS, THE CITY COUNCIL MAY DETERMINE
37 WHETHER LEGISLATIVE ACTION IS NECESSARY TO DISSOLVE THE DISTRICT.

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1 (D) *LIMITED CONTINUATION.*

2 IN THE EVENT OF DISTRICT DISSOLUTION DESCRIBED IN PARAGRAPHS (A) OR (B) OF THIS
3 SECTION, THE DISTRICT MANAGEMENT COMMITTEE SHALL CONTINUE ITS EXISTENCE
4 ONLY AS LONG AS NECESSARY TO:

5 (1) TERMINATE OPERATIONS RELATED TO THE DISTRICT IN A REASONABLE FASHION;
6 AND

7 (2) ARRANGE FOR THE REFUNDING OF ALL FUNDS NOT NEEDED TO SATISFY
8 OUTSTANDING OBLIGATIONS AND RESERVES FOR UNCERTAIN OBLIGATIONS AND
9 LIABILITIES.

10 (E) *UNSPENT FUNDS.*

11 ~~ANY UNSPENT FUNDS SHALL BE REFUNDED TO THE ASSESSED BUSINESS OWNERS BY~~
12 ~~APPLYING THE SAME METHOD AND BASIS THAT WAS USED TO CALCULATE THE DISTRICT~~
13 ~~SPECIAL ASSESSMENTS THAT WERE LEVIED~~ ASSESSED BUSINESS OWNERS BY APPLYING THE
14 SAME METHOD AND BASIS THAT WAS USED TO CALCULATE THE DISTRICT SPECIAL ASSESSMENTS
15 THAT WERE LEVIED CITY'S GENERAL FUND.

16 SECTION 2. AND BE IT FURTHER ORDAINED, That all provisions of this Ordinance are
17 severable. If a court determines that a word, phrase, clause, sentence, paragraph, subsection,
18 section, or other provision is invalid or that the application of any part of the provision of any
19 person or circumstance is invalid, the remaining provisions and the application of those
20 provisions to other persons or circumstances are not affected by that decision.

21 SECTION 3. AND BE IT FURTHER ORDAINED, That the catch lines contained in this Ordinance
22 are not law and may not be considered to have been enacted as a part of this or any prior
23 Ordinance.

24 SECTION 4. AND BE IT FURTHER ORDAINED, That this Ordinance takes effect on the date it is
25 enacted.

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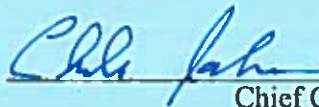
Certified as duly passed this _____ day of APR 22, 2019



President, Baltimore City Council

Certified as duly delivered to Her Honor, the Mayor,

this _____ day of APR 22, 2019



Chief Clerk


Approved this 6th day of May, 2019



Mayor, Baltimore City

Approved For Form and Legal Sufficiency

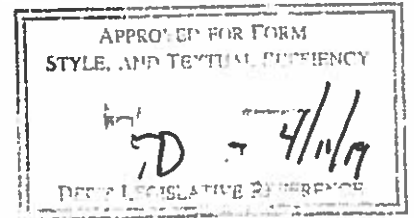
This 24th Day of April 2019



Chief Solicitor

AMENDMENTS TO COUNCIL BILL 18-0293
(3rd Reader Copy)

By: Taxation, Finance, and Economic Development Committee



Amendment No. 1

On page 16, in line 34, after “LEVIED”, insert “ASSESSED BUSINESS OWNERS BY APPLYING THE SAME METHOD AND BASIS THAT WAS USED TO CALCULATE THE DISTRICT SPECIAL ASSESSMENTS THAT WERE LEVIED”; and, on that same page, in line 34, strike “CITY’S GENERAL FUND”.

ADOPTED

Q

Q



Q

CITY OF BALTIMORE
ORDINANCE _____
Council Bill 18-0293

Introduced by: The Council President
At the request of: The Administration (Visit Baltimore)
Introduced and read first time: October 15, 2018
Assigned to: Taxation, Finance and Economic Development Committee
Committee Report: Favorable with amendments
Council action: Adopted
Read second time: November 19, 2018

AN ORDINANCE CONCERNING

Baltimore Tourism Improvement District – Establishment

1
2 FOR the purpose of establishing the Baltimore Tourism Improvement District; specifying the
3 boundaries of the District; designating an Association and providing for its rights, duties, and
4 powers; designating the District Management Committee and providing for its rights, duties,
5 and powers; mandating the financial responsibilities of the Association and the City in
6 conjunction with the operation of the District; providing for the assessment, collection, and
7 enforcement of a supplemental assessment to be collected by the City for the Association;
8 specifying the City's role in maintaining existing tourism funding to the Association;
9 designating the Board of Estimates as the agency charged with reviewing and approving
10 various matters relating to the District, the Association, and the District Management
11 Committee; providing for the renewal, expiration, termination, and approval of the District
12 and the Association; providing for a special effective date; and generally relating to the
13 existence, operation, and control of the Baltimore Tourism Improvement District.

14 BY authority of

15 Article II - General Powers
16 Section 70
17 Baltimore City Charter
18 (1996 Edition)

19 BY adding

20 Article 14 - Special Benefits Districts
21 Sections 20-1 to 20-17, to be under the new subtitle designation,
22 "Subtitle 20. Baltimore Tourism Improvement District"
23 Baltimore City Code
24 (Edition 2000)

25 **SECTION 1. BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF BALTIMORE,** That the
26 Laws of Baltimore City read as follows:

EXPLANATION: CAPITALS indicate matter added to existing law.
[Brackets] indicate matter deleted from existing law.
Underlining indicates matter added to the bill by amendment.
~~Strike-out~~ indicates matter stricken from the bill by
amendment or deleted from existing law by amendment.

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Baltimore City Code

Article 14. Special Benefits Districts

SUBTITLE 20. BALTIMORE TOURISM IMPROVEMENT DISTRICT

§ 20-1. DEFINITIONS.

(A) *IN GENERAL.*

IN THIS SUBTITLE, THE FOLLOWING TERMS HAVE THE MEANINGS INDICATED.

(B) *ASSOCIATION.*

“ASSOCIATION” MEANS AN EXISTING PRIVATE NONPROFIT DESTINATION MARKETING ORGANIZATION THAT PROMOTES TOURISM TO BALTIMORE CITY AND THE CONVENTION CENTER IN ORDER TO INCREASE THE NUMBER OF VISITORS TO THE CITY THAT IS DESIGNATED AS THE TOURISM IMPROVEMENT DISTRICT ASSOCIATION IN ACCORDANCE WITH THIS SUBTITLE.

(C) *BOARD.*

“BOARD” MEANS THE BOARD OF DIRECTORS OF THE ASSOCIATION.

(D) *ASSESSED BUSINESS.*

“ASSESSED BUSINESS” MEANS ANY “HOTEL” AS DEFINED IN CITY CODE ARTICLE 28, § 21-1(C).

(E) *DISTRICT.*

“DISTRICT” MEANS THE BALTIMORE TOURISM IMPROVEMENT DISTRICT.

(F) *DISTRICT MANAGEMENT COMMITTEE.*

“DISTRICT MANAGEMENT COMMITTEE” MEANS A COMMITTEE OF THE BOARD WITH DELEGATED AUTHORITY REGARDING THE MANAGEMENT OF THE DISTRICT ON BEHALF OF THE ASSOCIATION, INCLUDING THE POWER TO DIRECT THE EXPENDITURE OF DISTRICT FUNDS.

(G) *DISTRICT SPECIAL ASSESSMENT.*

“DISTRICT SPECIAL ASSESSMENT” MEANS A SPECIAL ASSESSMENT LEVIED ON ASSESSED BUSINESSES.

(H) *ENABLING LEGISLATION.*

“ENABLING LEGISLATION” MEANS ARTICLE II, § 70 OF THE CHARTER OF BALTIMORE CITY, AS ENACTED INTO LAW BY CHAPTER 641 OF THE LAWS OF MARYLAND (2018), AS THE SAME MAY BE AMENDED FROM TIME TO TIME.

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1 (I) *FINANCIAL PLAN.*

2 "FINANCIAL PLAN" MEANS THE FINANCIAL PLAN, INCLUDING THE BUDGET AND DISTRICT
3 SPECIAL ASSESSMENT TO BE LEVIED ON ASSESSED BUSINESSES, AS ADOPTED AND
4 APPROVED ON AN ANNUAL BASIS AS SET FORTH IN THIS SUBTITLE.

5 (J) *NON-ASSESSED BUSINESS.*

6 "NON-ASSESSED BUSINESS" MEANS ANY BUSINESS IN THE DISTRICT THAT IS NOT AN
7 ASSESSED BUSINESS.

8 **§ 20-2. FINDINGS.**

9 (A) *IN GENERAL.*

10 THE FOLLOWING FINDINGS ARE CRITICAL TO THE EXERCISE OF THE AUTHORITY SET FORTH
11 IN THE ENABLING LEGISLATION.

12 (B) *IMPORTANCE OF TOURISM IN BALTIMORE.*

13 (1) TOURISM IS A MAJOR CONTRIBUTOR TO BALTIMORE'S ECONOMY, WITH VISITOR
14 SPENDING GENERATING APPROXIMATELY \$10 BILLION ANNUALLY IN TOTAL INDUSTRY
15 SALES. THIS ACTIVITY GENERATES \$290 MILLION IN TAXES AND FEES TO THE CITY OF
16 BALTIMORE ANNUALLY, REVENUE THAT SUPPORTS VALUABLE CITY SERVICES, WHILE
17 ALSO SAVING EACH BALTIMORE HOUSEHOLD \$680 IN ANNUAL PERSONAL TAX
18 CONTRIBUTIONS.

19 (2) TOURISM IS A MAJOR EMPLOYER IN BALTIMORE, CREATING OR SUSTAINING MORE
20 THAN 85,000 JOBS FOR CITY RESIDENTS AND ACROSS THE REGION EACH YEAR.

21 (3) IN ADDITION TO GENERATING JOBS AND TAX REVENUES, A THRIVING TOURISM
22 INDUSTRY BENEFITS BALTIMORE BY SUSTAINING AIR TRAVEL, CREATING FAMILIARITY,
23 ATTRACTING DECISION MAKERS AS WELL AS FUTURE RESIDENTS AND WORKERS, AND
24 IMPROVING THE QUALITY OF LIFE FOR ALL RESIDENTS.

25 (C) *OPPORTUNITIES FOR TOURISM IN BALTIMORE.*

26 (1) FUNDING FOR BALTIMORE CONVENTION SALES AND TOURISM PROMOTION IS
27 ALLOCATED BY LAW TO VISIT BALTIMORE, INC., A PRIVATE AND INDEPENDENT NOT-
28 FOR-PROFIT, NON-STOCK CORPORATION, IN THE FORM OF A PERCENTAGE SHARE OF THE
29 CITY HOTEL OCCUPANCY TAX COLLECTION. THIS ORGANIZATION HAS BEEN
30 HISTORICALLY UNDER-RESOURCED IN AN INCREASINGLY COMPETITIVE TOURISM
31 MARKET. FOR EXAMPLE, MARKET RESEARCH QUANTIFIES A LACK OF OVERALL
32 AWARENESS ABOUT AND INTEREST IN BALTIMORE AS A PREFERRED TOURISM
33 DESTINATION. THESE CHALLENGES CAN BE ADDRESSED THROUGH INCREASED SALES
34 AND MARKETING ACTIVITIES.

35 (2) VISIT BALTIMORE IS POISED TO DELIVER THE ENHANCED MARKETING AND SALES
36 INFRASTRUCTURE REQUIRED TO GENERATE IMPACT PENDING SUFFICIENT RESOURCES —
37 AND THE HOTEL COMMUNITY HAS IDENTIFIED AN OPPORTUNITY FOR A SELF-FUNDING

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1 AND INDUSTRY-MANAGED MECHANISM, INVOLVING NO NEW TAXES FOR LOCAL
2 RESIDENTS, TO SUPPORT THESE PROGRAMS.

- 3 (3) THE ULTIMATE GOAL OF THESE PROGRAMS WILL BE TO DRIVE INCREASED OVERNIGHT
4 VISITATION, IN TURN, SUPPORTING THE BOTTOM LINE OF NOT ONLY THE CITY'S HOTEL
5 COMMUNITY, BUT ALSO, BENEFITTING ALL VISITOR-FACING BUSINESSES AS WELL AS
6 CITY RESIDENTS THROUGH ADDITIONAL ECONOMIC AND QUALITY OF LIFE BENEFITS
7 FOR THE CITY OF BALTIMORE.

8 (D) *CONCEPT OF TOURISM IMPROVEMENT DISTRICT.*

- 9 (1) A TOURISM IMPROVEMENT DISTRICT IS A PROVEN MECHANISM BY WHICH ASSESSED
10 BUSINESS OWNERS WITHIN A DEFINED AREA CAN AGREE TO IMPOSE A SPECIAL
11 ASSESSMENT ON THEMSELVES IN ORDER TO PROVIDE ENHANCED AND SUPPLEMENTAL
12 SERVICES DESIGNED TO INCREASE TOURISM WITHIN THE DISTRICT AND BENEFIT THE
13 ASSESSED BUSINESSES PAYING THE SPECIAL ASSESSMENT.

- 14 (2) TOURISM IMPROVEMENT DISTRICTS HAVE BEEN CREATED IN OVER 160 DESTINATIONS
15 IN 14 STATES ACROSS THE COUNTRY, AND THE REPORTS RECEIVED SUGGEST THAT
16 THEY ARE ALMOST UNIFORMLY HIGHLY SUCCESSFUL IN ACHIEVING THEIR OBJECTIVES.

- 17 (3) CRITICAL TO ANY TOURISM IMPROVEMENT DISTRICT IS THE CREATION OF A
18 PARTNERSHIP BETWEEN THE PUBLIC AND PRIVATE SECTOR, WITH THE PUBLIC SECTOR
19 COMMITTING TO MAINTAIN FUNDING FOR TOURISM PROMOTION SERVICES AT SPECIFIED
20 LEVELS AND THE PRIVATE SECTOR AGREEING TO ACCEPT NEW SPECIAL ASSESSMENTS
21 FOR THE PURPOSE OF SUPPLEMENTING PUBLICLY FUNDED TOURISM PROMOTION
22 SERVICES.

- 23 (4) A TOURISM IMPROVEMENT DISTRICT IN THIS CITY CANNOT BE SUCCESSFUL WITHOUT
24 THE FULL COOPERATION OF THE CITY AND THE ASSESSED BUSINESSES WITHIN THE
25 DISTRICT.

26 (E) *CONSIDERATIONS.*

- 27 (1) THE COUNCIL HAS CONSIDERED THE MATERIALS COMPILED BY VISIT BALTIMORE
28 REGARDING THE CREATION OF THE BALTIMORE TOURISM IMPROVEMENT DISTRICT
29 AND THE PATTERN OF SUCCESS FOR SUCH DISTRICTS ELSEWHERE.

- 30 (2) THE COUNCIL FINDS THAT ESTABLISHING THE BALTIMORE TOURISM IMPROVEMENT
31 DISTRICT IS AN IMPORTANT AND VITAL ELEMENT OF THE LONG-TERM HEALTH AND
32 GROWTH OF CITY'S TOURISM INDUSTRY AND THE CITY.

- 33 (3) THE COUNCIL FINDS THAT A SPECIAL ASSESSMENT SYSTEM FOR THE BALTIMORE
34 TOURISM IMPROVEMENT DISTRICT SHOULD BE UNCOMPLICATED, DIRECT, AND FAIR.
35 THE SYSTEM PROVIDED FOR IN THIS SUBTITLE SATISFIES SUCH CRITERIA.

- 36 (4) THE COUNCIL FINDS THAT THE BALTIMORE TOURISM IMPROVEMENT DISTRICT
37 SHOULD ENCOURAGE THE INVOLVEMENT OF MINORITIES IN THE OPERATION OF THE
38 DISTRICT AND IN THE BUSINESS COMMUNITY ITSELF.

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1 § 20-3. DISTRICT CREATED; BOUNDARIES.

2 (A) *IN GENERAL.*

3 THERE IS A TOURISM IMPROVEMENT DISTRICT, TO BE KNOWN AS THE "BALTIMORE
4 TOURISM IMPROVEMENT DISTRICT" (THE "DISTRICT").

5 (B) *BOUNDARIES.*

6 THE BOUNDARIES OF THE DISTRICT ARE THE SAME AS THE CORPORATE BOUNDARIES OF
7 THE CITY OF BALTIMORE.

8 § 20-4. ASSOCIATION DESIGNATED.

9 (A) *ASSOCIATION DESIGNATED.*

10 VISIT BALTIMORE, INC. IS HEREBY DESIGNATED AS THE DISTRICT'S ASSOCIATION.

11 (B) *GOVERNING BODY.*

12 THE GOVERNING BODY OF THE ASSOCIATION IS SHALL BE ITS BOARD OF DIRECTORS.

13 (C) *PURPOSE.*

14 THE PURPOSE OF THE ASSOCIATION REGARDING THE DISTRICT IS TO:

15 (1) ADMINISTER THE DISTRICT PROGRAMS AND ACTIVITIES;

16 (2) PROMOTE AND MARKET THE DISTRICT; AND

17 (3) PROVIDE OTHER MARKETING, PROMOTION, AND DESTINATION DEVELOPMENT
18 SERVICES, PROVIDED THAT THE SERVICES AND FUNCTION SHALL BE PROVIDED
19 WITHIN THE DISTRICT, OR, WITHIN AREAS ADJOINING OR ADJACENT TO THE
20 DISTRICT.

21 § 20-5. POWERS AND FUNCTIONS OF ASSOCIATION.

22 (A) *GENERALLY.*

23 THE ASSOCIATION MAY EXERCISE ONLY THOSE POWERS REGARDING THE DISTRICT THAT
24 ARE PROVIDED FOR IN THIS SUBTITLE.

25 (B) *AUTHORIZED ACTIONS.*

26 THE ASSOCIATION SHALL HAVE THE POWER TO:

27 (1) CONDUCT DISTRICT PROGRAMS AND ACTIVITIES, PROMOTE AND MARKET THE
28 DISTRICT, AND PROVIDE OTHER MARKETING, PROMOTION, AND DESTINATION
29 DEVELOPMENT SERVICES;

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1 (2) ACQUIRE, HOLD, AND USE PROPERTY NECESSARY TO ACHIEVE THE DISTRICT'S
2 PURPOSES;

3 (3) ENTER INTO CONTRACTS FOR THE PROVISION OF DISTRICT SERVICES;

4 (4) SUE AND BE SUED;

5 (5) BORROW AND ACCEPT GRANTS;

6 (6) EMPLOY AND DISCHARGE PERSONNEL;

7 (7) PROPOSE, IN THE DISTRICT'S FINANCIAL PLAN, THE DISTRICT SPECIAL
8 ASSESSMENTS IN ACCORDANCE WITH § 20-8 OF THIS SUBTITLE;

9 (8) ADOPT, AMEND, AND MODIFY BYLAWS OF THE DISTRICT MANAGEMENT
10 COMMITTEE, SUBJECT TO THE APPROVAL OF THE BOARD OF ESTIMATES;

11 (9) ESTABLISH AND ELECT OFFICERS, AND PROVIDE FOR THE TERMS OF OFFICE AND
12 DUTIES OF THE OFFICERS;

13 (10) CONTRACT FOR AND PURCHASE GOODS AND SERVICES IN ACCORDANCE WITH
14 CITY ORDINANCES AND POLICY REQUIRING ACHIEVEMENT OF GOALS REGARDING
15 MINORITY AND WOMEN'S BUSINESS ENTERPRISES; AND

16 (11) DO ALL THINGS NECESSARY OR CONVENIENT TO CARRY OUT THE PURPOSES OF
17 THE DISTRICT UNDER THIS SUBTITLE.

18 (C) *INTERPRETATION OF POWERS.*

19 THE POWERS OF THE ASSOCIATION SHALL BE BROADLY INTERPRETED IN ORDER TO ALLOW
20 THE ASSOCIATION TO ACHIEVE THE GOALS OF THE ENABLING LEGISLATION.

21 **§ 20-6. LIMITATIONS ON ASSOCIATION.**

22 (A) *NOT AN AGENCY OF CITY OR STATE.*

23 (1) THE ASSOCIATION IS NOT AND MAY NOT BE DEEMED AN AGENCY OF THE MAYOR AND
24 CITY COUNCIL OF BALTIMORE OR OF THE STATE OF MARYLAND.

25 (2) THE OFFICERS AND EMPLOYEES OF THE ASSOCIATION ARE NOT AND MAY NOT ACT AS
26 AGENTS OR EMPLOYEES OF THE MAYOR AND CITY COUNCIL OF BALTIMORE OR OF THE
27 STATE OF MARYLAND.

28 (B) *UNAUTHORIZED ACTIONS.*

29 (1) THE ASSOCIATION MAY NOT EXERCISE ANY POLICE OR GENERAL POWERS OTHER THAN
30 THOSE AUTHORIZED BY STATE LAW OR CITY ORDINANCE.

31 (2) THE ASSOCIATION MAY NOT PLEDGE THE FULL FAITH OR CREDIT OF THE CITY.

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1 (3) THE ASSOCIATION MAY NOT IMPOSE ANY DISTRICT SPECIAL ASSESSMENTS IN EXCESS
2 OF THOSE APPROVED BY THE BOARD OF ESTIMATES.

3 (4) THE ASSOCIATION MAY NOT EXERCISE THE POWER OF EMINENT DOMAIN.

4 (5) EXCEPT AS OTHERWISE PROVIDED IN § 20-17 OF THIS SUBTITLE, THE ASSOCIATION
5 MAY NOT REVERT CHARGES OR DISTRICT SPECIAL ASSESSMENTS COLLECTED TO THE
6 GENERAL FUND OF THE CITY.

7 **§ 20-7. DISTRICT MANAGEMENT COMMITTEE.**

8 (A) *IN GENERAL.*

9 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL BE A COMMITTEE OF THE
10 ASSOCIATION'S BOARD.

11 (2) NOTWITHSTANDING ANY OTHER PROVISION OF THIS SUBTITLE, ANY AND ALL POWERS
12 AND AUTHORITY OF THE ASSOCIATION OR ITS BOARD REGARDING THE MANAGEMENT
13 OF THE DISTRICT INCLUDING, WITHOUT LIMITATION, THE POWER TO DIRECT THE
14 EXPENDITURE OF DISTRICT FUNDS, SHALL BE DELEGATED TO, AND SHALL BE
15 EXERCISED BY, THE DISTRICT MANAGEMENT COMMITTEE.

16 (B) *COMPOSITION.*

17 (1) THE VOTING MEMBERS OF THE DISTRICT MANAGEMENT COMMITTEE SHALL BE
18 DISTRICT ASSESSED BUSINESS OWNERS, OR, WHEN THE DISTRICT ASSESSED BUSINESS
19 OWNER IS A CORPORATION, LIMITED LIABILITY COMPANY, PARTNERSHIP, TRUST, OR
20 ANY OTHER LEGAL ENTITY, REPRESENTATIVES OF THE DISTRICT ASSESSED BUSINESS
21 OWNERS OF AN ASSESSED BUSINESS IN THE DISTRICT THAT IS SUBJECT TO THE
22 DISTRICT SPECIAL ASSESSMENTS UNDER THIS SUBTITLE.

23 (2) THE DISTRICT MANAGEMENT COMMITTEE SHALL INCLUDE OWNERS OR
24 REPRESENTATIVES OF DISTRICT ASSESSED BUSINESSES WITH 1-75 ROOMS, ASSESSED
25 BUSINESSES WITH 76-200 ROOMS, AND ASSESSED BUSINESSES WITH 201 ROOMS AND
26 MORE.

27 (3) THE DISTRICT MANAGEMENT COMMITTEE SHALL INCLUDE OWNERS OR
28 REPRESENTATIVES OF DISTRICT ASSESSED BUSINESSES FROM DIVERSE GEOGRAPHIC
29 AREAS THROUGHOUT THE DISTRICT.

30 (C) *TERMS.*

31 THE TERMS OF THE MEMBERS OF THE DISTRICT MANAGEMENT COMMITTEE MAY BE
32 STAGGERED FROM TIME TO TIME IN ORDER TO PROMOTE BOTH ROTATION OF NEW
33 MEMBERS AND CONTINUITY OF GOVERNANCE.

34 (D) *DUTIES.*

35 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL HAVE THE POWER TO DIRECT THE
36 EXPENDITURE OF DISTRICT FUNDS.

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1 (2) THE DISTRICT MANAGEMENT COMMITTEE MAY DELEGATE TO THE PRESIDENT AND
2 CHIEF EXECUTIVE OFFICER OF THE ASSOCIATION THE AUTHORITY TO DISCHARGE
3 DISTRICT MANAGEMENT COMMITTEE DUTIES DEEMED APPROPRIATE AND NECESSARY
4 BY THE DISTRICT MANAGEMENT COMMITTEE IN ACCORDANCE WITH § 20-8 OF THIS
5 SUBTITLE.

6 (E) *BYLAWS.*

7 SUBJECT TO THE APPROVAL OF THE BOARD OF ESTIMATES, THE DISTRICT MANAGEMENT
8 COMMITTEE MAY ADOPT BYLAWS AS IT CONSIDERS NECESSARY TO CARRY OUT THE
9 POWERS OF THE DISTRICT MANAGEMENT COMMITTEE.

10 (F) *CHAIR OF THE DISTRICT MANAGEMENT COMMITTEE.*

11 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL SELECT FROM AMONG ITS MEMBERS
12 AN INDIVIDUAL TO SERVE AS THE CHAIR OF THE DISTRICT MANAGEMENT COMMITTEE.

13 (2) THE CHAIR SHALL SERVE AT THE PLEASURE OF THE DISTRICT MANAGEMENT
14 COMMITTEE.

15 (3) THE DISTRICT MANAGEMENT COMMITTEE MAY DELEGATE TO THE CHAIR THOSE
16 POWERS AND RESPONSIBILITIES THAT THE DISTRICT MANAGEMENT COMMITTEE
17 CONSIDERS APPROPRIATE.

18 (G) *QUORUM; VOTING.*

19 EXCEPT AS MAY OTHERWISE BE PROVIDED IN THE DISTRICT MANAGEMENT COMMITTEE'S
20 BYLAWS:

21 (1) AT ANY MEETING OF THE DISTRICT MANAGEMENT COMMITTEE, A MAJORITY OF
22 THE COMMITTEE MEMBERS SHALL CONSTITUTE A QUORUM; AND

23 (2) THE AFFIRMATIVE VOTE OF A MAJORITY OF COMMITTEE MEMBERS VOTING AT A
24 MEETING FOR WHICH A QUORUM IS PRESENT IS REQUIRED TO APPROVE ANY ACTION
25 BY THE DISTRICT MANAGEMENT COMMITTEE.

26 **§ 20-8. ANNUAL FINANCIAL PLAN.**

27 (A) *DISTRICT MANAGEMENT COMMITTEE TO ADOPT.*

28 THE DISTRICT MANAGEMENT COMMITTEE SHALL ADOPT AN ANNUAL FINANCIAL PLAN,
29 BASED ON THE CITY'S FISCAL YEAR, CONSISTING OF AT LEAST A BUDGET AND A PROPOSED
30 DISTRICT SPECIAL ASSESSMENT TO BE LEVIED ON ASSESSED BUSINESSES.

31 (B) *PUBLIC HEARING.*

32 BEFORE ADOPTING THE FINANCIAL PLAN AND MAKING RECOMMENDATIONS TO THE CITY,
33 THE DISTRICT MANAGEMENT COMMITTEE SHALL ARRANGE FOR A PUBLIC HEARING ON
34 THE PROPOSED FINANCIAL PLAN. NOTICE OF THE HEARING MUST BE PUBLISHED IN A

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1 NEWSPAPER OF GENERAL CIRCULATION IN BALTIMORE CITY AT LEAST ONCE A WEEK FOR 3
2 CONSECUTIVE WEEKS.

3 (C) *BOARD OF ESTIMATES APPROVAL REQUIRED.*

4 THE DISTRICT MANAGEMENT COMMITTEE MAY NOT APPROVE A FINANCIAL PLAN THAT
5 INCLUDES DISTRICT SPECIAL ASSESSMENT IN EXCESS OF THOSE APPROVED BY THE BOARD
6 OF ESTIMATES.

7 § 20-9. **TOURISM IMPROVEMENT DISTRICT SPECIAL ASSESSMENT.**

8 (A) *BOARD OF ESTIMATES TO DETERMINE ASSESSABLE BASE.*

9 (1) THE BOARD OF ESTIMATES SHALL OBTAIN FROM THE DIRECTOR OF FINANCE THE
10 "ASSESSABLE BASE" OF THE DISTRICT, WHICH SHALL INCLUDE A LISTING BY
11 INDIVIDUAL ASSESSED BUSINESS AND A CALCULATION OF THE SUM OF ASSESSMENTS
12 ON ASSESSED BUSINESSES SUBJECT TO THE DISTRICT SPECIAL ASSESSMENT.

13 (2) THE DISTRICT SPECIAL ASSESSMENT SHALL BE LEVIED ON ALL ASSESSED BUSINESSES
14 AT A UNIFORM RATE.

15 (3) THE BOARD OF ESTIMATES SHALL ENSURE THAT THE DISTRICT SPECIAL ASSESSMENT
16 PROPOSED IN THE FINANCIAL PLAN IS SUFFICIENT TO PAY FOR THE ANNUAL EXPENSES
17 OF THE DISTRICT.

18 (4) THE BOARD OF ESTIMATES SHALL DETERMINE WITH FINALITY THE ASSESSABLE BASE
19 ON WHICH THE DISTRICT SPECIAL ASSESSMENT WILL BE LEVIED.

20 (B) *ASSESSMENT; COLLECTION; ENFORCEMENT.*

21 (1) FUNDING FOR ASSOCIATION OPERATIONS SHALL BE PROVIDED BY THE DISTRICT
22 SPECIAL ASSESSMENT LEVIED ON ASSESSED BUSINESSES AS DETERMINED UNDER
23 SUBSECTION (A) OF THIS SECTION.

24 (2) THE DISTRICT SPECIAL ASSESSMENT SHALL BE ASSESSED AND COLLECTED IN
25 CONJUNCTION WITH THE CITY HOTEL TAX ASSESSED AND COLLECTED BY THE CITY,
26 UNLESS OTHERWISE ESTABLISHED BY THE BOARD OF ESTIMATES.

27 (3) EXCEPT AS OTHERWISE PROVIDED IN THIS SUBTITLE:

28 (I) THE DISTRICT SPECIAL ASSESSMENT SHALL BE ENFORCED IN THE SAME WAY AS
29 THE CITY HOTEL TAX IS ENFORCED; AND

30 (II) ALL PROVISIONS THAT APPLY TO ASSESSMENTS, REFUNDS, COLLECTIONS AND
31 ENFORCEMENT OF THE CITY HOTEL TAX SHALL APPLY TO THE DISTRICT SPECIAL
32 ASSESSMENT.

33 (C) *DETERMINATION OF DISTRICT SPECIAL ASSESSMENT.*

34 THE DISTRICT SPECIAL ASSESSMENT SHALL BE DETERMINED AS FOLLOWS:

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1 (1) THE RATE OF ANY DISTRICT SPECIAL ASSESSMENT MUST BE APPROVED BY A TWO-
2 THIRDS VOTE OF THE DISTRICT MANAGEMENT COMMITTEE'S MEMBERS VOTING AT A
3 MEETING AT WHICH A QUORUM IS PRESENT.

4 (2) FOR THE FIRST FULL BUDGET YEAR, THE RATE OF THE DISTRICT SPECIAL ASSESSMENT
5 SHALL BE SET TO RAISE REVENUES ESTIMATED TO EQUAL THE COSTS OF ESTABLISHING
6 THE DISTRICT AND IMPLEMENTING THE INITIAL FINANCIAL PLAN.

7 (3) SUBJECT TO PARAGRAPH (1) OF THIS SUBSECTION, FOR ANY YEAR AFTER THE FIRST
8 FULL BUDGET YEAR, THE RATE OF THE DISTRICT SPECIAL ASSESSMENT MAY BE
9 ADJUSTED TO YIELD REVENUES ESTIMATED TO EQUAL THE COSTS OF ADMINISTERING
10 THE DISTRICT AS SET FORTH IN THE FINANCIAL PLAN.

11 (D) *EXEMPTIONS FROM DISTRICT SPECIAL ASSESSMENT.*

12 (1) ALL EXEMPTIONS THAT EXIST FOR THE CITY HOTEL TAX SHALL APPLY TO THE
13 DISTRICT SPECIAL ASSESSMENT.

14 (2) AT THE REQUEST OF A CUSTOMER AND ON RECEIPT OF SUPPORTING DOCUMENTATION,
15 ASSESSED BUSINESSES MAY GRANT AN EXEMPTION FROM THE DISTRICT SPECIAL
16 ASSESSMENT FOR ROOM NIGHTS BOOKED PURSUANT TO CONTRACTS EXECUTED PRIOR
17 TO THE ESTABLISHMENT DATE OF THE DISTRICT.

18 (E) *ASSESSED BUSINESSES AUTHORIZED TO PASS DISTRICT SPECIAL ASSESSMENT ON TO*
19 *CUSTOMERS.*

20 (1) THE DISTRICT SPECIAL ASSESSMENT IS LEVIED UPON AND IS A DIRECT, SOLE
21 OBLIGATION OF THE ASSESSED BUSINESS.

22 (2) THE ASSESSED BUSINESS MAY, IN ITS DISCRETION, PASS THE DISTRICT SPECIAL
23 ASSESSMENT ON TO ITS CUSTOMERS, PROVIDED THAT:

24 (I) THE AMOUNT OF THE DISTRICT SPECIAL ASSESSMENT IS DISCLOSED IN ADVANCE TO
25 THE CUSTOMER AND SEPARATELY STATED FROM THE AMOUNT OF CONSIDERATION
26 CHARGED AND ANY OTHER APPLICABLE TAXES; AND

27 (II) EACH CUSTOMER RECEIVES A RECEIPT FOR PAYMENT FROM THE ASSESSED
28 BUSINESS DISCLOSING THE DISTRICT SPECIAL ASSESSMENT PAYMENT AS THE
29 "BALTIMORE TOURISM ASSESSMENT."

30 § 20-10. BASELINE CITY FUNDING.

31 ~~(A) AGREEMENT TO MAINTAIN:~~

32 ~~TO THE EXTENT OF ITS AUTHORITY, THE CITY SHALL MAINTAIN THE REQUISITE LEVEL OF~~
33 ~~FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY CHARTER ARTICLE~~
34 ~~II, § 40(E) AND CITY CODE ARTICLE 28, § 21-2.~~

35 ~~(B) DISTRICT FUNDING AND SERVICES:~~

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1 ~~(1) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF~~
2 ~~BALTIMORE MAY NOT PERMIT A REDUCTION IN THE EXISTING FUNDING PROVIDED BY~~
3 ~~THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE~~
4 ~~DESIGNATION OF THE ASSOCIATION.~~

5 ~~(2) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF~~
6 ~~BALTIMORE MAY NOT PERMIT A REDUCTION IN THE SERVICES PROVIDED BY THE CITY~~
7 ~~IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE DESIGNATION~~
8 ~~OF THE ASSOCIATION.~~

9 ~~(C) GOVERNING PRINCIPLES.~~

10 THE MAINTENANCE OF EXISTING FUNDING SHALL BE GOVERNED BY 2 PRINCIPLES:

11 ~~(1) BASELINE FUNDING MAY NOT BE DECREASED EXCEPT:~~

12 ~~(I) AS PART OF AN OVERALL DECREASE IN FUNDING NECESSITATED BY DECREASES~~
13 ~~OF CITY HOTEL TAX REVENUE AND COLLECTIONS; AND~~

14 ~~(II) ONLY IN PROPORTION TO THE DECREASES OF THE CITY HOTEL TAX REVENUE~~
15 ~~AND COLLECTIONS.~~

16 ~~(2) ANY INCREASE IN THE CITY HOTEL TAX REVENUE AND COLLECTIONS SHALL BE~~
17 ~~MATCHED WITH INCREASES IN FUNDING TO THE ASSOCIATION, IN PROPORTION TO~~
18 ~~THE INCREASES OF THE CITY HOTEL TAX REVENUE AND COLLECTIONS.~~

19 TO THE EXTENT OF ITS AUTHORITY, THE MAYOR AND CITY COUNCIL SHALL MAINTAIN THE
20 REQUISITE LEVEL OF FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY
21 CHARTER ARTICLE II, § 40(E) AND MAY NOT REDUCE THE EXISTING FUNDING PROVIDED BY
22 THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE
23 DESIGNATION OF THE ASSOCIATION.

24 § 20-11. PARTNERSHIPS.

25 (A) ASSOCIATION ENCOURAGED TO CREATE.

26 THE ASSOCIATION IS AUTHORIZED AND ENCOURAGED TO ENTER INTO PARTNERSHIPS WITH
27 BOTH NON-ASSESSED BUSINESSES AND WITH LODGING AND OTHER BUSINESSES IN
28 ADJOINING AREAS OUTSIDE OF THE CORPORATE BOUNDARIES OF THE CITY OF BALTIMORE
29 ("EXEMPT PARTNERS") FOR THE PURPOSE OF FURTHERING THE BROAD OBJECTIVES OF
30 INCREASING TOURISM IN THE DISTRICT AND ADJOINING AREAS.

31 (B) SPECIFIC POWERS.

32 IN FURTHERANCE OF THAT OBJECTIVE, THE ASSOCIATION MAY:

33 (1) CONTRACT TO PROVIDE VARYING LEVELS OF SERVICES TO NON-ASSESSED
34 BUSINESSES IN AREAS ADJOINING THE DISTRICT;

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1 (2) AGREE TO ACCEPT DONATIONS, CONTRIBUTIONS, AND OTHER VOLUNTARY
2 PAYMENTS OF ANY KIND FROM EXEMPT PARTNERS (COLLECTIVELY, "VOLUNTARY
3 PAYMENTS"), WITH OR WITHOUT AGREEMENTS REGARDING SPECIFIC SERVICES AND
4 FUNCTIONS;

5 (3) ENTER INTO AGREEMENTS WITH EXEMPT PARTNERS TO INCLUDE NON-ASSESSED
6 BUSINESSES OWNED BY THOSE EXEMPT PARTNERS WITHIN OR ADJOINING TO THE
7 DISTRICT IN RETURN FOR VOLUNTARY PAYMENTS OR COMMITMENTS REGARDING
8 THE PROVISION OF SIMILAR SERVICES AND FUNCTIONS FOR THE BENEFIT OF NON-
9 ASSESSED BUSINESSES OWNED BY EXEMPT PARTNERS; AND

10 (4) ESTABLISH RATES AND CHARGES FOR THE PROVISION OF SERVICES TO EXEMPT
11 PARTNERS.

12 (C) *DISTRICT MANAGEMENT COMMITTEE APPROVAL.*

13 THE ASSOCIATION MAY NOT ENTER INTO ANY PARTNERSHIPS OR AGREEMENTS PURSUANT
14 TO THIS SECTION THAT REQUIRE THE EXPENDITURE OF DISTRICT FUNDS WITHOUT THE
15 PRIOR APPROVAL OF THE DISTRICT MANAGEMENT COMMITTEE.

16 § 20-12. COLLECTION AND DISBURSEMENT.

17 (A) *IN GENERAL.*

18 THE ASSOCIATION SHALL ESTABLISH WITH THE APPROPRIATE CITY AGENCIES THE
19 METHODS BY WHICH THE DISTRICT SPECIAL ASSESSMENT IS TO BE PUBLISHED,
20 COLLECTED, AND DISBURSED TO THE ASSOCIATION.

21 (B) *FUNDS NOT PART OF CITY REVENUE.*

22 EXCEPT AS PROVIDED IN SUBSECTION (C) OF THIS SECTION, AMOUNTS COLLECTED BY THE
23 CITY ON BEHALF OF THE ASSOCIATION:

24 (1) MAY NOT BE INCLUDED IN THE REVENUES OF THE CITY;

25 (2) ARE NOT AND MAY NOT BE DEEMED TO BE SUBJECT TO THE BUDGETARY AND
26 APPROPRIATION PROCESS; AND

27 (3) SHALL BE DISBURSED PROMPTLY ON COLLECTION.

28 (C) *CITY'S COST OF COLLECTING THE DISTRICT SPECIAL ASSESSMENT.*

29 THE CITY MAY RETAIN 1.5% OF THE AMOUNT OF DISTRICT SPECIAL ASSESSMENT
30 COLLECTED TO COVER ITS COSTS RELATED TO COLLECTION, ASSESSMENT, DISBURSEMENT,
31 RECORD-KEEPING, AND ENFORCEMENT OF THE DISTRICT SPECIAL ASSESSMENT.

32 (D) *DEPARTMENT OF FINANCE AUTHORIZED TO COLLECT.*

33 (1) THE DEPARTMENT OF FINANCE MAY COLLECT THE DISTRICT SPECIAL ASSESSMENT.

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1 (2) THE ASSESSMENT FOR THE DISTRICT SPECIAL ASSESSMENT MAY BE INCLUDED AS A
2 SEPARATE LINE ITEM ON THE CITY HOTEL TAX COLLECTION FORM.

3 (3) THE DEPARTMENT OF FINANCE SHALL MAKE REGULAR REMITTANCES OF THE AMOUNT
4 COLLECTED TO THE ASSOCIATION WITHIN 60 DAYS OF RECEIPT. A RECORD OF ALL
5 REMITTANCES PROVIDED TO THE ASSOCIATION SHALL BE PROVIDED TO THE DISTRICT
6 MANAGEMENT COMMITTEE.

7 (E) *PENALTIES AND INTEREST.*

8 THE PENALTIES AND INTEREST APPLICABLE TO DELINQUENT CITY HOTEL TAXES SHALL BE
9 APPLIED TO DELINQUENCIES IN PAYMENT OF THE DISTRICT SPECIAL ASSESSMENT.

10 **§ 20-13. ADMINISTRATION OF THE DISTRICT.**

11 (A) *IN GENERAL.*

12 THE PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE ASSOCIATION IS RESPONSIBLE FOR
13 THE DAY-TO-DAY OPERATIONS OF THE ASSOCIATION AND ITS EMPLOYEES AND
14 CONTRACTORS.

15 (B) *POWERS.*

16 THE PRESIDENT AND CHIEF EXECUTIVE OFFICER MAY:

17 (1) PREPARE THE FINANCIAL PLAN FOR REVIEW AND APPROVAL BY THE DISTRICT
18 MANAGEMENT COMMITTEE;

19 (2) IMPLEMENT THE APPROVED FINANCIAL PLAN AND ARRANGE FOR THE COLLECTION
20 AND DISBURSEMENT OF THE DISTRICT SPECIAL ASSESSMENT AND ALL REVENUES
21 OF THE ASSOCIATION;

22 (3) ESTABLISH PROCEDURES AND PROCESSES NECESSARY TO PERFORM THE FUNCTIONS
23 CALLED FOR UNDER THE FINANCIAL PLAN AND THE BUDGET;

24 (4) HIRE AND RETAIN EMPLOYEES, AGENTS, AND CONTRACTORS AS NEEDED TO
25 PERFORM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER'S FUNCTIONS FOR THE
26 ASSOCIATION;

27 (5) EXERCISE THE POWERS GRANTED TO THE ASSOCIATION BY THIS SUBTITLE, EXCEPT
28 THAT THE DISTRICT MANAGEMENT COMMITTEE RETAINS FINAL DISCRETION AND
29 POWER WITH REGARD TO ALL SUBSTANTIVE AGREEMENTS, CONTRACTS, AND
30 OTHER ARRANGEMENTS BINDING ON THE ASSOCIATION RELATED TO DISTRICT
31 FUNDS; AND

32 (6) EXERCISE THE ADDITIONAL RIGHTS, POWERS, AND AUTHORITY DELEGATED TO THE
33 PRESIDENT AND CHIEF EXECUTIVE OFFICER BY THE DISTRICT MANAGEMENT
34 COMMITTEE.

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1 **§ 20-14. OVERSIGHT BY BOARD OF ESTIMATES.**

2 (A) *IN GENERAL.*

3 THE BOARD OF ESTIMATES HAS THE FOLLOWING POWERS WITH REGARD TO THE DISTRICT
4 AND THE ASSOCIATION.

5 (B) *FINANCIAL PLAN; DISTRICT SPECIAL ASSESSMENT RATES.*

6 (1) THE FINANCIAL PLAN AND THE DISTRICT SPECIAL ASSESSMENT RATE ARE SUBJECT TO
7 THE APPROVAL BY THE BOARD OF ESTIMATES.

8 (2) THE DISTRICT MANAGEMENT COMMITTEE SHALL SUBMIT ALL MATERIALS AT LEAST 2
9 MONTHS BEFORE THE PROPOSED EFFECTIVE DATE OF A BUDGET OR DISTRICT SPECIAL
10 ASSESSMENT.

11 (3) IN CONSIDERING A PROPOSED BUDGET AND DISTRICT SPECIAL ASSESSMENT RATE, THE
12 BOARD OF ESTIMATES MAY NOT EXCEED OR INCREASE EITHER THE BUDGET OR THE
13 DISTRICT SPECIAL ASSESSMENT RATE BEYOND THOSE PROPOSED BY THE DISTRICT
14 MANAGEMENT COMMITTEE.

15 (C) *BYLAWS.*

16 TO THE EXTENT REQUIRED BY THE ENABLING LEGISLATION, THE BOARD OF ESTIMATES
17 SHALL APPROVE THE BYLAWS AND ANY PROPOSED AMENDMENTS OF THE DISTRICT
18 MANAGEMENT COMMITTEE.

19 (D) *APPROVAL AND RENEWAL PROCESS.*

20 THE BOARD OF ESTIMATES IS THE FINAL ARBITER AND DECISION MAKER REGARDING THE
21 APPROVAL AND RENEWAL PROCESS FOR THE DISTRICT.

22 **§ 20-15. PETITION PROCESS.**

23 (A) *PETITION.*

24 (1) THE DISTRICT SHALL BE APPROVED AND ESTABLISHED FOLLOWING A PETITION
25 PROCESS, AS SET FORTH IN THIS SECTION.

26 (2) EACH PETITION SHALL INCLUDE:

27 (I) A SIGNATURE PAGE FOR ASSESSED BUSINESS OWNERS OR DULY AUTHORIZED
28 REPRESENTATIVES TO SUBMIT THEIR WRITTEN APPROVAL FOR THE FORMATION OF
29 THE DISTRICT;

30 (II) A MAP SHOWING THE BOUNDARIES OF THE DISTRICT; AND

31 (III) A BRIEF SUMMARY OF THE DETAILS OF THE PROPOSED DISTRICT.

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1 (B) *APPROVAL.*

2 (1) PETITIONS, WITH A SIGNATURE OF ASSESSED BUSINESS OWNERS OR THEIR DULY
3 AUTHORIZED REPRESENTATIVES, SHALL BE RETURNED TO THE BOARD OF ESTIMATES.

4 (2) THE BOARD OF ESTIMATES SHALL CERTIFY THAT THE DISTRICT IS APPROVED FOR
5 FORMATION AND THE ASSOCIATION IS APPROVED AS THE DISTRICT'S ASSOCIATION, IF
6 IT DETERMINES THAT:

7 (i) ~~50%~~ 54% OF ALL ASSESSED BUSINESSES HAVE SUBMITTED PETITIONS IN FAVOR
8 OF THE FORMATION OF THE DISTRICT; AND

9 (ii) ~~50%~~ 54% OF THE TOTAL ROOM COUNT OF ALL ASSESSED BUSINESSES WITHIN
10 THE DISTRICT HAVE SUBMITTED PETITIONS IN FAVOR OF THE FORMATION OF
11 THE DISTRICT.

12 § 20-16. RENEWAL.

13 (A) *GENERALLY.*

14 NO LATER THAN 10 YEARS AFTER THE ESTABLISHMENT OF THE DISTRICT, AND EVERY 10
15 YEARS FOLLOWING, THE DISTRICT SHALL BE RENEWED.

16 (B) *RENEWAL PROCESS*

17 THE RENEWAL PROCESS SHALL FOLLOW THE PETITION PROCESS SET FORTH IN § 20-15 OF
18 THIS SUBTITLE.

19 § 20-17. DISSOLUTION OF DISTRICT.

20 (A) *IN GENERAL.*

21 IF THE DISTRICT IS NOT APPROVED AS PROVIDED IN § 20-15 OF THIS SUBTITLE, OR IS NOT
22 RENEWED AS PROVIDED IN § 20-16 OF THIS SUBTITLE, THE ASSOCIATION SHALL CEASE ITS
23 OPERATIONS RELATED TO THE DISTRICT, AND THE DISTRICT SHALL CEASE TO EXIST, AT
24 THE END OF THE CITY'S FISCAL YEAR IN WHICH THE TERMINATING EVENT OCCURS.

25 (B) *DISSOLUTION BY PETITION.*

26 (1) DURING THE OPERATION OF THE DISTRICT, THERE SHALL BE A 30-DAY PERIOD EACH
27 YEAR IN WHICH ASSESSED BUSINESS OWNERS MAY PETITION TO DISSOLVE THE
28 DISTRICT.

29 (2) THE FIRST SUCH 30-DAY REQUEST PERIOD SHALL BEGIN ON THE SECOND ANNIVERSARY
30 OF THE DATE OF ESTABLISHMENT OF THE DISTRICT. EACH SUCCESSIVE ANNIVERSARY
31 OF SUCH DATE SHALL START THE SAME 30-DAY PERIOD IN WHICH DISSOLUTION MAY
32 OCCUR.

33 (3) IN ORDER TO DISSOLVE THE DISTRICT, THE ASSESSED BUSINESS OWNERS SHALL
34 FOLLOW A PETITION PROCESS MATCHING THE REQUIREMENTS SET FORTH IN § 20-

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1 15(A)(2) OF THIS SUBTITLE. PETITIONS, WITH SIGNATURES OF ASSESSED BUSINESS
2 OWNERS OR THEIR DULY AUTHORIZED REPRESENTATIVES, SHALL BE RETURNED TO THE
3 BOARD OF ESTIMATES.

4 (4) THE BOARD OF ESTIMATES SHALL CERTIFY THAT THE DISTRICT IS APPROVED FOR
5 DISSOLUTION, IF THE BOARD OF ESTIMATES DETERMINES THAT AT LEAST:

6 (I) 66% OF ALL ASSESSED BUSINESSES WITHIN THE DISTRICT HAVE SUBMITTED
7 PETITIONS IN FAVOR OF THE DISSOLUTION OF THE DISTRICT; AND

8 (II) ~~TWO-THIRDS~~ 66% OF THE TOTAL ROOM COUNT OF ALL ASSESSED BUSINESS
9 WITHIN THE DISTRICT HAVE SUBMITTED PETITIONS IN FAVOR OF THE
10 DISSOLUTION OF THE DISTRICT.

11 (5) UPON CERTIFICATION THAT THE DISTRICT IS APPROVED FOR DISSOLUTION, THE
12 ASSOCIATION SHALL CEASE ITS OPERATIONS RELATED TO THE DISTRICT, AND THE
13 DISTRICT SHALL CEASE TO EXIST, AT THE END OF THE CITY'S FISCAL YEAR IN WHICH
14 THE CERTIFICATION OCCURS.

15 (C) *CONSIDERATION OF DISSOLUTION BY THE CITY COUNCIL.*

16 (1) IF THE CITY COUNCIL FINDS THAT THERE HAS BEEN A MISAPPROPRIATION OF FUNDS,
17 MALFEASANCE, OR VIOLATION OF LAW IN CONNECTION WITH THE MANAGEMENT OF
18 THE DISTRICT, THE CITY COUNCIL SHALL HOLD ONE OR MORE PUBLIC HEARINGS TO
19 CONSIDER THE DISSOLUTION OF THE DISTRICT.

20 (2) AT THE CONCLUSION OF THE PUBLIC HEARINGS, THE CITY COUNCIL MAY DETERMINE
21 WHETHER LEGISLATIVE ACTION IS NECESSARY TO DISSOLVE THE DISTRICT.

22 (D) *LIMITED CONTINUATION.*

23 IN THE EVENT OF DISTRICT DISSOLUTION DESCRIBED IN PARAGRAPHS (A) OR (B) OF THIS
24 SECTION, THE DISTRICT MANAGEMENT COMMITTEE SHALL CONTINUE ITS EXISTENCE
25 ONLY AS LONG AS NECESSARY TO:

26 (1) TERMINATE OPERATIONS RELATED TO THE DISTRICT IN A REASONABLE FASHION;
27 AND

28 (2) ARRANGE FOR THE REFUNDING OF ALL FUNDS NOT NEEDED TO SATISFY
29 OUTSTANDING OBLIGATIONS AND RESERVES FOR UNCERTAIN OBLIGATIONS AND
30 LIABILITIES.

31 (E) *UNSPENT FUNDS.*

32 ANY UNSPENT FUNDS SHALL BE REFUNDED TO THE ~~ASSESSED BUSINESS OWNERS BY~~
33 ~~APPLYING THE SAME METHOD AND BASIS THAT WAS USED TO CALCULATE THE DISTRICT~~
34 ~~SPECIAL ASSESSMENTS THAT WERE LEVIED~~ CITY'S GENERAL FUND.

35 SECTION 2. AND BE IT FURTHER ORDAINED, That all provisions of this Ordinance are
36 severable. If a court determines that a word, phrase, clause, sentence, paragraph, subsection,

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1 section, or other provision is invalid or that the application of any part of the provision of any
2 person or circumstance is invalid, the remaining provisions and the application of those
3 provisions to other persons or circumstances are not affected by that decision.

4 SECTION 3. AND BE IT FURTHER ORDAINED, That the catch lines contained in this Ordinance
5 are not law and may not be considered to have been enacted as a part of this or any prior
6 Ordinance.

7 SECTION 4. AND BE IT FURTHER ORDAINED, That this Ordinance takes effect on the date it is
8 enacted.

Certified as duly passed this _____ day of DEC 03 2018, 20__

President, Baltimore City Council

Certified as duly delivered to Her Honor, the Mayor,

this _____ day of DEC 03 2018, 20__

Chief Clerk

Approved this _____ day of _____, 20__

Mayor, Baltimore City

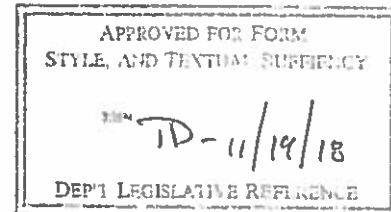


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AMENDMENTS TO COUNCIL BILL 18-0293
(1st Reader Copy)

By: Councilmember Middleton
{To be offered on the Council Floor}



Amendment No. 1

On page 10, at the beginning of line 12, insert the paragraph designator “(1)”; and, on that same page, after line 13, insert:

“(2) AT THE REQUEST OF A CUSTOMER AND ON RECEIPT OF SUPPORTING DOCUMENTATION, ASSESSED BUSINESSES MAY GRANT AN EXEMPTION FROM THE DISTRICT SPECIAL ASSESSMENT FOR ROOM NIGHTS BOOKED PURSUANT TO CONTRACTS EXECUTED PRIOR TO THE ESTABLISHMENT DATE OF THE DISTRICT.”.

ADOPTED

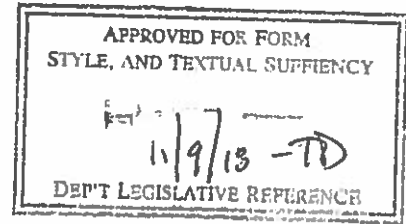
Amendment No. 2

On page 15, in lines 1 and 3, in each instance, strike “50%” and substitute “54%”; and, on that same page, in line 34, and, on page 16, line 1, in each instance, strike “TWO-THIRDS” and substitute “66%”.

Amendment No. 3

On page 16, beginning in line 25, strike “ASSESSED” down through and including “LEVIED” in line 27, and substitute “CITY’S GENERAL FUND”.

AMENDMENTS TO COUNCIL BILL 18-0293
(1st Reader Copy)



By: Taxation, Finance, and Economic Development Committee

Amendment No. 1

On page 10, strike lines 27 through 35 in their entireties; and, on page 11, strike lines 1 through 14 in their entireties and substitute:

“TO THE EXTENT OF ITS AUTHORITY, THE MAYOR AND CITY COUNCIL SHALL MAINTAIN THE REQUISITE LEVEL OF FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY CHARTER ARTICLE II, § 40(E) AND MAY NOT REDUCE THE EXISTING FUNDING PROVIDED BY THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE DESIGNATION OF THE ASSOCIATION.”

ADOPTED

BALTIMORE CITY COUNCIL TAXATION, FINANCE AND ECONOMIC DEVELOPMENT VOTING RECORD

DATE: March 28, 2019

BILL#: 18-0293

BILL TITLE: Baltimore Tourism Improvement District - Establishment

MOTION BY: *Costello* SECONDED BY: *Stokes*

- FAVORABLE FAVORABLE WITH AMENDMENTS
 UNFAVORABLE WITHOUT RECOMMENDATION

NAME	YEAS	NAYS	ABSENT	ABSTAIN
Middleton, Sharon, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinkett, Leon, Vice Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costello, Eric	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reisinger, Edward	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stokes, Robert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTALS				

CHAIRPERSON: *Sharon M*

COMMITTEE STAFF: Samuel Johnson, Initials: *AS*

BALTIMORE CITY COUNCIL TAXATION, FINANCE AND ECONOMIC DEVELOPMENT VOTING RECORD

DATE: November 8, 2018

BILL#: 18-0293

BILL TITLE: Baltimore Tourism Improvement District 0 Establishment

MOTION BY: Costello SECONDED BY: Reisinger

FAVORABLE

FAVORABLE WITH AMENDMENTS

UNFAVORABLE

WITHOUT RECOMMENDATION

NAME	YEAS	NAYS	ABSENT	ABSTAIN
Middleton, Sharon, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinkett, Leon, Vice Chair	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Costello, Eric	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reisinger, Edward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stokes, Robert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTALS	4	0		

CHAIRPERSON: Sharon Middleton

COMMITTEE STAFF: Samuel Johnson, Initials: SL

CITY OF BALTIMORE

CATHERINE E. PUGH, Mayor



DEPARTMENT OF LAW

ANDRE M. DAVIS, CITY SOLICITOR
100 N. Holliday Street
Suite 101, City Hall
Baltimore, Maryland 21202

November 7, 2018

The Honorable President and Members
of the Baltimore City Council
Attn: Executive Secretary
Room 409, City Hall
100 N. Holliday Street
Baltimore, Maryland 21202

Re: City Council Bill 18-0293 - Baltimore Tourism Improvement District - Establishment

Dear President and City Council Members:

The Law Department has been asked to review City Council Bill 18-0293 for form and legal sufficiency. The bill authorizes the establishment of the Baltimore Tourism Improvement District and specifies the boundaries of the District. The bill provides for the designation of an Association to oversee the District and authorizes the creation of a District Management Committee to operate the district. The bill provides for the assessment, collection and enforcement of a supplemental assessment to be collected by the City for the Association. The bill provides the Board of Estimates to review and approve certain aspects of the District and for the renewal, expiration termination and approval of the District.

The Mayor and City Council is authorized by Art. II, Sec. 70 of the Baltimore City Charter by ordinance create a tourism improvement district. This authorizing legislation provides for the framework for the bill that creates the District. City Council Bill 18-0293 is basically consistent with Sec. 70.

The Law Department, however, is concerned about Sec. 20-10. The section is confusing and redundant. The Law Department therefore proposes that Sec. 20-10 (A) and (B)(1) be consolidated and that (B)(2) and (C) be removed from the bill. The proposed changes are set forth on the attached amendment.

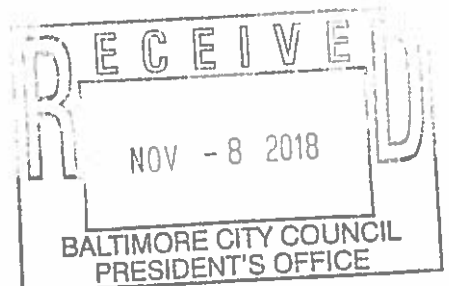
Provided the bill is amended as recommended, the Law Department can approve the bill for form and legal sufficiency.

Sincerely yours,

Elena R. DiPietro

Elena R. DiPietro
Chief Solicitor

Fav w/Amend



**cc: Andre M. Davis, City Solicitor
Karen Stokes, Director, Office of Government Relations
Kyron Banks, Mayor's Legislative Liaison
Hilary Ruley, Chief Solicitor
Victor Tervalo, Chief Solicitor
Ashlea Brown, Assistant Solicitor
Avery Aisenstark, DLR
Allison Burr-Livingstone, Visit Baltimore**

§ 20-10. BASELINE CITY FUNDING.

27 (A) AGREEMENT TO MAINTAIN.

28 TO THE EXTENT OF ITS AUTHORITY, THE CITY MAYOR AND CITY COUNCIL SHALL MAINTAIN THE REQUISITE LEVEL OF

29 FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY CHARTER ARTICLE 30 II, § 40(E) AND CITY CODE ARTICLE 28, § 21-2 AND MAY NOT REDUCE THE EXISTING FUNDING PROVIDED BY 34 THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE 35 DESIGNATION OF THE ASSOCIATION

~~34 (B) DISTRICT FUNDING AND SERVICES.~~

~~32 (1) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF 33 BALTIMORE MAY NOT PERMIT A REDUCTION IN THE EXISTING FUNDING PROVIDED BY 34 THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE 35 DESIGNATION OF THE ASSOCIATION.~~

~~dlr18-0697(6) 1st 11 Oct 18~~

~~Art 14-cb18-0293-1st VB:nbr-10-~~

Council Bill 18-0293

~~1 (2) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF 2 BALTIMORE MAY NOT PERMIT A REDUCTION IN THE SERVICES PROVIDED BY THE CITY 3 IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE DESIGNATION 4 OF THE ASSOCIATION.~~

~~5 (C) GOVERNING PRINCIPLES.~~


~~6 THE MAINTENANCE OF EXISTING FUNDING SHALL BE GOVERNED BY 2 PRINCIPLES:~~

~~7 (1) BASELINE FUNDING MAY NOT BE DECREASED EXCEPT:~~

~~8 (I) AS PART OF AN OVERALL DECREASE IN FUNDING NECESSITATED BY DECREASES 9 OF CITY HOTEL TAX REVENUE AND COLLECTIONS; AND~~

~~10 (II) ONLY IN PROPORTION TO THE DECREASES OF THE CITY HOTEL TAX REVENUE 11 AND COLLECTIONS.~~

~~12 (2) ANY INCREASE IN THE CITY HOTEL TAX REVENUE AND COLLECTIONS SHALL BE 13 MATCHED WITH INCREASES IN FUNDING TO THE ASSOCIATION IN PROPORTION TO 14 THE INCREASES OF THE CITY HOTEL TAX REVENUE AND COLLECTIONS.~~

FROM	NAME & TITLE	Henry Raymond, Director of Finance <i>HRK</i>	CITY OF BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	Department of Finance Room 469, City Hall (410) 396-4940		
	SUBJECT	CCB 18-0293 - Baltimore Tourism Improvement District - Establishment		

DATE:

TO

The Honorable President and
Members of the City Council
Room 400, City Hall

November 8, 2018

Attention: Ms. Natawna Austin

We are herein reporting on City Council Bill 18-0293, which calls for the establishment of the Baltimore Tourism Improvement District (BTID). In general, the bill defines its boundaries, management, duties, requirements for its establishment and dissolution, as well as the implementation and enforcement of the assessment supplemental surcharge, which represents the funding source for the additional marketing efforts promoting the City's tourism industry.

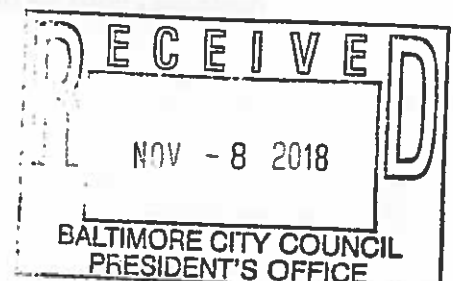
Background

Tourism improvement districts started in late 1980's and became popular in many cities on the West coast, especially in California. Reports provided by Visit Baltimore suggest that the establishment of such districts in other areas of the country have improved booking activity and revenues. There are currently more than 150 active tourism improvement districts and the reports suggested that material increase in lodging revenues has been realized in these areas after the establishment of these districts. However, the results are not conclusive in attributing the full success to these districts in areas with existing budget for the promotion of this market.

Tourism improvement districts are regular business improvement districts, but they are specifically focused on the promotion of hospitality market in their locations. The City currently has four special benefits or business districts: Downtown Management District, Midtown Community Benefit District, Waterfront Management District and Charles Village Community Benefit District. In general, these districts were created to promote markets within the districts and to provide supplemental security, maintenance services, amenities in public areas, provide park and recreational programs and functions to the business and resident interests within these key areas in the City.

Each of these districts are primarily funded by a supplemental surcharge imposed to residents and businesses within them, which are annually authorized by the City's Board of Estimates. The following table summarizes some of the legal and financial details for the existing benefit districts in comparison with the proposed BTID:

Not off. rec'd



Baltimore City Business Districts - Comparison						
	Downtown Management District	Midtown Community Benefit District	Waterfront Management District	Charles Village Community Benefit District	Baltimore Tourism Improvement District	
Formation Requirement	58.0%	58.0%	58.0%	58.0%	50.0%	50.0%
Termination Requirement (Within Protest Period)	Election - 40% Participation	Election - with 58% of votes	Election - with 58% of votes	Election - with 56% of votes	Election - with 75% of votes	
Renewal Cycle	No sooner than 4 no later than 5 years	4 Years	4 Years	4 Years	10 Year	
Protest Period	4 Years	4 Years	4 Years	4 Years	Annual	
Surcharge Rate	0.2239%	0.1320%	0.1700%	0.1250%	2.0%	
Est'd Revenue (FY 2018)	\$6,481,000	\$1,484,000	\$2,433,000	\$850,000	\$6,945,000	
Renewal Date	6/30/2022	6/30/2020	4/23/2019	6/30/2022	TBD	

The above table details certain structural differences between the existing benefit districts and the proposed BTID. The information suggests that the proposed BTID requires less participation for its formation and more requirements for its termination. Additionally, the regional boundaries of the proposed BTID would encompass all hotels within the City while the other four districts are limited to residents and businesses within specific areas. This represents a concern in terms of uneven marketing efforts for hotels not in proximity to the downtown area, where most of the hospitality activity occurs.

Fiscal Analysis

The City has historically allocated resources for the development and sustainability of its hospitality and tourism industry. Recently, the Department of Finance presented a report responding to the City Council Taxation, Finance and Economic Development Committee's resolution 18-0104R, which included details of City subsidies to its tourism and hospitality industry. The report showed that the City has not only provided direct subsidies to this industry by the allocation and designation of its Hotel tax revenues, but has also indirectly supported the industry by the partial absorption of the Convention Center's operational deficit, the creation of Tax Increment Financing (TIF) districts including hotels, and the development of hospitality projects through PILOT agreements.

Pursuant to Article II, section 40(e) of the Baltimore City Charter, the City is required to budget an amount equal to at least 40% of the revenue derived from the Hotel Tax to Visit Baltimore, whose primary responsibility is to promote tourism in the City. General Fund appropriations for Visit Baltimore began in Fiscal 1997.

The following table shows that the City has subsidized Visit Baltimore by \$199.1 million between Fiscal 1997 and Fiscal 2018, and has appropriated \$13.9 million for Fiscal 2019 Budget:

Visit Baltimore	
Fiscal Year	Operating Deficit
1997-2018*	\$199,141,093
2019 Budget	\$13,970,440
Total	\$213,111,533

*Preliminary unaudited totals

This legislation proposes the implementation of a special assessment charge to fund the additional marketing efforts for the BTID, which needs to be approved by 2/3 of its voting committee.

The following table summarizes the potential revenues to be generated by the proposed special assessment charge at various rate levels for the next four years as well as the estimated baseline support to be provided to Visit Baltimore from Hotel tax:

Estimated Revenues Supporting Tourism - Scenario Analysis				
Alternative Surcharges	Fiscal 2020 Estimate	Fiscal 2021 Estimate	Fiscal 2022 Estimate	Fiscal 2023 Estimate
0.50%	\$1,769,000	\$1,805,000	\$1,842,000	\$1,880,000
1.00%	\$3,537,000	\$3,610,000	\$3,684,000	\$3,759,000
1.50%	\$5,306,000	\$5,414,000	\$5,525,000	\$5,638,000
2.00%	\$7,074,000	\$7,219,000	\$7,367,000	\$7,517,000
Est'd Baseline Funding to Visit Baltimore	\$13,440,000	\$13,715,000	\$13,996,000	\$14,283,000

Other Considerations:

Assessment Charge-Tax Increase

The proposed special assessment charge is considered an indirect increase in the City's hotel tax rate. To that effect, BBMR has investigated what the impact on hotel stays if an additional tax were added to the existing 9.5% rate. It has been difficult to find much evidence regarding this effect. One study from 1988 stated that advocates usually say that a small tax is fully passed along to customers (who are usually from out of town) and that this increase does not reduce hotel stays; however, this study found that typically these increases are not small and they do have a negative impact on demand. Contrary to this statement, another study from 1991 suggested that hotel demand appears to be almost perfectly inelastic, and that the imposition of an additional tax does not reduce demand for hotel rooms. Overall the small amount of evidence BBMR has been able to locate provides mixed evidence regarding the effects of this tax increase, although the evidence leans toward there being no or minimal impact in demand.

Tax Competitiveness

The burden placed on residents and businesses in the City is significant in comparison to both other local jurisdictions and major cities nationwide. Even though City residents would not represent the majority of the individuals subject to the proposed supplemental assessment charge, the combined burden of state and local taxes may have a potential negative impact in accomplishing the ultimate goal of increasing booking sales. The following table compares the combined sale and lodging taxes among competitive cities in the region:

Neighbor Cities - Tax on Tourism Activity Comparative Table			
Location	Sales Tax	Lodging Tax	Combined
Washington, DC	6.00%	14.95%	20.95%
Philadelphia, PA	8.00%	8.50%	16.50%
Baltimore City*	6.00%	9.50%	15.50%
Pittsburgh, PA	7.00%	7.00%	14.00%
Richmond, VA	5.30%	8.00%	13.30%
Raleigh, NC	7.25%	6.00%	13.25%

* A 2% assessment charge would place the Baltimore City at 18.5% tax on lodging activity.

The City currently charges the highest property, transfer, and recordation tax rates among the seven largest Maryland counties, and imposes the maximum possible local income tax rate under State law.

Budget Flexibility

The proposed supplemental assessment charge represents an indirect tax, which will limit the City's options and flexibility to increase the City's hotel tax in the event of a future economic downturn.

In recent years, significant tax increases have only been used selectively in response to clear financial crises. For example, in Fiscal 2011, at the peak of the recession, the City increased rates for energy, income, hotel, and parking taxes. These tax increases, combined with significant expenditure reforms on civilian pension and health benefits among others, allowed the City to survive the economic downturn with only modest service impacts to City residents.

The City's revenues historically track closely with the health of the national economy. The United States has now entered its tenth consecutive year of expansion, the second longest since World War II, which increases the chances of a recession in the short to mid-term. In a future economic downturn, the City will have limited revenue options to choose from.

Conclusion


The Finance Department considers the promotion of the tourism industry a key initiative for the improvement and development of overall business activity in the City, specially in the downtown area; however, the establishment of a Tourism Improvement District may not necessarily be the only option the City has to accomplish this goal, especially when significant resources are allocated to this on an annual basis.

The City's average occupancy rate averaged 64% in Fiscal 2018. It is unclear how this effort may increase demand in City rooms without reductions to average daily rate per rooms, which at the end may be a neutral impact on taxable revenues.

It is unclear how the additional funding from this surcharge would be utilized to materially increase marketability of the City and why the creation of the BTID represents the only option the City has to make its visitation and tourism industry more competitive.

The Finance Department does not oppose to this legislation.

cc: Henry Raymond
Kyrion Banks

FROM	NAME & TITLE	Laurie Feinberg, Acting Director <i>LF</i>	CITY of BALTIMORE MEMO	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 8 TH FLOOR, 417 EAST FAYETTE STREET		
	SUBJECT	CITY COUNCIL BILL #18-0293/ BALTIMORE TOURISM IMPROVEMENT DISTRICT - ESTABLISHMENT		

TO The Honorable President and
Members of the City Council
City Hall, Room 400
100 North Holliday Street

DATE: October 23, 2018

The Department of Planning is in receipt of City Council Bill #18-0293, which is for the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore tourism Improvement District.

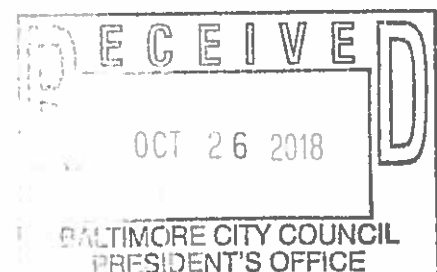
The Department of Planning has no objection to City Council Bill #18-0293, and defers to Visit Baltimore and the Baltimore Development Corporation as the more directly impacted agencies.

If you have any questions, please contact Mr. Eric Tiso, Division Chief, Land Use and Urban Design Division at 410-396-8358.

LF/ewt

- cc: Mr. Pete Hammen, Chief Operating Officer
 Mr. Jim Smith, Chief of Strategic Alliances
 Ms. Karen Stokes, Mayor's Office
 Mr. Colin Tarbert, Mayor's Office
 Mr. Kyron Banks, Mayor's Office
 The Honorable Edward Reisinger, Council Rep. to Planning Commission
 Mr. William H. Cole IV, BDC
 Mr. Derek Baumgardner, BMZA
 Mr. Geoffrey Veale, Zoning Administration
 Ms. Sharon Daboin, DHCD
 Ms. Elena DiPietro, Law Dept.
 Mr. Francis Burnszynski, PABC
 Mr. Josh Taylor, DOT
 Ms. Natawna Austin, Council Services
 Mr. Ervin Bishop, Council Services

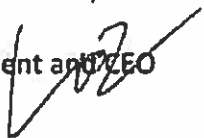
*no objection
 defers to visit Balt.
 ? BDC*





MEMORANDUM

TO: Honorable President and Members of the City Council
Attention: Natawna B. Austin, Executive Secretary

FROM: William H. Cole, President and CEO 

DATE: October 22, 2018

SUBJECT: City Council Bill No. 18-0293
Baltimore Tourism Improvement District - Establishment

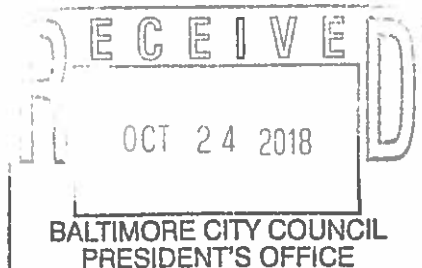
The Baltimore Development Corporation (BDC) has been asked to comment on City Council Bill No. 18-0293, an ordinance to establish the Baltimore Tourism Improvement District within Baltimore City.

It is widely known that Baltimore City is more than just a home to residents and businesses. The City is recognized as a cultural and tourism center for the State of Maryland. These tourism, arts, entertainment, cultural, and recreation businesses contribute to the economic growth of the City, region, and state providing jobs, wages, and tax revenue.

The creation of a Tourism Improvement District, that encompasses all of Baltimore City, would solidify the importance of this industry to the continued economic vitality of the City. The establishment and funding for this District would provide necessary services and revenues to maintain and improve all aspects of tourism available in Baltimore City. While only those businesses identified as being a hotel would be assessed a Tourism District fee, it can be argued that these businesses could potentially benefit the most from visitors and tourists as they partake in the numerous tourism-related activities found throughout the City.

BDC supports the ordinance and requests that the bill be given favorable consideration by the City Council.

cc: Kyron Banks



The Baltimore City Department of
HOUSING & COMMUNITY
DEVELOPMENT

MEMORANDUM

To: The Honorable President and Members of the Baltimore City Council
c/o Natawna Austin, Executive Secretary

From: Michael Braverman, Housing Commissioner 

Date: October 23, 2018

Re: City Council Bill 18-0293, Baltimore Tourism Improvement District – Establishment

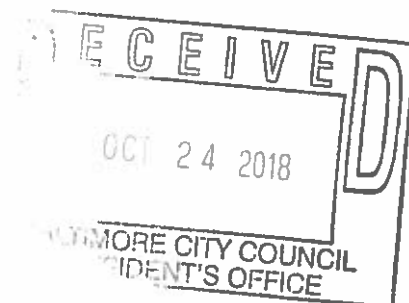
The Department of Housing and Community Development (HCD) has reviewed City Council Bill 18-0293, for the purpose of establishing the Baltimore Tourism Improvement District.

If enacted, this bill will levy a special assessment on hotels, the revenue from which would be used for tourism promotion services. The increased marketing of Baltimore's tourism industry will generate jobs, increase tax revenue, and attract future residents.

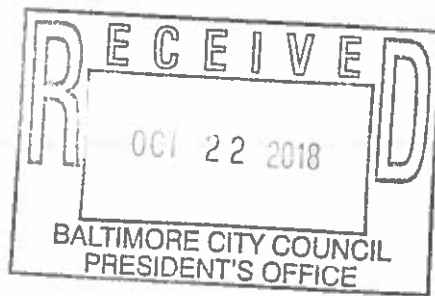
The Department of Housing and Community Development does not object to the passage of City Council Bill 18-0293.

MB:sd

cc: Mr. Kyrn Banks, Mayor's Office of Government Relations



Does not obj



October 22, 2018

TO: Baltimore City Council
FROM: Al Hutchinson, President and CEO, Visit Baltimore
RE: **COUNCIL BILL 18-0293 - Baltimore Tourism Improvement District – Establishment**
POSITION: **SUPPORT**

Honorable Council President Young, Chairwoman Middleton and members of the Baltimore City Council:

Visit Baltimore fully supports and respectfully requests your favorable vote on CB 18-0293 which provides for the establishment of a Baltimore Tourism Improvement District (BTID).

TIDs in General: An evolution of a special benefits district, the **Tourism Improvement District (TID)** model is one whereby a destination's hotel community elects to assess themselves, passing that assessment onto their visitors; the local jurisdiction collects those assessment dollars alongside the traditional occupancy tax; and, the local destination marketing organization deploys those funds for the specific benefit of the assessed businesses. There are currently 170 TIDs in operation across 14 states, districts generating dedicated funding for tourism promotion as well as driving incremental returns in hotel occupancy, visitation and economic activity. TIDs are an increasingly popular funding model as they do not require any additional general fund dollars from local jurisdictions, nor, levy an additional tax on local residents.

Why Now in Baltimore: Funding for Baltimore convention sales and tourism promotion is allocated to Visit Baltimore through state legislation in the form of a percentage share (40%) of occupancy tax collection. Unfortunately:

- We have long worked with far fewer destination promotion and convention sales dollars than many of our competitors, including D.C., Nashville and Philadelphia, and that resource gap is only getting larger;
- Market research tells us we are challenged by a lack of awareness and negative perception issues, both of which could be addressed through increased marketing; and,
- Baltimore's hotel inventory has increased dramatically (+38% between 2007 and 2017) with more developments on the horizon as well as positive momentum towards a Baltimore Convention Center renovation and expansion – new product that is exciting BUT places an increasing sense of urgency on the need for additional resources to drive incremental demand.

In recognition of these challenges, Visit Baltimore and the City's hotel community have identified a Baltimore TID as one of our strongest and only options to generate those supplemental and protected funds needed to move the visitation needle in a competitive/expensive market.

Our coalition has been meeting regularly on this topic for the past year and a half. First, to secure enabling legislation through the State of Maryland. More recently, to craft the District's assessment policies and governance model. Visit Baltimore has solicited this industry input through a **17-member Hotel Task Force** representing a variety of hotel locations, sizes and brands as well as through several

Fav w/ comments

dozens of small-group 'cluster' and one-on-one meetings with non-Task Force representatives and the Maryland Hotel & Lodging Association. In total, and of the estimated 75 hotels currently in operation in Baltimore City, we have had positive conversations and regular dialogue with *at least* 45 properties representing roughly 76% of all room inventory. This has included input from our smallest 'hotels' (e.g. the traditional B&B community currently remitting hotel taxes) to our largest properties, as well as with downtown and outlying partners.

Council Bill 18-0293 reflects the consensus of these conversations. It defines the District's boundaries as the boundaries of Baltimore City (*an industry-driven acknowledgement that just as all will benefit, all should participate*); identifies Visit Baltimore as the District's Association; sets out the industry's formal fiduciary oversight through a diverse District Management Committee of assessed business representatives; permits the hotel community to pass the assessment onto their customers (*our visitors*) in a standard way; outlines the City's role in terms of assessment collection, maintenance of baseline funding for the Association, and oversight by the Board of Estimates; and, sets out the industry petition, renewal and dissolution process. The district will not be formed until the petition process as outlined in the ordinance is successfully completed.

Proposed TID Spend and Impact: Our coalition's overarching goal is to drive visitation and hotel occupancy – in turn, benefiting the assessed businesses, the entire tourism community and in turn the City through increased economic activity. To ensure success, we have already been meeting as a coalition to craft a Service Plan outlining the proposed assessment rate, eligible TID spending in general and specific investment opportunities for FY2020 (the first anticipated year of BTID operation). Those include marketing and sales programs our destination/hotel industry so desperately need but have never been able to afford, such as:

- The creation and rollout of a **national marketing campaign** to convey the allure and diversity of Baltimore, complete with an integrated media plan to place that campaign on TV, in major/national magazines, online, on the radio and on billboards, inclusive of a comprehensive channel strategy targeting African American, Hispanic and LGBTQ audiences;
- A **financial incentive program** targeting aspirational convention business as well as leisure and sporting events, including those in the diversity marketplace; and,
- **Sales efforts** driving in-bound meetings to Baltimore in the near-term as well as targeting high-impact, niche markets such as International FIT & Group Tour.

While the majority (~85%) of TID funds would be deployed against these visitation-driving programs, our coalition recognizes the need to invest in enhanced research to measure ROI as well as in the visitor experience. These budget items will be outlined in District Financial Plans approved on an annual basis; however, CB 18-0293 does solidify the City's **1.5% collection fee**. We would note that this fee is meant to cover any costs associated with collection and disbursement; and, is higher than peer averages at 1%.

In closing, we urge you to support CB 18-0293 to allow Visit Baltimore and our hotel partners to help ourselves and in turn the City. Thank you for your support of Baltimore's meetings and tourism industry.

Submitted respectfully,



Al Hutchinson
President & CEO

City of Baltimore

City Council
City Hall, Room 408
100 North Holliday Street
Baltimore, Maryland
21202

Meeting Minutes - Final

Taxation, Finance and Economic Development Committee

Thursday, March 28, 2019

1:00 PM

Du Burns Council Chamber, 4th floor, City Hall

Work Session: 18-0293

CALL TO ORDER

INTRODUCTIONS

ATTENDANCE

Present 4 - Member Sharon Green Middleton, Member Leon F. Pinkett III, Member Eric T. Costello, and Member Robert Stokes Sr.

Excused 1 - Member Edward Reisinger

ITEMS SCHEDULED FOR WORKSESSION

18-0293

Baltimore Tourism Improvement District - Establishment

For the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for an effective date; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore Tourism Improvement District.

Sponsors: City Council President (Administration)

A motion was made by Member Costello, seconded by Member Stokes, Sr., that bill 18-0293 be Recommended Favorably with an Amendment to the Taxation, Finance and Economic Development Committee. The motion carried by the following vote:

Yes: 4 - Member Middleton, Member Pinkett III, Member Costello, and Member Stokes Sr.

THIS MEETING IS OPEN TO THE PUBLIC

City of Baltimore

City Council
City Hall, Room 408
100 North Holliday Street
Baltimore, Maryland
21202

Meeting Minutes - Final

Taxation, Finance and Economic Development Committee

Thursday, November 8, 2018

10:00 AM

Du Burns Council Chamber, 4th floor, City Hall

18-0293

CALL TO ORDER

INTRODUCTIONS

ATTENDANCE

Present 4 - Member Sharon Green Middleton, Member Eric T. Costello, Member Edward Reisinger, and Member Robert Stokes Sr.

Excused 1 - Member Leon F. Pinkett III

ITEMS SCHEDULED FOR PUBLIC HEARING

18-0293

Baltimore Tourism Improvement District - Establishment

For the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for an effective date; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore Tourism Improvement District.

Sponsors: City Council President (Administration)

A motion was made by Member Costello, seconded by Member Reisinger, that Bill 18-0293 be recommended favorably. The motion carried by the following vote:

Yes: 4 - Member Middleton, Member Costello, Member Reisinger, and Member Stokes Sr.

ADJOURNMENT

CITY OF BALTIMORE

CATHERINE E. PUGH, Mayor



OFFICE OF COUNCIL SERVICES

LARRY E. GREENE, Director
415 City Hall, 100 N. Holliday Street
Baltimore, Maryland 21202
410-396-7215 / Fax: 410-545-7596
email: larry.greene@baltimorecity.gov

WORKSESSION NOTES

Bill: 18-0293

Baltimore Tourism Improvement District Establishment

Committee: Taxation, Finance and Economic Development
Chaired By: Councilmember Sharon Green-Middleton

Hearing Date: March 28, 2019
Time (Beginning): 1:06 p.m.
Time (Ending): 1:25 p.m.
Location: Clarence "Du" Burns Chambers
Total Attendance: Approximately 20 - 25
Committee Members in Attendance:
Sharon Green Middleton
Eric Costello
Robert Stokes
Leon Pinkett

Form with checkboxes for Bill Synopsis, Attendance sheet, Agency reports, Hearing televised, Certification of advertising/posting notices, Evidence of notification to property owners, Final vote taken, Motioned by, Seconded by, and Final Vote.

Major Speakers

(This is not an attendance record.)

- Al Hutchinson, Visit Baltimore
Allison Livingston, Visit Baltimore

Major Issues Discussed

1. Councilwoman Middleton read the bill into the record and introduced committee members.
 2. Al Hutchinson, Visit Baltimore – Offered the following remarks on things Visit Baltimore will be doing to support black arts and culture in the city:
 - Creating a diversity and inclusion subcommittee for their sales and marketing promotion division
 - Working with the Mayor’s administration to create a strategy to preserve and promote African American tourism in Baltimore City.
 - Create a multi-cultural grant program.
 3. Allison Livingston, Visit Baltimore – Explained the amendment being offered to the committee.
 4. There was no public testimony at this work session.
 5. There were approximately 20 – 25 people in attendance at this work session.
 6. The bill will come out on second reader at the April 15, 2019 City Council meeting.
-

Further Study

Was further study requested?

Yes No

If yes, describe. N/A

Committee Vote:

S. Middleton:..... Yea
L. Pinkett:..... Yea
E. Costello:..... Yea
E. Reisinger:..... Absent
R. Stokes:..... Yea

Samuel Johnson , Committee Staff
(410) 396-1091
cc: Bill File
OCS Chrono File

Date: March 28, 2019



HEARING NOTES

Bill: 18-0293

Baltimore Tourism Improvement District Establishment

Committee: Taxation, Finance and Economic Development

Chaired By: Councilmember Sharon Green-Middleton

Hearing Date: November 8, 2018

Time (Beginning): 10:10 a.m.

Time (Ending): 11:15 a.m.

Location: Clarence "Du" Burns Chambers

Total Attendance: Approximately 45 – 50

Committee Members in Attendance:

Sharon Green Middleton

Eric Costello

Edward Reisinger

Robert Stokes

Bill Synopsis in the file?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A
Attendance sheet in the file?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A
Agency reports read?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A
Hearing televised or audio-digitally recorded?.....	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	<input type="checkbox"/> N/A
Certification of advertising/posting notices in the file?.....	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input checked="" type="checkbox"/> N/A
Evidence of notification to property owners?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input checked="" type="checkbox"/> N/A
Final vote taken at this hearing?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	<input type="checkbox"/> N/A
Motioned by:	Councilmember Costello		
Seconded by:.....	Councilmember Reisinger		
Final Vote:	Fav. with Amendments		

Major Speakers

(This is not an attendance record.)

- Al Hutchinson, Visit Baltimore
- Matthew Kachura, Baltimore Development Corporation
- Pedro Aponte, Dept. of Finance
- Eric Tiso, Staff Director, Dept. of Planning

- Tyrell Dixon, Dept. of Housing and Community Development
- Juan Webster, General Manager, Hotel Monaco
- Greg Brown, General Manager, Hilton Baltimore Inner Harbor
- Amy Rohrer, President and CEO, Maryland Hotel and Lodging Association
- Bob Haislip, General Manager, Royal Sonesta
- J. Howard Henderson, President and CEO, Greater Baltimore Urban League
- Donald Fry, President and CEO, Greater Baltimore Committee

Major Issues Discussed

1. Councilwoman Middleton read the bill into the record and introduced committee members.
2. Pedro Aponte, Finance – Read agency report into the record.
3. Al Hutchinson, Visit Baltimore – Read agency report into the record.
4. Eleana DiPietro, Law – Read agency report into the record.
5. Matthew Kachura, BDC – Deferred to Visit Baltimore.
6. Eric Tiso, Planning – Deferred to Visit Baltimore.
7. Tyrell Dixon, HCD – Deferred to Visit Baltimore.

Public Testimony

1. Al Hutchinson:
 - He stated that Visit Baltimore’s annual operating budget is approximately \$14 million.
 - That figure is \$5 million to \$15 million short of the city’s east coast neighbors.
 - Tourism Improvement Districts have proven to drive sales in 170 destinations in 14 states.
 - There would be no burden on local residents as the assessment paid would solely be on visitors utilizing the lodging facilities.
 - 19% of overnight guest in Baltimore City are African American, that number is much higher than the national average which is 7%.
 - Visit Baltimore is currently bidding to host the CIAA basketball tournament which attracts 150,000 people annually.
2. Members of the panel:
 - Donald Fry – Read testimony into the record. A copy can be found in the bill file.
 - Juan Webster - Read testimony into the record. A copy can be found in the bill file.
 - Greg Brown - Read testimony into the record. A copy can be found in the bill file.
 - Bob Haislip - Read testimony into the record. A copy can be found in the bill file.
 - Over the last 5 years there has been approximately .02% grow in tourism in Baltimore City.
 - The Army vs. Navy football game will be played in Philadelphia the next 4 out of 5 years because Baltimore can’t compete with our neighboring states.
 - Amy Rohrer - Read testimony into the record. A copy can be found in the bill file.
 - J. Howard Henderson - Read testimony into the record. A copy can be found in the bill file.
3. Approximately 8 people testified at this hearing.
4. There were approximately 45 – 50 people in attendance at this hearing.
5. A motion was made by Costello and seconded by Reisinger and the committee voted 4-0 and approved the bill favorable as amended.

Further Study

Was further study requested?

Yes No

If yes, describe. N/A

Committee Vote:

S. Middleton: **Yea**
L. Pinkett: **Absent**
E. Costello: **Yea**
E. Reisinger: **Yea**
R. Stokes: **Yea**

Samuel Johnson , Committee Staff
(410) 396-1091
cc: Bill File
OCS Chrono File

Date: November 8, 2018



**CITY OF BALTIMORE
CITY COUNCIL HEARING ATTENDANCE**

Committee: Taxation, Finance and Economic Development Committee
Date: March 28, 2019 **Time: 1:00p.m.** **Place: Clarence M. Mitchell Center**
Subject: Baltimore Tourism Improvement District - Establishment

PLEASE PRINT

IF YOU WANT TO TESTIFY PLEASE CHECK THIS BOX

FIRST NAME	LAST NAME	ST. #	ADDRESS/ORGANIZATION NAME	ZIP
John	Doe	100	North Charles Street	21202
Adam	JACKSON		Leaders of a Beautiful Struggle	
Lou	FIELDS			21229
GEORGE	HARRIS		1900 THAMES STREET	21236
Tony	Lee			

(* NOTE: IF YOU ARE COMPENSATED OR INCUR EXPENSES IN CONNECTION WITH THIS BILL, YOU MUST REGISTER WITH THE CITY BOARD. REGISTRATION IS A SIMPLE PROCESS. FOR INFORMATION AND FORMS, CALL OR WRITE: BALTIMORE LEGISLATIVE REFERENCE, 626 CITY HALL, BALTIMORE, MD 21202. TEL: 410-396-4730; FAX: 410-396-8488



CITY OF BALTIMORE CITY COUNCIL HEARING ATTENDANCE

Committee: Taxation, Finance and Economic Development

Date: November 8, 2018

Time: 10:00 a.m.

Place: Clar

Subject: Baltimore Tourism Improvement District - Establishment

PLEASE PRINT

IF YOU WANT TO TESTIFY PLEASE CH

FIRST NAME	LAST NAME	ST. #	ADDRESS/ORGANIZATION NAME	ZIP
John	Doc	100	North Charles Street	21202
JUAN	Webster	2	N Charles St	21201
Greg	Brown		Hilton Baltimore	21201
Amy Behrer	Rohrer		Maryland Hotel & Lodging Assoc	
Bob	Haislip		Royal Sonesta	21201
J. Howard	Henderson		Greater Baltimore Urban League	
Donald	Fry		Greater Baltimore Committee	
GREG	BROWN		Hilton Baltimore	21201
Casey	Jenkins		Tourism Dev. Board	21218
LOU FIELDS	Note: I HAVE TO leave at	11 AM	P.O. Box 3014	21229

(*) NOTE: IF YOU ARE COMPENSATED OR INCUR EXPENSES IN CONNECTION WITH THIS BILL, YOU MAY REGISTER FOR THE HEARING. REGISTRATION IS A SIMPLE PROCESS. FOR INFORMATION AND FORMS, CALL OR WRITE: BALTIMORE CITY LEGISLATIVE REFERENCE, 626 CITY HALL, BALTIMORE, MD 21202. TEL: 410-396-4730; FAX: 410-396-848.

November 8, 2018
10:00 am

Taxation, Finance and Economic Development Committee
Re: Council Bill #18-0293-- Baltimore Tourism Improvement District – Establishment

Verbal Testimony Provided By:

1. Al Hutchinson, President and CEO, Visit Baltimore
2. Juan Webster, General Manager, Hotel Monaco—Hotel Task Force Member and Proposed District Management Committee Member
3. Greg Brown, General Manager, Hilton Baltimore Inner Harbor and Baltimore Convention and Tourism Board of Directors Representative—View of City Owned Hotel
4. Amy Rohrer, President and CEO, Maryland Hotel and Lodging Association and Bob Haislip, General Manager, Royal Sonesta and Baltimore Board Member of MHLA—Industry Support and Partnership
5. J. Howard Henderson, President and CEO, Greater Baltimore Urban League and Baltimore Convention and Tourism Board of Directors Representative—Catalytic Impact of TID on Baltimore Community
6. Donald Fry, President and CEO, Greater Baltimore Committee and Baltimore Convention and Tourism Board of Directors Representative—Positive Impact of TID on Tourism Businesses and Business Community as a Whole



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Amy Shope
DoubleTree by Hilton Hotels
Annapolis
Outreach

Jen McIlwain
Miss Shirley's Cafe
Outreach

Sean Murphy
Charm City Clue Room
Legislative

March 27, 2019

Members of the Baltimore City Council,

The Baltimore Tourism Association (BTA), a coalition of nearly 100 members including hotels, restaurants, attractions, museums, and small businesses, respectfully requests your support for Council Bill 18-0293 as last approved at 2nd reader. This bill outlines the formation of a much-needed Tourism Improvement District (TID) for Baltimore City and designates our partner, Visit Baltimore, to administer the program.

Every day, BTA members see first-hand the impact of tourism promotion and convention sales on the health and vibrancy of all of Baltimore, fueling our economy and supporting jobs citywide. However, negative perception, lack of awareness in the market, and the historical under-resourcing of Visit Baltimore create enormous challenges that must be overcome to make Baltimore a competitive destination for tourism and conventions. Our members fully understand how critical additional investment in tourism marketing and sales are for the city to thrive.

TID's are a proven effective public-private partnership, generating supplemental and protected funds for destination marketing and tourism promotion in over 170 destinations. Council Bill 18-0293 allows for the establishment of such a model for Baltimore, with hotel businesses levying a special assessment which would then pay for marketing and sales programs to increase tourism with a specific focus on overnight visitors. This makes sense because the funds would be coming from self-assessing hotel businesses. It is also a win-win. Overnight visitors stay longer and spend more money in the destination.

BTA supports Visit Baltimore's inclusive and holistic approach to promoting our city as well as their enhanced strategies to support local multicultural tourism efforts. We're also well aware that they are facing a \$1.5 Million budget cut in FY2020 making it more difficult to capitalize on major opportunities such as the 2021-23 CIAA Basketball Tournament. The need to move forward with the TID on the hotel industry's terms has never been more urgent. The hotel community has self-organized to assume the risk of assessing themselves for the gain of the greater good. We must allow them to move forward in their plans. We cannot afford to delay any longer.

We urge you to stand with Visit Baltimore, the city's hotel community, and the Baltimore Tourism Association. Help us drive maximum returns to Baltimore's economy, employment base and quality of life by supporting the currently proposed Tourism Improvement District.

Sincerely,

Chris Riehl

Chris Riehl
President
Baltimore Tourism Association

November 8, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee
From: Juan Webster, General Manager, Hotel Monaco
Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment
Position: Support

As General Manager of the **Hotel Monaco**, located in Midtown, I support the establishment of a Tourism Improvement District (TID) in Baltimore. In addition to the Monaco, I have served as General Manager of the Radisson Baltimore Downtown, Sheraton Baltimore City Center and Baltimore Harbor Hotel all located in the Central Business District of Downtown.

As I testified to in Annapolis for the State Enabling legislation pre-empting the current city ordinance, the Monaco and my employees need the resources provided by the proposed TID. Incremental resources from the proposed TID will allow for my associates, which mostly are residents of Baltimore City, gainful employment opportunities that also support employment through challenging periods where we have been forced in the past to lay off or reduce hours as business levels decline in slower periods. Despite being named one of the best luxury boutique properties with a great global presence in Kimpton brand and IHG as our parent company, we still have to compete with larger hotels that are closer to the convention center that are more flexible and have their own advantages due to location and proximity to the convention center.

If we see increased visitation, conventions, groups and tours pushed to Baltimore by the Visit Baltimore's marketing efforts, we are able to expand the impact of tourism with these guests so that my property and properties like mine feel the impact of increased business. It's safe to say that we have to deploy more aggressive marketing efforts, more resources and rely on support of stakeholders to fund our efforts, but if we had more resources from the City's marketing engine, we would benefit which directly impacts the labor market, tourism and our overall reputation as a whole. The impact that the TID would have is also increasingly important because of all the new hotel supply that has been developed. It's great to have new hotels, but if we don't have the guests filling those rooms and dining at our restaurants, we are all just competing against each other with whoever comes to town. We simply need more visitors to expand the reach. I think these resources can be used to do this. When Baltimore does well, we do well and together we win!

This will capitalize Visit Baltimore to the level my property/our city so badly needs and so rightfully deserves. I am confident in that partnership. Visit Baltimore has proven to be a valuable partner for the Monaco, and, in my previous roles at Kimpton Hotel Monaco Baltimore and the B & O American Brasserie.

They have stepped up to personally meet all of my stakeholders and share ways that we can support one another. They showed up when I didn't have any more answers to provide and often are the first responders to any challenges facing our immediate industry and neighborhood. I find value in what they offer, but I think they can be much more impactful with more resources.

The TID model is also structured in such a way that ensures smaller and boutique properties such as mine can have our voices heard amongst the titans of the industry. **As an initial member of the District Management Committee**, representing the mid-sized hotel community, I pledge to take my responsibility as holding a seat at this table and serving as a voice of my peers seriously. **As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.**

Sincerely,

Juan Webster
General Manager, Hotel Monaco
2 N Charles St, Baltimore, MD 21201

November 8, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Greg Brown, General Manager, Hilton Baltimore

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Thank you for inviting me to testify today. My name is Greg Brown. I'm privileged to serve as general manager of Hilton Baltimore, and as a member of the Board of Directors of Visit Baltimore. As well, I am a proud resident of the City of Baltimore.

As I am sure you are aware, Hilton Baltimore is owned by the City, through the Baltimore Development Corporation and the Baltimore Hotel Corporation. In consideration of my 5-year association with the hotel, the Hotel Corporation Board, Visit Baltimore, and myself individually and as a resident, I am here this morning in support of the proposed legislation to create the Tourism Improvement District.

I believe, in many ways, that the City stands to benefit greatly from this proposal. First and foremost, it is both a practical and elegant solution to future economic growth for the City. At the same time, it is an extraordinary opportunity for the City to raise funds in support of continued development, while passing those costs to individuals and jurisdictions outside of Baltimore. By the very nature of our industry, the funds generated inside of the Tourism Improvement District will be paid by overnight hotel guests – the substantial majority of which come from outside of the city. The funds generated are intended to be used entirely in support of tourism and hospitality, which will, in turn, generate incremental and substantial tax revenue and benefit for the City.

In addition to the clear revenue benefit, please know that the hospitality industry in Baltimore employs over 80,000 individuals. The proposed Tourism Improvement District has as one of its goals, the continued growth of additional business activity into Baltimore – including that of restaurants, attractions, and sporting events. As the fortunes of all businesses improve through this District, more jobs for residents are created, and the employment growth cycle and tax bases advance concurrently.

As an industry, we are at somewhat of a crossroads. The hospitality industry in Baltimore is substantially sustained by group meetings and conventions, and individual business and leisure travel. When viewed versus comparable cities, Baltimore hotel occupancy and rate averages trail. Many competing cities already have a similar Tourism Improvement District in place, and are generating and making sales that Baltimore cannot entirely compete with. As such, Baltimore is at somewhat of a competitive disadvantage. The Tourism Improvement District is not a new concept, it is just new to Baltimore. Our ultimate goal is to extend proven activities in marketing and direct sales. The Tourism Improvement District will, with certainty, level and advance the hospitality playing field, while providing many benefits to the City.

In my capacity as manager of the Hilton, I routinely speak on behalf of Hilton. In this instance, I also speak on behalf of the hotel as a city owned entity. The Hilton alone employs in excess of 350 City of Baltimore residents. We are active participants in numerous charitable activities, and as a business we share the goal of making the City more attractive and welcoming. By way of example, just yesterday, the Hilton

donated 80 computers to the City for use in our public schools. Separately, Hilton Worldwide contributes \$200,000 annually to the CollegeBound Foundation – exclusively targeting Baltimore public school students and giving them a funding path to college and future successes. All of this is truly built on a cornerstone of advancing hospitality businesses, and our objectives are well aligned with those of the proposed Tourism Improvement District, and the City.

The TID has been proposed by Visit Baltimore in cooperation with its Board, and many of its hotel partners. In conceiving of this plan, Visit Baltimore has worked tirelessly and transparently to earn the support of its various constituents. The proposed Board structure will allow those constituents to support and guide the governance and administration of the District. The funds would originate inside hotels, and the Board will be comprised of hotel general managers, including myself, who will work, each day, to ensure a meaningful return on our investment.

As a long standing member of the Visit Baltimore Board, I want to again offer my support and appreciation for the work that Al and his entire team do on behalf of our industry and City. In my 30+ years of experience, in 16 different cities, I have never seen better regard and attention to our growth and future. I ask that you join us in supporting the proposed Tourism Improvement District.

Thank you.



MHILA
Maryland Hotel
Lodging Association

**Testimony in SUPPORT of
Council Bill 18-0293: Baltimore Tourism Improvement District – Establishment**

As the statewide trade association representing Maryland's lodging industry and on behalf of our Baltimore City hotel members, we wish to express support for Council Bill 18-0293.

Tourism is an important segment of the state and city's economy. Data shows that every \$1 dedicated to tourism marketing and promotion through Visit Baltimore results in an ROI of \$21 back to the City in revenue and fees. Additionally for every \$100 hotel guests spend on lodging, they spend another \$221 in the destination (recreation, gaming, retail, food and beverage, and transportation).¹

However, supply is outpacing demand in Baltimore City. To counteract that trend, we are in need of increased tourism promotion beyond the budget of Visit Baltimore, which is significantly under-resourced compared to the competition. We recognize change is needed and we are coming to you as part of the solution.

This Tourism Improvement District (TID) is intended to supplement Visit Baltimore's existing funding and boost it to levels necessary to bring increased visitation and conventions to Baltimore City. We support it as a model whereby the assessed industry has more control over program implementation, with built-in room for flexibility to better react to market conditions, and clear guidelines for oversight through the District Management Committee. It is only with great support from the industry that this TID may be created and/or dissolved if not functioning as intended.

With passage we envision benefits coming to hotels as well as the broader tourism industry and the City at large. We all stand to gain from increased visitation, significant local economic activity, creation of additional jobs in the hotel industry and beyond, and the generation of additional tax revenue to support essential services that benefit residents and visitors alike.

Thank you for your consideration.

For more information, contact:
Amy Rohrer, President & CEO
Maryland Hotel Lodging Association

¹ Source: Bureau of Economic Analysis; Oxford Economics



**Greater Baltimore
Urban League**

*Empowering Communities. Changing Lives.
Serving the Greater Baltimore Region*

Headquarters

512 Orchard Street | Baltimore, MD 21201

Howard County

9770 Patuxent Woods Drive, Suite 313 | Columbia, MD 21046

O (410) 523-8150 | F (410) 523-4022

www.gbul.org

J. Howard Henderson, President/CEO
Greater Baltimore Urban League

November 8, 2018

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BWI Marshall Airport

J. Howard Henderson, President/CEO
Greater Baltimore Urban League

**Baltimore City Council
City Hall
100 N. Holliday Street, Suite 400
Baltimore, Maryland 21202**

**RE: Support for Council Bill 18-0293 - Baltimore Tourism
Improvement District – Establishment**

Honorable Council President Young, Chairwoman Middleton and members of
the Baltimore City Council:

Good morning members of the Baltimore City Council. My name is J. Howard
Henderson. I am the president and CEO of the Greater Baltimore Urban
League and also a member of the Baltimore Convention and Tourism Board.
I come before you to testify in support of Council Bill 18-0293.

For 94 years, the Greater Baltimore Urban League movement has worked to
enable African Americans and other minorities to attain economic self-
reliance, parity, power, and civil rights. The Urban League uses multiple
strategies to achieve its mission, from direct services, to advocacy, to cross-
sector convening of like-minded partners, to social research.

Tourism generates promotion through Visit Baltimore stimulates visitor
demand. This, in turn, generates tax revenue benefiting local residents.
Time and time again it is clear - Communities who understand and invest in
the value of tourism are able to reduce the tax burden on their constituents,
and, are in a more favorable financial position to fund essential services that
make their communities stronger.

The tourism industry offers tremendous benefit to Baltimore. It generates
jobs, overall and in the hotel sector, and career paths for the constituency we
serve. We are partnering with Visit Baltimore with our Work Ready
Baltimore program. It connects over-age, under credited youth at the Excel
Academy Alternative School to wrap-around support while providing case-

management, job-readiness training and career placement services in the tourism industry.

As you know, the support of Visit Baltimore and the Convention Center made it possible to redirect the National Urban League conference from Las Vegas to Baltimore after the Freddie Gray incident showing that Baltimore is open for business. These national conferences bring significant economic gains to the city and tremendous collaboration, education, employment, empowerment and learning opportunities for local City residents and organizations.

Today, Visit Baltimore is under-resourced and under-funded. As a Board, we discuss the challenges facing Baltimore. This includes increasing financial incentives as it relates to our ability to attract national organizations and associations to Baltimore. It also includes the pressing issues of public safety to instill confidence in selecting Baltimore as a destination for conferences.

On behalf of the Greater Baltimore Urban League, I strongly support the Council Bill 18-0293 and ask for your favorable consideration. Through this innovative process to generate supplemental funding, Visit Baltimore can enhance and expand Baltimore's destination brand. Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Howard Henderson", with a long horizontal flourish extending to the right.

J. Howard Henderson
President/CEO

TESTIMONY PRESENTED TO THE BALTIMORE CITY COUNCIL

COUNCIL BILL 18-0293 – BALTIMORE TOURISM IMPROVEMENT DISTRICT – ESTABLISHMENT

**DONALD C. FRY
PRESIDENT & CEO
GREATER BALTIMORE COMMITTEE**

POSITION: Support

Baltimore City has much to offer to any visitor who takes a trip to the Land of Pleasant Living. With countless restaurants and food halls across the city, museums, sports venues, attractions like the National Aquarium and the Maryland Science Center, parks, theaters, and much more, the city truly has something for everyone. Events like Light City have only increased the profile of a city that has been declared a top destination by several national news outlets.

Despite all the positive things Baltimore has to offer, the city and its tourism industry lacks the funding for persistent and effective marketing. Visit Baltimore, the city's tourism and convention arm, is the organization leading this effort but with limited resources. Destination marketing organizations in other cities outspend Baltimore by millions of dollars. In nearby Philadelphia, the comparable marketing organization has a budget of \$35 million annually, more than double the budget for Baltimore.

This is a significant challenge in a very competitive tourism industry. The challenge is only heightened by the need to overcome the negative perceptions of Baltimore City due to its violent crime and homicide rate. In order to combat this negative perception of our city, it is imperative that there is adequate funding in place for tourism and marketing.

One way to increase funding for tourism and marketing is to create a tourism improvement district (TID), a public-private partnership between a jurisdiction and local businesses that will provide supplemental funding for marketing activities. Under this model, the city's hotel industry voluntarily chooses to impose an assessment applied to hotel room rate. In most cases, the assessments are 1 to 2 percent of the nightly cost of a hotel room. The additional assessment that is used to promote tourism not only benefits hotels but also the large and small businesses that rely upon tourism activity to be successful.

Tourism improvement districts are not novel. There are currently 170 districts across the nation that collectively raise over \$370 million for tourism promotion.

In Baltimore, the work to create the TID is already well underway. A coalition led by Visit Baltimore has been meeting regularly for the past year and half with interested stakeholders, has successfully secured enabling legislation from the Maryland General Assembly, and has been developing TID assessment policies and governing model. Visit Baltimore has actively engaged in soliciting input from the city's hotel industry, both large and small.

Council Bill 18-0293 would establish Baltimore City's Tourism Improvement District, further formalizing the work of Visit Baltimore and allowing the TID establishment to move forward. This would be a great step in providing the city's tourism industry with the resources needed to market the city regionally and across the nation.

In the GBC's report, "Gaining a Competitive Edge", government leadership that unites with business as a partner is one of the core pillars for a competitive business environment identified by businesses leaders. Passage of Council Bill 18-0293 would enable the city to be part of a highly collaborative partnership with the tourism industry with an end goal that serves not only the industry, but also the visitors and citizens of Baltimore City.

For the reasons stated above, the Greater Baltimore Committee urges a favorable report of Council Bill 18-0293.

The Greater Baltimore Committee (GBC) is a non-partisan, independent, regional business advocacy organization comprised of hundreds of businesses -- large, medium and small -- educational institutions, nonprofit organizations and foundations located in Anne Arundel, Baltimore, Carroll, Harford, and Howard counties as well as Baltimore City. The GBC is a 63-year-old, private-sector membership organization with a rich legacy of working with government to find solutions to problems that negatively affect our competitiveness and viability.

GREATER BALTIMORE COMMITTEE

111 South Calvert Street • Suite 1700 • Baltimore, Maryland • 21202-6180

(410) 727-2820 • www.gbc.org

TO: Baltimore City Council
FROM: Al Hutchinson, President & CEO, Visit Baltimore
RE: COUNCIL BILL 18-0293 - Baltimore Tourism Improvement District – Establishment
ADDITIONAL VERBAL TESTIMONY

Honorable Council President Young, Chairwoman Middleton, Vice-Chair Pinkett and members of the Council and Committee:

As a sales and marketing organization, Visit Baltimore's ability to execute on our mission – to drive visitation, conventions and group business – is entirely resource dependent. We own no product. We appreciate our baseline funding in the form of a percentage share of hotel taxes – averaging \$13 to \$14 million annually, and, comprising as much as 90% of our total budget as a non-profit.

Unfortunately, we have long been and are increasingly under-resourced in a competitive, expensive market. Our total resources fall anywhere from \$5-15 million short of our East Coast neighbors and national convention competition including D.C., Philly and Nashville, to name a few. Add to that fact: Baltimore continues to suffer from significant challenges related to both a lack of awareness and negative perceptions; and, our hotel supply has almost doubled (+40%) in the last 10 years. Everyone is struggling. We need to drive incremental demand to support existing and expanded product.

Recognizing the need for incremental resources, but also a need to look outside of the City's general fund for those dollars, Visit Baltimore and our hotel partners have come together behind an entrepreneurial solution: a Tourism Improvement District. Remember our competition? It is getting even stiffer, thanks to TIDs recently formed in Philadelphia or underway in D.C., Pittsburgh and more. The model is simple: a destination's hotel community organizes to assess themselves for the specific purpose of generating supplemental and dedicated funds for driving incremental overnight visitation. How does it differ from other special benefits districts in Baltimore? The assessment is paid by the visitor through a modest pass-through fee added to the room folio; and, the geographic boundaries are wider so that all hotels can actively participate in and benefit from its destination-wide marketing and sales programs. That is ultimately what is outlined in the bill before you: a citywide district with policies and an oversight committee representative of the voice of the assessed hotel industry; and, a public-private partnership whereby the City acknowledges that these funds are intended to be supplemental to the baseline and acts as the assessment collector.

Our overarching goal to drive overnight visitation also reiterates the public-private nature of the partnership. Because with this outcome, everybody wins. All tourism partners through increased visitation and associated sales. The private sector at large through positive destination brand building and events that drive demand, investment and talent. And of course, the residents and the City of Baltimore through incremental increases in tourism related taxes and fee revenue – revenues already surpassing \$290 million annually, a 21:1 return from our baseline hotel tax funding. These revenues reduce individual tax bills by hundreds of dollars as well as supplement essential services like police and firefighters, education, medical services and infrastructure.

How will we achieve our goal? Following a successful petition process, an assessment agreed upon by the industry will be collected and remitted alongside the existing hotel tax. With those funds, Visit Baltimore

will be able to deploy new and enhanced visitation-driving sales and marketing programs. And while that plan and annual budget is still being shaped, we can say that:

- **Marketing will be key.** A national marketing campaign that tells the Baltimore story in a more inspirational and frequent way. And just as Baltimore is a diverse destination, this campaign needs to be inclusive, diverse and holistic: placing that diverse message in mainstream media; with a multi-channel strategy that reaches our African American, Hispanic and LGBTQ audiences; and, with messaging and visuals that reflect the tourism assets and experiences available in a variety of neighborhoods.
- **Secondarily, sales and trade efforts** - driving compression and in-turn citywide occupancy and profitability by attracting and incentivizing aspirational conferences and events to book Baltimore as well as investing in markets with proven returns and growth potential like international and sports.

We can also say that industry and community-wide input will be sourced. Public hearings are part of the annual budget approval through the DMC and Board of Estimates, as outlined in the legislation. And while the DMC's role is incredibly important – also keep in mind our hotel GMs have busy day jobs too. The Leadership, staff, board, agency and committee work that happens at Visit Baltimore on a year-round basis will be guiding the plans and opportunities presented for DMC input and vote. Because clearly –TID-supported marketing and sales programs need to complement and resonate with our overarching Baltimore destination promotion messaging and sales strategy. We are trying to build up our collective destination position – not create more silos or segmented messaging.

I want to reiterate my appreciation to our hotel partners and the Hotel & Lodging Association for recognizing a need for action and being willing to come together to form such a district. This has truly been a coalition effort, thanks in part to a 16-strong task force, and, dozens upon dozens of meeting with properties of all sizes and locations. In addition to those partners testifying today, I believe at least 17 properties and an additional half dozen tourism partners have submitted additional written testimony of support.

I want to thank the Administration. And of course, I thank the Council for your support and continued consideration.

-Al Hutchinson

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee--

Please see the enclosed written testimony from the following individuals:

1. Donna M. Marquez, General Manager, Hyatt Regency Baltimore Inner Harbor
2. Robert Arthur, General Manager, The Ivy Hotel
3. Hazelynn D'Arco, General Manager, La Quinta Inn and Suites
4. Linda K. Smith, Owner, Rachael's Dowry Bed & Breakfast
5. Alison Jones, General Manager, Days Inn Inner Harbor
6. Carlos Orihuela, General Manager, Hotel RL
7. Beverly Magee, General Manager, Four Seasons Hotel Baltimore
8. David Hoffman, General Manager, Sagamore Pendry Baltimore
9. Anthony Atmonavage, General Manager, Sheraton Inner Harbor
10. Nick Kelley, General Manager, Hyatt Place Baltimore Inner Harbor
11. Keith McNeill, General Manager, Baltimore Marriott Inner Harbor Camden Yards
12. Terry Donahue, General Manager, Renaissance Baltimore Harborplace Hotel
13. Ted Jabara, Managing Director, Harbor Magic Hotels
14. Angela Wedemeyer, General Manager, Delta Hotels by Marriott Baltimore Inner Harbor
15. Beth Brainard, General Manager, Hotel Revival
16. Juan Webster, General Manager, Hotel Monaco
17. Onahlea Shimunek, General Manager, Lord Baltimore Hotel
18. Erin Chamberlin, General Manager, Horseshoe Casino
19. Margot Amelia, Senior Vice President/Chief Marketing Officer, National Aquarium
20. Wanda Q. Draper, Executive Director, Reginald F. Lewis Museum of Maryland African American History & Culture
21. Laurie Schwartz, President, Waterfront Partnership

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Donna M. Marquez, General Manager, Hyatt Regency Baltimore Inner Harbor

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **Hyatt Regency Baltimore Inner Harbor**, I support the establishment of a Tourism Improvement District (TID) in Baltimore. We anticipate, if properly managed, this initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

As a public-private partnership, it is anticipated that Baltimore's TID will have a positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy. As an entity that would be assessed, the Hyatt Regency stands ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism support from our community leaders. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Donna M. Marquez
General Manager
Hyatt Regency Baltimore Inner Harbor
300 Light Street
Baltimore, MD 21202

OPPOSE CITY COUNCIL BILL 18-0293

WHY: LACK OF INCLUSION & DIVERSITY = DISCRIMINATION & INEQUITY

This bill would create a BALTIMORE TOURISM IMPROVEMENT DISTRICT that's designed to subsidize HOTELS & raise hotel rates, and not support the citizens of Baltimore, our visitors or African Americans in Tourism.

Bill Hearing, Thursday, November 8, 2018 @ 10am, Baltimore City Hall, 4th floor. Taxation, Finance & Economic

Development Committee. Call these Baltimore City Council members and state your opposition.

Chair: Sharon Green Middleton 410-396-4832	email: Sharon.middleton@baltimorecity.gov
Vice-Chair: Leon Pinkett 410-396-4810	email: leon.pinkett@baltimorecity.gov
Ed Resinger 410-396-4822	email: Edward.resinger@baltimore.city.gov
Eric Costello 410-396-4816	email: eric.costello@baltimorecity.gov
Robert Stokes 410-396-4811	email: Robert.stokes@baltimorecity.gov
President Bernard Jack Young: 410-396-4804	email: councilpresident@baltimorecity.gov

Questions about the Baltimore Tourism Improvement District.

1. Where is the BTID to be located?
2. What are its boundaries?
3. Who is included in the BTID?
4. Which business are included?
5. Are the BTID funds subjected to the City of Baltimore MBE/WBE procurement laws?
6. Who maintains oversight of the BTID?
7. How will its success be measured?
8. How does the CC Bill 0293 differ from the MGA Bill HB 1365?
9. Who are the charter hotels of the BTID?
10. Who are their owners? Any minority ownership?
11. Do these hoteliers have a history of doing business with Baltimore based business including African American firms?
12. Have they addressed the concerns raised by the hotel workers at the November 1, 2018 informational hearing on hotel subsidies and employee relationships?
13. Do these hoteliers have a diversity plan, department or officer?
14. How will the City and taxpayers be kept apprised of their progress?
15. Will the committee include members other than VB staff and participating hotels staff?
16. Will the committee's meeting be announced, shared and open to the public?
17. Will the participants and VB be willing participants and donors to the Baltimore City African American Tourism Development Grant Fund?
18. We would question the hoteliers on their Diversity & Inclusion policies, contract and purchases with Baltimore Black business owners and vendors.
19. Are these hoteliers in compliance with the City's Commercial Non-Discrimination law?
20. Since the assessed funds will come through the City, will the hoteliers be subject to the Equity Assessment Bill passed by the Baltimore City Council?
21. Are these hoteliers serving as good corporate citizens?
22. Can these hotels show any instances where they are directly supporting Baltimore's community?
23. What are their working conditions, healthcare policies and wages being paid out to their workers?



Baltimore African American Tourism Council, Inc.

Post Office Box 3014, Baltimore, MD 21229-0014

Tel: 443.983.797 Louis C. Fields, President

email: loucfields@gmail.com www.bdx443.com

November 8, 2018

The Honorable Sharon Green Middleton
Chair, Taxation, Finance & Economic Development

Members of Baltimore City Council

Baltimore: The City of Subsidies

Lou Fields statement on City Council Bill 18-0293, The Baltimore Tourism Improvement District

During the last twenty-five years, I have been actively involved in Baltimore's tourism industry. Presently, I serve as the President of the Baltimore African American Tourism Council of MD, Inc.

The Council's mission *"is to educate research, preserve, protect and promote Maryland's African American History & Culture as a vital and beneficial product as part of the Baltimore/Maryland tourism industry"*

Lou Fields is also the founder and first president of the Greater Baltimore Black Chamber of Commerce (2005-2008), Black Dollar Exchange (2010) and serves as advocate for the establishment of the Baltimore City Council African American Tourism & Heritage Preservation Commission. (CC 15-0204R)

The Council provides information and referral services, travel and tourism services to communities, organizations, schools and public entities that are in need of research assistance and information services. Services include referrals and development assistance in history, heritage tourism & preservation, program development, funding sources, lectures, exhibits, and special events such as dedications and tributes about notable and unknown Marylanders.

Through the Council's tourism division we provide heritage tours across Maryland, including the popular Frederick Douglass Path to Freedom Walking Tour in historic Fells Point Baltimore, Maryland. In my third book, the Maryland Black Facts Book you will find useful information and items for discussion and further research to assist students and adults to become better acquainted with the African American Experience in the State of Maryland. My newest book, Freedom Seekers, the Story of Early Abolitionists in Antebellum Baltimore will be released in February 2018.

Some of BAATC accomplishments & awards...(see list enclosed)

- Charm City Cultural Heritage Tourism Symposium w/Ambassador Secretse of Botswana
- A TASTE of SOUL, a charm city culinary tourism initiative
- Charm City Tourism Awards, Luncheon & Symposium
- Leon Day Negro League Park
- Langston Hughes Literary Symposium & Book Fair
- Royal Theater Monument on Historic Pennsylvania Avenue
- Frederick Douglass Historic Trail, Tour and Markers in Fell Point
- Harriet Ross Tubman Day - State of Maryland [March 10th]

During the last twenty-five years, I have worked with BACVA nka Visit Baltimore, MD Office of Tourism Development, National Park Service, city, state and federal agencies, elected officials Baltimore tourism industry including retailers, restaurants, cultural attractions, hoteliers, tourists, reunions, conferences, national and regional tourism businesses, organizations and associations.

At the February 27, 2017 Baltimore City Council showcase I stated *"April will mark the two year anniversary of the death of Freddie Gray, Jr. and the civil unrest that followed, and the world watched Charm City burned, was looted, with protesters marching and young people facing off against superior police forces."*

Penn North...ground zero looks much the same as it did in April 2011. There has been little improvement there. Pennsylvania Avenue looks worse now and many of Baltimore's African American historic tourism sites are badly in need of attention and resources."

I presented the City Council and the Administration a list of the Top 18 endangered African American tourist sites located within the City of Baltimore. (see enclosed list)

A review of some of Tourism Subsidies in the City of Baltimore.

According to a 2010 report, thirty-seven years ago, the City of Baltimore began offering hotel special subsidies (1981) with the construction of the Hyatt Regency and the Renaissance Hotels in the Inner Harbor.

The report further lists several hotel projects in which the City has provided TIFFs, PILOTS, grants, loans and/or special incentives for hotel construction.

Hotels subsidies:

- Hyatt Regency (1981)
- Renaissance Hotel (1981)
- Harbor Court/Intercontinental Hotel (1986)
- Harrison's Inn @ Pier 5 (1989)
- Marriott Waterfront (2001)
- Marriott Residence Inn (2005)
- Hampton Inn@ Camden Yards (2006)
- Hampton Inn & Suites (2005)
- Hilton Baltimore (2008)

FY 19...Subsidies for City Tourism Entities

Annually, in the City's operating budget, certain tourism entities share in millions of dollars, but few if any African American tourism entities are included.

Program 493 Arts & Culture Grants: \$6 million (Wax Museum receives \$100,000.00, the balance shared by non-AA entities)

Program 590- Civic Promotion Grants: \$469,415.00

Program 535- Convention Center (Hilton) Hotel: \$7.5 million

Program 540- Royal Farms Arena: \$550,000.00

Program 687 & 811- Inner Harbor Services: \$1.8 million

Program 820- Convention Sales & Marketing: \$14.6 million (Visit Baltimore)

Program 855 & 857- Convention Center \$23 million

Program 824-Events, Art, Culture, & Film: \$2.3 million

Program 828- Bromo Seltzer Tower: \$96,000.00

Program 815- Live Baltimore: \$571,000.00

Department of Planning City's Capital Program Breakdown FY 2015-2020

American Visionary Arts Museum- \$200,000.00

MD Science Center- \$500,000.00

BSO-\$150,000.00

USS Constellation-\$750,000.00

MICA-\$100,000.00

MD Zoo-\$400,000.00

Center Stage- \$200,000.00

National Aquarium-\$800,000.00

Chesapeake Shakespeare New Theater - \$200,000.00

B&O Railroad- \$200,000.00

BMA- \$14 million

Creative Alliance - \$100,000.00

Everyman Theater - \$1 million

Lyric Theater-\$1.1 million

Port Discovery - \$1.2 million
Walters- \$2.5 million
Light City-\$250,000.00 grant through Visit Baltimore.
National Great Blacks in Wax Museum- \$100,000.00

Visit Baltimore subsidy

Visit Baltimore, a private non-profit organization serves a quasi-city agency to promote and market tourism to the City of Baltimore. VB was formerly known as the Baltimore Area Convention & Visitor's Association was created by William Donald Schaefer in 1987.

The City Mayor appoints VB's Board of Director and also hires the CEO, a cabinet level position, (\$397,000.00 annual salary, the highest in Baltimore City Government).

VB has several sources of funds, a city tax subsidy, membership fees, a state tourism grant and sales and marketing partnerships from the Baltimore tourism industry.

A legislative mandate directs 40% of the city's share of the hotel room tax is annually earmarked to VB. The remaining 60% goes into the City's general fund to help cover for various city expenditures.

In FY 19, VB received a little over \$14.6 million which is being capped at \$15 million through FY 21 and at \$14 million through FY 22.

Through its membership fees, VB generates approximately \$500,000.00 year.

VB also markets tourism partnership opportunities and co-op advertisement sales to the Baltimore tourism industry...ie... inclusion in their Visit Baltimore magazine and in other tourism programs.

The Maryland Tourism Development Board provides an annual state tourism grant fund that is restricted to counties tourism offices. Annually, Visit Baltimore receives between \$250,000.00 to \$471,000.00 annually from this tourism grant fund.

Throughout the State of Maryland, five Maryland counties offer an in-county tourism grant to non-governmental organizations that produce tourism related programs and events. Visit Baltimore/Baltimore city presently does not have a specific tourism grant program. However on a case by case basis, VB does offer some limited support to NGO that produce tourism related programs and events.

Other City of Baltimore subsidies include (reportedly)...

- The Poppleton project - \$58 million
- Exelon project - \$100 million
- Port Covington - \$600 million

Tourism Revenue...

Reportedly, tourism generates \$5.7 billion annually for the City of Baltimore. Where this tourism revenue is not being experienced and shared is in the Baltimore African American Tourism industry. African American tourism sites are consistently omitted from the above mentioned tourism funds.

Taxes

The Baltimore hotel tax generates approximately \$35 million annually. As stated earlier, 40% of this tax is directly to one sole entity...Visit Baltimore and the remaining 60% goes into the City's general fund. Reportedly, another \$411 million in taxes are generated to the City each year from other tourism related sources includes sales tax, amusement tax, etc.

In all these millions of dollars why is there not inclusion and diversity for people of color and the tourism business we operate and for the services we provide.

Today, we are here to respectfully request the members of the Baltimore City Council to remedy this glaring disparity.

BALTIMORE TOURISM IMPROVEMENT DISTRICT: CC Bill 18-0293

This companion or enabling bill seeks to empower a certain select group of specified of Baltimore hoteliers and Visit Baltimore (VB) to generate a new/increased source of marketing/sales revenue via a new tax or a self assessment fee of the participating hotels

Concerns: The name of this bill is misleading because on the surface its name quietly implies there will be a tourism district that will be improved by this particular piece of legislation.

One of our tourism associates stated that "

I Tried to read the bill, but too much confusion trying to figure out what it exactly means...

Several others asked "why is there not any minority inclusion" and "why are we being left out again".

This bill will empower a certain quasi city agency with additional funds to market Baltimore primarily to the benefit of the participating hotels with no mention of others. Worse, the bill in its present form has no diversity, no inclusion for Baltimore's minority tourism businesses. Worse yet, there is no MBE/WBE goals. Even worse, the cost for this bill will be passed on to Baltimore citizens and our visitors who choose to stay in a Baltimore participating hotel.

One week ago, on Thursday, November 1, 2018, this very committee held, an informational hearing on City Council bill 18-0104R Subsidies to Baltimore City's hotel, hospitality and Tourism Industry. The testimonies and horror stories of the hotel workers dictate we ask the City Council to vote NO and oppose this bill or at minimum delay the passage of another taxpayer/tourist hotel subsidy to Baltimore's hotel industry until such time as these hoteliers come into this body and answer certain questions that the citizens and taxpayers are demanding answers.

We would question the hoteliers on their Diversity & Inclusion policies, contract and purchases with Baltimore Black business owners and vendors. Are they compliance with the City's Commercial Non-Discrimination law? Are they serving as good corporate citizens? Can these hotels show any instances where they are directly supporting Baltimore's community? What are their working conditions, healthcare policies and wages being paid out to their workers?

For these reasons on behalf of the members, associates, friends and supporters of the Baltimore African American Tourism Council, Inc., the citizens and taxpayers of Baltimore, we are requesting that you vote NO on this bill and then follow up with informational/fact finding hearings with the General Managers and/or owners of the participating hotels, Visit Baltimore and members of Baltimore's tourism industry.

If this bill is to be passed we would ask that the bill would be amended to include the following wording....

The participating hotels and any future participating hotels would agree to an annual set-aside 7.3% of the total assessed annual fee be assigned to an African American Tourism Development Grant Fund (AATDGF), and furthermore Visit Baltimore would also set-aside 7.3% of their annual budget to be directed to the AATDGF.

The AATCDF will be managed and implemented by members of the Baltimore African American Tourism Alliance which will be comprised of members, stakeholders, business owners, ngo's, from

the Baltimore African American tourism industry and an appointee from the Baltimore City Council, Mayor's Office and VB.

Eligibility and USES of the African American Tourism Development Grant Fund

1. To support and to provide an annual source of grant funding for, but not be limited, to the top 18 endangered African American (AA) historic sites.
2. To provide an annual source of grant funding for the City of Baltimore NGOs (non-governmental organizations) who provide tourism services and host tourism related events/programs.
3. To provide an annual source of grant funding to assist in the development, planning and implementation of new and existing AA tourism initiatives. Examples could, but not be limited to, Family Reunion Expo, Family Reunion Month, HPA Parade & Festival, Charm City Cultural Tourism Corridor Initiative, A Taste of Soul, BBHT, Charm City Tourism Awards Luncheon & Symposium.
4. To provide an annual source of grant funding for the preservation, protection, promotion of signage, markers and historic plaques, way finding.
5. To assist NGOs with attracting increased visitation to the City of Baltimore
6. To provide an opportunity for Baltimore's tourism industry to invest and to provide annual donations to the AARDGF.
7. To alleviate and decrease NGOs from having to rely or seek primary support from Visit Baltimore to produce high quality tourism programs.

Respectfully submitted,

Louis C. Fields

President

About the BTID: Tourism Improvement Districts (TIDs) are a proven source of stable, dedicated funding for tourism promotion, with 170+ districts currently operating in 14 states. *In a TID model, a destination's hotel community elects to assess themselves, passing that assessment onto their visitors; the local jurisdiction collects those assessment dollars alongside the traditional occupancy tax; and, the local destination marketing organization deploys those funds under the direction of an oversight committee comprised of the assessed businesses.*

Council Bill 18-0293 will enable Baltimore City's hotel industry to establish by petition, the first such district in Maryland. Our ultimate goal is to drive overnight visitation and hotel occupancy - in turn, benefiting not only the assessed hotels, but also, the entire tourism community and City through increased economic activity.

Top 18 Endangered African American Sites within the City of Baltimore

Penn North



Arch Social Club

Downtown



Thurgood Marshall Statue

Westside



Donald Murray House

Historic Pennsylvania Avenue Sites



Avenue Market



Dr. Lillie Carroll Jackson Freedom House



Spinix Club



Wall of Pride



Sharp Street Church



Thurgood Marshall House



Billie Holliday Statue



Henry Highland Garnet Marker



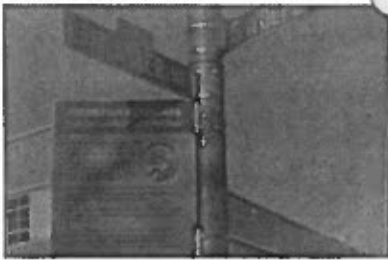
Highland Highland Garnet Community Center



Mitchell Building

- Harriet Beecher Stowe School

Fell's Point



Frederick Douglass Tour Markers



Frederick Douglass houses 516-522 S. Dallas St



Douglass Myers Museum

EASTSIDE



Black American Museum

"This place needs to be updated very badly. It's sad because it sits in the middle of all black American section in downtown Baltimore. I wouldn't recommend this to anyone coming to the city." From a Baltimore visitor.



St. Frances Xavier Catholic Church

Sites not pictured: Mother Lange Monument

- There are literally dozens more African American historic sites deserving awareness and attention.

Respectfully submitted,
Lou Fields, President
Baltimore African American Tourism Council, Inc.



LOU FIELDS is the co-founder and President of the Baltimore African American Tourism Council of MD, Inc. Working with co-founder the late Steven Pace, Errol E. Brown, Sr. and other supporters, since 1996 the Council continues to serve as a nonprofit, educational and tourism advocacy organization which has been active in the preservation and tourism community.

The Council's mission "*is to educate research, preserve, protect and promote Maryland's African American History & Culture as a vital and beneficial product as part of the Baltimore/Maryland tourism industry.*"

Lou Fields is also the founder and first president of the Greater Baltimore Black Chamber of Commerce (2005-2008), Black Dollar Exchange (2010) and serves as advocate for the establishment of the Baltimore City Council African American Tourism & Heritage Preservation Commission.

The Council provides information and referral services, travel and tourism services to communities, organizations, schools and public entities that are in need of research assistance and information services. Services include referrals and development assistance in history, heritage tourism & preservation, program development, funding sources, lectures, exhibits, and special events such as dedications and tributes about notable and unknown Marylanders.

Through the Council's tourism division we provide heritage tours across Maryland, including the popular Frederick Douglass Path to Freedom Walking Tour in historic Fells Point Baltimore, Maryland. In my third book, *the Maryland Black Facts Book* you will find useful information and items for discussion and further research to assist students and adults to become better acquainted with the African American Experience in the State of Maryland. My newest book, *Freedom Seekers, the Story of Early Abolitionists in Antebellum Baltimore* will be released in February 2018.

I can be reached at mobile number 443.983.7974 or email: loucfields@gmail.com or www.bdx443.com. Listen to my weekly BDX Live Talk Show on Thursdays, 12pm-1pm, WOLB 1010am. Listen online at www.wolbbaltimore.com or download the fee WOLB app.

The Council's projects include...

- BDX Live Radio One Talk Show, Thursdays, 12pm-1pm, WOLB 1010AM
- Baltimore City African American Tourism & Heritage Preservation Commission
- Charm City Cultural Heritage Tourism Symposium w/Ambassador Setrese of Botswana
- A TASTE of SOUL, a charm city culinary tourism initiative
- Charm City Tourism Awards, Luncheon & Symposium
- Legacy in Racing VIP Reception, Grand Prix of Baltimore
- Leon Day Negro League Park
- Langston Hughes Literary Symposium & Book Fair
- Royal Theater Monument on Historic Pennsylvania Avenue
- Frederick Douglass Historic Trail, Tour and Markers in Fell Point
- Harriet Ross Tubman Day - State of Maryland [March 10th]
- Maryland Black Writers Guild
- Buffalo Soldier Day in MD [February 20th]
- African American Historic Society of Western MD
- Maryland Underground Railroad Coalition, National UGRR gatherings.
- Maryland Black Tourism Network
- Greater Baltimore of Black Chamber of Commerce
- Mid-Atlantic African American Tourism Summit (MAAATS)
- Black Dollar Exchange business network

Awards of Recognition...

- Baltimore Radio Talk Show Host Award 2018
- Living History Honor Award (2017), Baltimore City Historical Society
- Malcolm X Legacy Award, 2017
- Torch of Success Award by Women of Pride, Dec 2016

- GBBCC 10th Anniversary Founder's Award, October 2016
- Underground Railroad Advocate's Award, UGRR free press
- 2013 Apex Travel & Tourism Award for Distinguished Service, Black Meetings & Tourism
- SBA – Maryland Minority Small Business Champion of the Year Award, May 20, 2011
- NAACP Thurgood Marshall Legacy Award, October 26, 2010
- Greater Baltimore Black Chamber of Commerce- Founder's Award, May 28, 2009
- Keeper of the Flame Award – A Good Black Man, Inc., July 15, 2007
- Distinguished Black Marylander Award-Towson University, February 2002
- Maryland African American Heritage Preservation Award, October 6, 2006
- International Network to Freedom Award, March 11, 2000
- Outstanding Achievement & Community Service Award-Balt City Community College, April 28, 2007
- Community Service Recognition-Unv. of Maryland – Baltimore County
- Outstanding Citizen Award-Flair Modeling Agency, June 1, 2003
- Outstanding Advocate Award-Blacks in Baseball,
- Mayoral Citation Awards from Mayor DuBurns, Mayor Schmoke, O'Malley, Pugh
- Citizen Awards for tourism and preservation Governors' Glendening, Erhlich, O'Malley, Hogan
- Congressional Citation from Congressman Elijah Cummings, City of Salisbury
- Legislative Black Caucus of Maryland, Baltimore City Council, Anne Arundel, Baltimore, Frederick counties.

www.citypaper.com/news/mobtownbeat/bcpnews-black-tourist-attractions-seek-more-prominent-role-in-baltimore-20150512,0,5242077.story

citypaper.com

Mobtown Beat

Black tourist attractions seek more prominent role in Baltimore

By Edward Ericson Jr.

City Paper

12:47 PM EDT, May 12, 2015

On April 29, two days after the biggest spasm of violence following the death of Freddie Gray, the City Council's taxation, finance, and economic development committee took testimony about "Establishing a Baltimore City African American Business, Tourism, Entertainment & Heritage Preservation Commission."

At issue at the City Council hearing was the way Visit Baltimore, the main government-sponsored tourism booster, markets Baltimore to African-Americans. Echoing a case he has made for years, Lou Fields, President of Baltimore Black Heritage Tours Inc., said Visit Baltimore doesn't understand the African-American market well enough to maximize its effort. In denying this, Tom Noonan, president and CEO of Visit Baltimore, may have bolstered Fields' point.

"Thirty percent of our major [events] campaign is dedicated to the diversity market," Noonan told the committee, which on this day consisted only of Chairman Carl Stokes (12th District) and Helen Holton (8th District). "And if you add in our general marketing, the total is closer to—I think in fact it's more than—40 percent."

Holton asked Noonan Visit Baltimore's definition of diversity.

"Ah, African-American, LGBT, Hispanic, Asian, Native-American, and women-owned—" Noonan began. Then he paused and turned to a female aide sitting behind him: "Is it women too?"

Visit Baltimore estimates that Baltimore's tourism economy is worth \$3 billion to \$5 billion a year. That puts it in the same class as the Port of Baltimore.

At the heart of this is not just a battle over spoils—the small pot of public money that goes to promote the city to the rest of the world—it is a battle about how Baltimore defines and presents itself to the wider world. "That job just got way harder," Noonan said, referring to the riots of two nights before.

The people who have the power to define the city are the white people. The white people in the room seem to think they're doing just fine promoting African-American interests.

Creating a new commission to focus only on promoting the city's African-American heritage and tourism "would not be efficient or cost-effective," the city's budget director, Andrew Kleine, testified.

But with all the money already dedicated to promoting Baltimore to the "diversity market" (and it would amount to about \$7 million, if Kleine's breakdown of the city's contribution to Visit Baltimore is right), there are very few African-American-owned attractions. There are no downtown hotels and very few restaurants owned by African-Americans in a city that is nearly two-thirds black.

We have lots of tourism in the city, Fields said, but black people "get very little from it other than low-wage poverty jobs."

Fields contrasted the lack of African-American-owned tourism-related businesses with the millions of dollars city and state taxpayers pour into the city's main cultural attractions each year. He cited the Six-Year-Capital Program of the city's budget, which earmarks \$150,000 for the Baltimore Symphony Orchestra, \$750,000 for the Constellation, \$800,000 for the National Aquarium's Chesapeake Bay Exhibit, \$300,000 for the Science Center, over \$1 million for the Everyman Theatre, \$1.1 million for the Lyric Opera House building, and page after page of other expenditures that benefit institutions dominated and controlled by white people.

Joanne Martin, who co-founded and operates the National Great Blacks in Wax Museum on North Avenue (and is pressing a \$75 million expansion), said just paying her institution's dues to Visit Baltimore can be a challenge after the summer season dies down in September. "They have to understand, we'll pay it when we get to it," she told the committee, adding that her museum is also obligated to belong to the National Association of African-American Museums. She suggested Visit Baltimore and the city create, or allow the creation of, a consortium of African-American attractions that could join and pay dues as one entity. "We bring 150,000 people to a neighborhood where they have no reason to come," Martin said. "We need a voice that allows us to speak for ourselves."

The decorum inside the council chambers contrasted with the scene outside, where college students heard fiery testimony about racial injustice and police "murder" of African-Americans. Here were African-American and white politicians, business people, and institutions arguing about money and the distribution of scarce resources. Yet race remained a subtext.

"I'm here not to attack them," Fields told the committee. "I'm here to ask them to help us help them."

SHOULD THERE BE A CVB REPORT CARD



BY MICHAEL BENNETT

At a time in our nation's history of renewed calls for economic fairness and a restoration of the ideals once known as the American dream, travel and tourism remains one of the least progressive industries in the nation in terms of economic opportunity for all. Might a CVB report card help fix the problem?

We've reported for years the paltry number of African-American CVB executives. Are you curious what lack of diversity truly looks like? Look around or simply go online and examine the leader profiles of some of your favorite destinations.

As of today, we can only verify 8 African American CVB presidents from over 500 organizations nationwide, even in areas with a significant Black population. That comes out to less than two-percent. "In 2014, it's an embarrassment." (You might remember that quote from President Obama's State of the Union address when referring to unequal pay for women.)

The notion that we no longer have qualified people of color to run these organizations is a myth dispelled long ago, so any other representation of that fact is a hoax.

But the CVB problems don't just stop at the executive level.

Examine the management structure at most CVBs below the president and CEO. Anything catch your eye?

You typically find people of color in low-level administrative positions within a CVB or have a member or two on the sales staff to go after the "diversity markets," a phrase, I, and many others have come to loathe.

African-American leaders and key stakeholders in San Francisco are being pressured by local hospitality industry officials to call of a boycott that was called in January to address what some believe to be a "systemic exclusion" of African-Americans in the travel and tourism industry.

A working group of community leaders, labor representatives, city officials and hospitality executives have been charged with coming up with concrete plans by April 30 to increase African-American participation in San Francisco's \$9 billion industry.

Specifically, the group is charged with creating opportunities for African-Americans in the areas of contracting and procurement, construction and professional services, assistance for African-American entrepreneurs, and job training and placement for African-American workers.

Many are not at all pleased with the moves to squash the boycott. Mathew

Thomas, president of Visit San Francisco is extremely concerned that efforts to undermine the boycott could ultimately result in minority leaders settling for less than they deserve or that politics will trump true reform.

"You don't see us anywhere," says Thomas. He recently attended an event at a hotel with first lady Michelle Obama and challenged those sitting at his table to spot an African-American at the hotel working the event or a person of color working closely with the city for the event. As you might imagine Thomas is a staunch supporter of a report card system with teeth to hold destinations accountable. He also made it clear that the boycott has not been called off.

These issues aren't unique to the San Francisco CVB. It's an epidemic of epic proportions at destinations all across the country and across all business sectors.

Many of you might remember when the NAACP launched the Economic Reciprocity Report (ERI) to measure corporate America's financial relationship with the African-American community. The report, first published in 1998 looked at five broad business sectors. One sector was the lodging industry.

Participants in the survey were issued letter grades based on their success or lack thereof, in the areas of employment, marketing/communications, charitable giving, supplier diversity

and community reinvestment.

African-American travel, tourism and hospitality leaders fought hard for inclusion in the annual ERI. The power of the NAACP, many thought, would serve a greater good and shine a spotlight on an industry that so sorely needed corrective measures to solve endemic economic inequities.

Inclusion in the ERI came in the midst of several highly-publicized discriminatory hotel practices in the 1990s, that resulted in several large settlements, including one against the Adam's Mark for \$8 million.

But that wasn't the only controversy of the time. Several Black-owned media outlets sought advertising from the major hotel brands, and as you might have guessed those ad dollars were not forthcoming despite the flow of African-American dollars into the hotels. Timing is everything and in this case it was perfect.

Linda Haithcox, executive director, National Policy Alliance and one of the facilitators of the original report believes it was a highly effective tool that helped the lodging industry make "incredible progress." Unfortunately, it wasn't maintained at the NAACP.

While the methodology is too complex to discuss here, the initial ERI was fraught with problems as reported in previous issues of *Black Meetings and Tourism*. The most glaring was that of honest self-reporting. Many hotels simply didn't report data. For those who took the time, it was often skewed or the sample sizes were so small it wasn't a true reflection of the obvious; African-Americans didn't have a seat at the table.

Publicizing the many poor grades received by the lodging industry, and there were plenty to go around, lasted for a news cycle or two and then swept into the trash bins of history until the following year. What good was it to have such a report if the purveyors lacked the capacity to foster change?

After 2008, the ERI as it applied to the lodging industry disappeared for a few years. In 2012, *The NAACP Opportunity and Diversity Report Card: The Hotel & Resort Industry* was released. This report was a significant improvement over the ERI.

While this new report still contains a few systemic flaws from the earlier ERI, these flaws were beyond the NAACP's ability to control. The strengths and weakness of the study were well documented in the report adding to its credibility. It is the most comprehensive report to date of diversity issues faced by the lodging and hospitality industry, and well worth the read.

Many of the issues brought to light by the new NAACP report plague other sectors of the travel, tourism and hospitality industry starting with CVBs. For example, the NAACP report graded supplier diversity for the top five hotel brands in the United States as compared to their competitors across the industry regardless of brand size. Only one, Wyndham Hotel Group received an above average grade of a "B" when it comes to African-American supplier diversity.

Unfortunately, the hospitality industry as a whole is still

in red numbers when it comes to including African-Americans in the supplier chain meaning a "B" grade is not that impressive as measured against their competitors.

When it came to a hotel's governing body – meaning Board of Directors, Marriott received an "A+" and Wyndham received an "A." But that doesn't begin to tell the story. When it came to "Top Management" and "Mid/Lower Management" all five hotel brand grades fell off a cliff in terms of diversity. In fact, the 2013 report looks much like the 1998 report in large measure because of a lack of sustained effort from all parties.

Haithcox believes, without question a CVB report card could prove highly effective depending on "who is administering the report card and the national impact of that voice."



Roy Jay, president of the National Association of African American Meeting Professionals, and one of the earlier supporters of the ERI believes in a CVB report card and thinks it should be treated like a credit score to be updated annually. Jay also believes state tourism boards should be included in any survey. Jay supports the idea of public pressure using traditional and social media and sending report cards directly to key players in the industry.

Haithcox believes a CVB reporting systems is only effective if the report and its authors offer solutions. "It's not enough just to create a report; you must be willing to sit down at the table and talk."

Another challenge is CVB structure. Some CVBs are privately run and others receive all or a portion of their funding from the public. For those in the public sector, you typically need to deal with a local elected official or two. How you deal with an elected leader could make all the difference as to whether you have an advocate or an adversary.

Taking our foot off the gas pedal has plagued the African-American community for decades, which begs the question, what entity should create a CVB report and keep it updated. Funding and underwriting most certainly won't come from the industry.



Haithcox suggests strategic alliances with policy-making organizations. It's certainly a tried and true approach that's proven effective. It's a way to get to local, state or national leaders to buy in without public humiliation.

With that said, a little public media pressure at times is necessary whether that be in the form of a highly-publicized boycott, or a simple mention before all organizations, associations and meeting planners contemplating doing business with a destination.

A well thought-out and managed CVB report card can prove highly effective and is long overdue.

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Robert Arthur, General Manager, The Ivy Hotel

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **The Ivy Hotel** located in Mount Vernon, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, The Ivy Hotel stands ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Robert Arthur
General Manager
The Ivy Hotel
205 E Biddle St
Baltimore, MD 21202

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Hazelynn D'Arco, General Manager, La Quinta Inn and Suites

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **La Quinta Inn & Suites** located in the Business District, at 200 W Saratoga St., I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Hazelynn D'Arco
General Manager
La Quinta Inn and Suites
200 W. Saratoga Street
Baltimore, MD 21202

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Linda K. Smith, Owner, Rachael's Dowry Bed & Breakfast

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As the owner of **Rachael's Dowry Bed and Breakfast** located in the Ridgely's Delight neighborhood, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Linda K. Smith
Owner
Rachael's Dowry B&B
637 Washington Blvd
Baltimore, MD 21230

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Alison Jones, General Manager, Days Inn Inner Harbor

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the **Days Inn Inner Harbor**- located across from the convention center, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Alison Jones
General Manager
Days Inn Inner Harbor
100 Hopkins Pl
Baltimore, MD 21201

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Carlos Orihuela, General Manager, Hotel RL

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **Hotel RL** located in the Central Business District, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Carlos Orihuela
General Manager
Hotel RL
207 E Redwood St
Baltimore, MD 21202

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Beverly Magee, General Manager, Four Seasons Hotel Baltimore

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment. As General Manager of **Four Seasons Hotel Baltimore** located in Harbor East, I support the establishment of a Tourism Improvement District (TID) in Baltimore. In addition to working in Harbor East, I am also a Harbor East resident that frequents our downtown restaurants and local businesses.

Speaking from experience about the impact of this type of effort, I worked in Seattle for 16 years at Four Seasons Hotel where the city implemented a similar assessment that generated significant funds towards tourism to great result. The STIA (Seattle Tourism Improvement Area) includes 59 hotels (with 60 or more rooms) that are assessed \$2 per occupied room in addition to the 15.6% occupancy tax. This fund has significantly impacted the marketing and sales effort of the region with very positive result in generating targeted campaigns (Two Days in Seattle), impactful video story-telling (Project Five by Five) and strategic sales efforts including hosting PCMA, generating increased leads and future conventions for the city. Baltimore could benefit from this type of support to help impact the perception of the destination and generate the business and positive economic impact this amazing city deserves.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

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Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,
Beverly Magee
General Manager
1525 Aliceanna St
Baltimore, MD 21231

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: David Hoffman, General Manager, Sagamore Pendry Baltimore

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **Sagamore Pendry Baltimore**- located in Fell's Point, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

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Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

David Hoffman
General Manager
Sagamore Pendry Baltimore
1715 Thames St
Baltimore, MD 21231

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Anthony Atmonavage, General Manager, Sheraton Inner Harbor

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **Sheraton Inner Harbor**, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

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Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Anthony Atmonavage
General Manager
Sheraton Inner Harbor
300 S Charles St
Baltimore, MD 21201

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Nick Kelley, General Manager, Hyatt Place Baltimore Inner Harbor

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of **Hyatt Place Baltimore** located in Harbor East I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Nick Kelley
General Manager
Hyatt Place Baltimore
511 S Central Ave
Baltimore, MD 21202

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Keith McNeill, General Manager, Baltimore Marriott Inner Harbor Camden Yards

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the **Baltimore Marriott Inner Harbor Camden Yards**, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Keith McNeill
General Manager
Baltimore Marriott Inner Harbor Camden Yards
110 S Eutaw St
Baltimore, MD 21201

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Terry Donahue, General Manager, Renaissance Baltimore Harborplace Hotel

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the **Renaissance Baltimore Harborplace Hotel** located in the Central Business District, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Terry Donahue
General Manager
Renaissance Baltimore Harborplace Hotel (Marriott)
202 E Pratt St
Baltimore, MD 21202

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Ted Jabara, Managing Director, Harbor Magic Hotels

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment. As Managing Director of **Harbor Magic Hotels** with three hotels in the Inner Harbor and Fells Point, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Ted Jabara
Managing Director
Harbor Magic Hotels
907 Fell St
Baltimore, MD 21231

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Angela Wedemeyer, General Manager, Delta Hotels by Marriott Baltimore Inner Harbor

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment. As General Manager of the **Delta Hotels by Marriott Baltimore Inner Harbor** located in downtown Baltimore, I fully support the establishment of a Tourism Improvement District (TID) in Baltimore. I believe it is essential in the necessary growth of the current tourism industry in the area.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Angela Wedemeyer
General Manager
Delta Hotels by Marriott Baltimore Inner Harbor
1 E Redwood St
Baltimore, MD 21202

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee
From: Beth Brainard, General Manager, Hotel Revival
Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment
Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the **Hotel Revival** located in Mount Vernon, I fully support the establishment of a Tourism Improvement District (TID) in Baltimore. I believe it is essential in the necessary growth of the current tourism industry in the area. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Beth Brainard
General Manager
101 W Monument St
Baltimore, MD 21201

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Juan Webster, General Manager, Hotel Monaco

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the **Hotel Monaco** located in Midtown, I fully support the establishment of a Tourism Improvement District (TID) in Baltimore. I believe it is essential in the necessary growth of the current tourism industry in the area. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Juan Webster
General Manager
Hotel Monaco
2 N Charles St
Baltimore, MD 21201

November 7, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Onahlea Shimunek, General Manager, Lord Baltimore Hotel

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the **Lord Baltimore Hotel** located in Midtown, I support the establishment of a Tourism Improvement District (TID) in Baltimore. This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Onahlea Shimunek
General Manager
Lord Baltimore Hotel
20 W Baltimore Street
Baltimore, MD 21201

November 8, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Erin Chamberlin, General Manager, Horseshoe Casino

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill 18-0293, **Horseshoe Casino** respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore and on my business. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the pockets of every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at Horseshoe Casino to attract visitors.

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and, market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven- effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Sincerely,

Erin Chamberlin
General Manager
Horseshoe Casino
1525 Russell St
Baltimore, MD 21230

November 8, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee

From: Margot Amelia, Senior Vice President/Chief Marketing Officer, National Aquarium

Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment

Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill 18-0293, the **National Aquarium** respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore and the National Aquarium. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the pockets of every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at the National Aquarium, and the \$360 million in annual economic activity the Aquarium generates in Baltimore City.

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and, market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven- effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Sincerely,

Margot A. Amelia
Senior Vice President/Chief Marketing Officer
National Aquarium
501 E Pratt St
Baltimore, MD 21202

November 8, 2018

To: Honorable Sharon Green Middleton and Members of the Taxation, Finance and Economic Development Committee
From: Wanda Q. Draper, Executive Director, Reginald F. Lewis Museum of Maryland African American History & Culture
Re: Council Bill #18-0293-- Baltimore Tourism Improvement District - Establishment
Position: Support

Chairwoman Middleton and Members of the Committee:

Thank you for your consideration of Council Bill 18-0293, the **Reginald F. Lewis Museum of Maryland African American History & Culture** respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore and the Reginald F. Lewis Museum. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the pockets of every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at the Reginald F. Lewis to attract visitors.

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and, market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven- effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Sincerely,

Wanda Q. Draper
Executive Director
Reginald F. Lewis Museum of Maryland African American History & Culture
830 E Pratt St
Baltimore, MD 21202



Councilwoman Sharon Middleton, Chair Taxation, Finance & Economic Development Committee
Baltimore City Council
100 Holliday Street
Baltimore MD 21202

November 2, 2018

Re: City Council Bill # 18-0293

Dear Committee Chair Middleton;

I am writing in support of Council Bill 18-0293 which would establish a Baltimore Tourism Improvement District.

Over 40 years ago the development of Baltimore's Inner Harbor led to the creation of a new employment sector in Baltimore – its tourism and hospitality sector. Today, Baltimore is a destination of choice for well over 20 million visitors a year, and to serve these visitors, our hotels, restaurants, retail establishments and attractions employ thousands of Baltimore residents.

Baltimore's visitor bureau, Visit Baltimore, performs an admirable job marketing our city nationally, given its current resources; however to remain competitive with other cities across the country, the marketing of Baltimore requires significant funding - more than is available for such marketing today. The creation of a Tourism Improvement District would help provide a suitable mechanism for generating the necessary increased funding without dipping into existing City general funds.

Waterfront Partnership respectfully requests the Taxation, Finance and Economic Development Committee support #18-0293 and vote to recommend approval of Bill # 18- 0293 to the full City Council.

Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Laurie Schwartz".

Laurie Schwartz, President

Johnson Jr., Samuel

From: Davis, Liam
Sent: Wednesday, November 07, 2018 12:40 PM
To: City Council President; Mozell, Carolyn; Huber, Michael; Davis, Lester
Cc: Bishop, Ervin; Johnson Jr., Samuel
Subject: RE: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

I've looped in Sam who is the lead staff on the committee that currently has this bill.

Liam

-----Original Message-----

From: City Council President
Sent: Wednesday, November 7, 2018 12:26 PM
To: Mozell, Carolyn <Carolyn.Mozell@baltimorecity.gov>; Huber, Michael <Michael.Huber@baltimorecity.gov>; Davis, Lester <Lester.Davis@baltimorecity.gov>
Cc: Davis, Liam <Liam.Davis@baltimorecity.gov>; Bishop, Ervin <Ervin.Bishop@baltimorecity.gov>
Subject: FW: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Hey Team,

We've been getting a couple of these request for support letters for the Tourism Improvement bill. Forwarding an example to you all as an FYI.

- Myles

-----Original Message-----

From: Wanda Draper [mailto:wanda.draper@lewisiumuseum.org]
Sent: Tuesday, November 06, 2018 11:47 AM
To: City Council President
Subject: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Dear Council President Young,

Thank you for your consideration of Council Bill 18-0293, [ORG] respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore [and on my business]. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the pockets of every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at [ORG] to ...

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and, market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven- effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Sincerely,

Sincerely,

Wanda Q. Draper Executive Director, Reginald
830 E Pratt St
Baltimore, MD 21202
wanda.draper@lewismuseum.org

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, November 06, 2018 11:27 AM
To: Margot Amelia
Cc: Hutchinson, Al; Burr Livingstone, Allison; amy@mdlodging.org; Middleton, Sharon; Johnson Jr., Samuel; Jdriban@aqua.org
Subject: RE: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Margot, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 8, at 10am, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their-contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Margot Amelia [mailto:mamelia@aqua.org]
Sent: Tuesday, November 06, 2018 11:18 AM
To: Costello, Eric
Subject: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Dear Council Member Costello,

Thank you for your consideration of Council Bill 18-0293, the National Aquarium respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore and on the National Aquarium. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the

pockets of every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at the National Aquarium, and the \$360 million in annual economic activity the Aquarium generates in Baltimore City.

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and, market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven-effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Sincerely,

Margot A. Amelia
Senior Vice President/Chief Marketing Officer

Sincerely,

Margot Amelia
Chief Marketing Officer
National Aquarium in Baltimore
501 E Pratt St Ste 3
Baltimore, MD 21202
mamelia@aqua.org

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, November 06, 2018 11:02 AM
To: Onahlea Shimunek
Cc: Hutchinson, Al; Burr Livingstone, Allison; Middleton, Sharon; Johnson Jr., Samuel; amy@mdlodging.org
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

O, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 8, at 10am, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Onahlea Shimunek [mailto:oshimunek@lordbaltimorehotel.com]
Sent: Tuesday, November 06, 2018 10:57 AM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of -HOTEL NAME- located in -NEIGHBORHOOD-, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Onahlea Shimunek
8 W Madison St
Baltimore, MD 21201
oshimunek@lordbaltimorehotel.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 30, 2018 4:13 PM
To: Angela Wedemeyer
Cc: Hutchinson, Al; Burr Livingstone, Allison; amy@mdlodging.org; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Angela, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 8, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Angela Wedemeyer [mailto:angela.wedemeyer@aimhosp.com]
Sent: Tuesday, October 30, 2018 3:25 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the Delta Hotels by Marriott Baltimore Inner Harbor located in downtown Baltimore, I fully support the establishment of a Tourism Improvement District (TID) in Baltimore. I believe it is essential in the necessary growth of the current tourism industry in the area.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Angela Wedemeyer
1 E Redwood St
Baltimore, MD 21202
angela.wedemeyer@aimhosp.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 30, 2018 4:13 PM
To: Ted Jabara
Cc: amy@mdlodging.org; Middleton, Sharon; Johnson Jr., Samuel; Hutchinson, Al; Burr, Livingstone, Allison
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Ted, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 8, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Ted Jabara [mailto:Tedjabara@harbormagic.com]
Sent: Tuesday, October 30, 2018 3:24 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As Managing Director of Harbor Magic Hotels with three hotels in the Inner Harbor and Fells Point, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Ted Jabara
The Admiral Fell Inn
HarborMagic Hotels
711 Eastern Ave
Baltimore, MD 21202
Tedjabara@harbormagic.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 30, 2018 1:59 PM
To: Terry Donahue
Cc: amy@mdlodging.org; Hutchinson, Al; Burr Livingstone, Allison; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Terry, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 8, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Terry Donahue [mailto:terry.donahue@marriott.com]
Sent: Monday, October 29, 2018 7:42 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the Renaissance Baltimore Harborplace located in the Central Business District, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Terry Donahue
General Manager
Renaissance Baltimore Harborplace Hotel (Marriott)
202 E Pratt St
Baltimore, MD 21202
terry.donahue@marriott.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 30, 2018 2:00 PM
To: Keith McNeill
Cc: amy@mdlodging.org; Burr Livingstone, Allison; Middleton, Sharon; Johnson Jr., Samuel; Hutchinson, Al
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Keith, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 8, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Keith McNeill [mailto:keith.mcneill@marriott.com]
Sent: Monday, October 29, 2018 7:42 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the Baltimore Marriott Inner Harbor Camden Yards- located in , I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Keith McNeill, General Manager
110 S Eutaw St
Baltimore, MD 21201
keith.mcneill@marriott.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Monday, October 29, 2018 4:42 PM
To: Anthony Atmonavage
Cc: amy@mdlodging.org; Hutchinson, Al; Burr Livingstone, Allison; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Anthony, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Anthony Atmonavage [mailto:anthony.atmonavage@marriott.com]
Sent: Monday, October 29, 2018 4:38 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of Sheraton Inner Harbor, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Anthony Atmonavage
300 S Charles St
Baltimore, MD 21201
anthony.atmonavage@marriott.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Thursday, October 25, 2018 1:45 PM
To: Juan Webster
Cc: amy@mdlodging.org; Burr Livingstone, Allison; Hutchinson, Al; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Juan, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Juan Webster [mailto:juan.webster@hotelmonaco.com]
Sent: Wednesday, October 24, 2018 8:26 PM
To: Costello, Eric
Subject: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Dear Council Member Costello,

Thank you for your consideration of Council Bill 18-0293, [ORG] respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore [and on my business]. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the pockets of

every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at [ORG] to ...

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and, market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven- effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Respectfully,

Sincerely,

Juan Webster
2 N Charles St
Baltimore, MD 21201
juan.webster@hotelmonaco.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Thursday, October 25, 2018 1:44 PM
To: Carlos Orihuela
Cc: amy@mdlodging.org; Hutchinson, Al; Burr Livingstone, Allison; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Carlos, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Carlos Orihuela [mailto:carlos.orihuela@hotel-rl.com]
Sent: Wednesday, October 24, 2018 8:26 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of -HOTEL NAME- located in -NEIGHBORHOOD-, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Carlos Orihuela
207 E Redwood St
Baltimore, MD 21202
carlos.oriuela@hotel-ri.com

Johnson Jr., Samuel

From: Davis, Liam
Sent: Tuesday, October 30, 2018 1:29 PM
To: Johnson Jr., Samuel
Cc: Bishop, Ervin; Handy, Myles
Subject: FW: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Fyi:

-----Original Message-----

From: City Council President
Sent: Friday, October 26, 2018 5:04 PM
To: Davis, Liam <Liam.Davis@baltimorecity.gov>
Cc: Bishop, Ervin <Ervin.Bishop@baltimorecity.gov>
Subject: FW: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

-----Original Message-----

From: Beverly Magee [mailto:beverly.magee@fourseasons.com]
Sent: Wednesday, October 24, 2018 8:25 PM
To: City Council President
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council President Young,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of Four Seasons Hotel Baltimore located in Harbor East, I support the establishment of a Tourism Improvement District (TID) in Baltimore. In addition to working in Harbor East, I am also a Harbor East resident that frequents our downtown restaurants and local businesses.

Speaking from experience about the impact of this type of effort, I worked in Seattle for 16 years at Four Seasons Hotel where the city implemented a similar assessment that generated significant funds towards tourism to great result. The STIA (Seattle Tourism Improvement Area) includes 59 hotels (with 60 or more rooms) that are assessed \$2 per occupied room in addition to the 15.6% occupancy tax. This fund has significantly impacted the marketing and sales effort of the region with very positive result in generating targeted campaigns (Two Days in Seattle), impactful video story-telling (Project Five by Five) and strategic sales efforts including hosting PCMA, generating increased leads and future conventions for the city. Baltimore could benefit from this type of support to help impact the perception of the destination and generate the business and positive economic impact this amazing city deserves.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like

mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Beverly Magee, General Manager
1525 Aliceanna St
Baltimore, MD 21231
beverly.magee@fourseasons.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 23, 2018 1:31 PM
To: Beth Brainard
Cc: Middleton, Sharon; Johnson Jr., Samuel; Hutchinson, Al; Burr Livingstone, Allison; amy@mdlodging.org
Subject: RE: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Beth, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Beth Brainard [mailto:bbrainard@jdvhotels.com]
Sent: Tuesday, October 23, 2018 1:17 PM
To: Costello, Eric
Subject: Letter in Support of Council Bill 18-0293: Baltimore Tourism Improvement District Establishment

Dear Council Member Costello,

Thank you for your consideration of Council Bill 18-0293, Hotel Revival respectfully requests your support for this initiative which establishes and designates our partner, Visit Baltimore, to administer a much-needed Tourism Improvement District (TID) for Baltimore City.

Tourism promotion via Visit Baltimore has a proven economic return on investment in Baltimore and on my business. Locally, the tourism industry sustains 85,000 jobs and in 2017, 26.2 million domestic visitors generated \$299 million dollars in tax revenue for the city, paying for essential public services as well as putting \$685 back into the pockets of

every single Baltimore taxpaying household. Equally important, destination marketing and sales through Visit Baltimore empowers and enlivens our efforts at Hotel Revival to attract more patrons to our newly opened hotel.

Despite these impressive returns, Visit Baltimore as an organization and in turn Baltimore as a destination have been historically under-resourced in a competitive market; and market research shows that our city is challenged by a lack of awareness as well as negative perception issues. Additional investments in tourism marketing and sales are necessary to overcome these challenges.

TIDs, a public-private partnership, are a proven- effective national model to generate supplemental and protected funds for destination marketing and tourism promotion. There are currently over 170 TIDs in 14 states, and this model has been utilized for decades across the country. We understand that Council Bill 18-0293 establishes such a model for Baltimore, with a special assessment levied on hotel businesses which would pay for marketing, sales and other promotional programs and activities to increase tourism with a specific focus on overnight visitors to the assessed hotel businesses.

Clearly, the attraction of more leisure and convention business is a win-win for our organization and the city. For these reasons, we support Council Bill 18-0293 and request that you do the same. By supporting this legislation, you will be ensuring Visit Baltimore and the hotel community can help us all by driving maximum returns to Baltimore's economy, employment base and quality of life.

Thank you for your consideration of this important initiative being spearheaded by Visit Baltimore and Baltimore's hotel community.

Sincerely,

Sincerely,

Beth Brainard
101 W Monument St
Baltimore, MD 21201
bbrainard@jdvhotels.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 23, 2018 1:32 PM
To: Linda Smith
Cc: Burr Livingstone, Allison; Middleton, Sharon; Johnson Jr., Samuel; Hutchinson, Al; amy@mdlodging.org
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Linda, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Linda Smith [mailto:smithlk151@gmail.com]
Sent: Tuesday, October 23, 2018 12:03 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As the owner of Rachael's Dowry Bed and Breakfast located in the Ridgely's Delight neighborhood, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Linda K. Smith, Owner, Rachael's Dowry B&B
637 Washington Blvd
Baltimore, MD 21230
smithlk151@gmail.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 23, 2018 1:32 PM
To: Alison Jones
Cc: Hutchinson, Al; Burr Livingstone, Allison; amy@mdlodging.org; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Alison, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Alison Jones [mailto:alison@daysinnerharbor.com]
Sent: Tuesday, October 23, 2018 12:03 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the Days Inn Inner Harbor- located across from the convention center, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active

stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Alison Jones
100 Hopkins Pl
Baltimore, MD 21201
alison@daysinnerharbor.com

Johnson Jr., Samuel

From: Davis, Liam
Sent: Tuesday, October 23, 2018 4:15 PM
To: Johnson Jr., Samuel
Subject: FW: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Hey Sam would you be able to add this to the bill file? I've got another one I'll be forwarding your way as well.

Liam

-----Original Message-----

From: City Council President
Sent: Tuesday, October 23, 2018 4:10 PM
To: Davis, Liam <Liam.Davis@baltimorecity.gov>
Subject: FW: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Hey Liam,

Can you make sure this gets added to the bill file?

Myles

-----Original Message-----

From: Linda Smith [mailto:smithlk151@gmail.com]
Sent: Tuesday, October 23, 2018 12:03 PM
To: City Council President
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council President Young,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As the owner of Rachael's Dowry Bed and Breakfast located in the Ridgely's Delight neighborhood, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more

to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

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Sincerely,

Linda K. Smith, Owner, Rachael's Dowry B&B
637 Washington Blvd
Baltimore, MD 21230
smithlk151@gmail.com

Johnson Jr., Samuel

From: Davis, Liam
Sent: Tuesday, October 23, 2018 4:15 PM
To: Johnson Jr., Samuel
Subject: FW: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Fyi:

-----Original Message-----

From: City Council President
Sent: Tuesday, October 23, 2018 4:10 PM
To: Davis, Liam <Liam.Davis@baltimorecity.gov>
Subject: FW: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

This one too!

Myles

-----Original Message-----

From: Alison Jones [mailto:alison@daysinnerharbor.com]
Sent: Tuesday, October 23, 2018 12:03 PM
To: City Council President
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council President Young,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of the Days Inn Inner Harbor- located across from the convention center, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our

competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Alison Jones
100 Hopkins Pl
Baltimore, MD 21201
alison@daysinnerharbor.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 16, 2018 3:59 PM
To: Hazelynn D'Arco
Cc: Burr Livingstone, Allison; Hutchinson, Al; amy@mdlodging.org; Middleton, Sharon; Johnson Jr., Samuel
Subject: RE: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Hazelynn, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Hazelynn D'Arco [mailto:hazel.darco@gmail.com]
Sent: Tuesday, October 16, 2018 3:49 PM
To: Costello, Eric
Subject: Testimony in support of Council Bill 18-0293: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of La Quinta Inn & Suites located in the Business District, at 200 W Saratoga St. I support the establishment of a Tourism Improvement District (TID) in Baltimore.

This initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

A public-private partnership, Baltimore's TID will have a catalytic positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy and profitability as well as the city at large through increased economic activity. According to reports by Tourism Economics, overnight visitors contributed 71% of Baltimore's total visitor spending of \$5.74 billion in 2017, spend driving \$299 million in City taxes and fees and the creation or support of 85,000 jobs. We need to be doing more to sustain and grow this high-value market. As an entity that would be assessed, we stand ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism promotion and convention sales beyond the budget of Visit Baltimore, which is significantly under-resourced compared to our competition. My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

Our peers and parent companies are seeing positive results and increased room nights sold. I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Hazelynn D'Arco
617 N Paca St
Baltimore, MD 21201
hazel.darco@gmail.com

Johnson Jr., Samuel

From: Costello, Eric
Sent: Tuesday, October 16, 2018 4:01 PM
To: 'Donna Marquez'
Cc: amy@mdlodging.org; Middleton, Sharon; Johnson Jr., Samuel; Burr Livingstone, Allison; Hutchinson, Al
Subject: RE: Testimony in support of Council Bill X: Baltimore Tourism Improvement District

Donna, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

The next step in the process is for the bill to be heard in the City Council's Taxation, Finance, and Economic Development Committee, which will happen on Thursday, Nov 1, at 2:00pm, at City Hall, 100 N Holliday St, on the 4th Floor in Council Chambers. If you plan on attending, please remember to bring a government ID card in order to enter the building.

Lastly, I have copied the Chair of the Committee, Councilwoman Sharon Green Middleton, and Sam Johnson, staff to the Committee, so that your testimony is added to the bill file. In addition to Chair Middleton and myself, the other members of the Committee include Councilmen Ed Reisinger, Leon Pinkett, and Robert Stokes. You can find their contact information here to voice your support for the bill: <http://www.baltimorecitycouncil.com/council-members>

Thanks, EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816
(e) eric.costello@baltimorecity.gov
Twitter | Facebook | Instagram

-----Original Message-----

From: Costello, Eric
Sent: Sunday, October 14, 2018 5:21 PM
To: Donna Marquez
Cc: andre.street@hyatt.com
Subject: RE: Testimony in support of Council Bill X: Baltimore Tourism Improvement District

Donna, thanks for reaching out. Please know you have my full support on the TID request from Visit Baltimore. I have been talking with Al Hutchinson, Allison Burr-Livingston, and Amy Roher for months about this and have agreed to help in any way possible.

Sorry that I was unable to attend lunch this past week, I had a number of work emergencies all pop up at the same time which required my immediate attention. I will circle back with Andre to reschedule. -EC

Eric T. Costello
Baltimore City Council, 11th District
(m) 443-813-1457 | (o) 410-396-4816

(e) eric.costello@baltimorecity.gov

Twitter | Facebook | Instagram

-----Original Message-----

From: Donna Marquez [mailto:donna.marquez@hyatt.com]

Sent: Saturday, October 13, 2018 3:27 PM

To: Costello, Eric

Subject: Testimony in support of Council Bill X: Baltimore Tourism Improvement District

Dear Council Member Costello,

Thank you for your consideration of Council Bill #18-0293: Baltimore Tourism Improvement District Establishment.

As General Manager of Hyatt Regency Baltimore Inner Harbor, I support the establishment of a Tourism Improvement District (TID) in Baltimore.

We anticipate, if properly managed, this initiative will spur increased sales and occupancy at my property and across the city by providing much needed supplemental and protected funding to Baltimore's destination marketing organization, Visit Baltimore. As active stakeholders in this initiative, hotels such as mine request the favorable support of the City and the Council to pass this legislation.

As a public-private partnership, it is anticipated that Baltimore's TID will have a positive effect on the economic engine that is Baltimore's tourism industry. Following a successful petition, an assessment would be levied on hotel businesses like mine within Baltimore City. Funds collected through this visitor-paid assessment could only be used for specific purposes associated with driving overnight visitation - activities directly benefiting all participating hotels through increased occupancy. As an entity that would be assessed, the Hyatt Regency stands ready to participate in each step of the TID process and asks for your support in this endeavor.

We cannot afford to fail. Our hospitality community is struggling, in need of increased tourism support from our community leaders.

My property supports the TID not only because it will capitalize Visit Baltimore to the level our city so badly needs and so rightfully deserves; but also, because the TID model is one whereby the assessed industry has more control over program implementation, with built-in room for flexibility and adaptability defined by a clear set of guidelines to better react to market conditions. We know this to be true because TIDs exist all over the country - 14 states and over 160 jurisdictions have invested in tourism promotion in the same way, raising over \$370 million to benefit assessed businesses.

I am confident that a Baltimore TID will yield significant gains for our industry and our city. Thank you for your consideration of this important initiative and your commitment to advancing our industry. I urge a favorable report on Council Bill #18-0293.

Sincerely,

Donna M. Marquez
1426 Benjamin St
Baltimore, MD 21230
donna.marquez@hyatt.com

City of Baltimore

City Council
City Hall, Room 408
100 North Holliday Street
Baltimore, Maryland
21202

Meeting Agenda - Final

Taxation, Finance and Economic Development Committee

Thursday, March 28, 2019

1:00 PM

Du Burns Council Chamber, 4th floor, City Hall

Work Session: 18-0293

CALL TO ORDER

INTRODUCTIONS

ATTENDANCE

ITEMS SCHEDULED FOR WORKSESSION

18-0293

Baltimore Tourism Improvement District - Establishment
For the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for an effective date; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore Tourism Improvement District.

Sponsors:

City Council President (Administration)

Work Session

ADJOURNMENT

THIS MEETING IS OPEN TO THE PUBLIC

City of Baltimore

City Council
City Hall, Room 408
100 North Holliday Street
Baltimore, Maryland
21202

Meeting Agenda - Final

Taxation, Finance and Economic Development Committee

Thursday, November 8, 2018

10:00 AM

Du Burns Council Chamber, 4th floor, City Hall

18-0293

CALL TO ORDER

INTRODUCTIONS

ATTENDANCE

ITEMS SCHEDULED FOR PUBLIC HEARING

18-0293

Baltimore Tourism Improvement District - Establishment

For the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for an effective date; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore Tourism Improvement District.

Sponsors:

City Council President (Administration)

ADJOURNMENT

THIS MEETING IS OPEN TO THE PUBLIC



BILL SYNOPSIS

Committee: Taxation, Finance and Economic Development

Bill 18-0293

Baltimore Tourism Improvement District - Establishment

Sponsor: *President Young (The Administration)*

Introduced: *October 15, 2018*

Purpose:

For the purpose of establishing the Baltimore Tourism Improvement District; specifying the boundaries of the District; designating an Association and providing for its rights, duties, and powers; designating the District Management Committee and providing for its rights, duties, and powers; mandating the financial responsibilities of the Association and the City in conjunction with the operation of the District; providing for the assessment, collection, and enforcement of a supplemental assessment to be collected by the City for the Association; specifying the City's role in maintaining existing tourism funding to the Association; designating the Board of Estimates as the agency charged with reviewing and approving various matters relating to the District, the Association, and the District Management Committee; providing for the renewal, expiration, termination, and approval of the District and the Association; providing for a special effective date; and generally relating to the existence, operation, and control of the Baltimore Tourism Improvement District.

Effective: On the date of enactment.

Hearing Date/Time/Location: November 8, 2018 / 10:00 a.m. / Clarence "Du" Burns Chamber

Agency Reports

City Solicitor	
Department of Planning	No Objection
Baltimore Development Corporation	Favorable
Department of Housing and Community Development	No Objection
Department of Finance	
Visit Baltimore	Favorable

Analysis

Current Law:

Article II - General Powers
Section 70
Baltimore City Charter
(1996 Edition)

Adding:

Article 14 - Special Benefits Districts
Sections 20-1 to 20-17, to be under the new subtitle designation,
"Subtitle 20. Baltimore Tourism Improvement District"
Baltimore City Code
(Edition 2000)

Background

If enacted, Bill 18-0293 would create a Tourism Improvement District (TID) that encompasses the boundaries of Baltimore City. The ultimate goal of the Baltimore TID is to generate supplemental and protected funds for destination marketing and tourism sales activities, executed by Visit Baltimore with oversight provided by the city's lodging community, in order to drive more (overnight) visitation to Baltimore City. In concept, the hotel community would elect to assess themselves, passing that assessment onto their visitors; the local jurisdiction would then collect the assessed fees along with the traditional occupancy tax; and, the city marketing organization would deploy those funds for the specific benefit of the assessed businesses.

Visit Baltimore is poised to deliver the enhanced marketing and sales infrastructure required to generate these resources; and the mechanisms that will be used to implement these new strategies will not include any new taxes for local residents. Some of the issues currently facing Baltimore are a lack of awareness for the city being a destination site for vacation and a negative image nationally. With the collection of this assessment, approximately 85% of those funds would go towards national awareness campaigns, financial incentive programs to attract major events, and sales efforts.

A 17-member Hotel Task Force group representing small and large hotels have been meeting regularly over the past 18 months, and they have put together a service plan that outlines the proposed assessment rate, eligible TID spending in general and specific investment opportunities for fiscal year 2020 which is the first anticipated year of operation. Each year the District Management Committee would adopt an annual financial plan, based on the city's fiscal year, and before the plans adoption they will be required to host public hearings on the financial plan with notice to be posted for 3 consecutive weeks. The District Management Committee may not approve a financial plan that includes district special assessment in excess of those approved by the Board of Estimates. The City of Baltimore

will be authorized to retain 1.5% of the amount of District Special Assessment collected to cover its costs associated with collection, assessment, disbursement, record-keeping, and enforcement of the District Special Assessment. Cost associated with district formation are assumed to be minimal and absorbable within existing budgeted resources.

Additional Information

Fiscal Note: Not Available

Information Source(s): Agency Reports

Analysis by: Samuel Johnson, Jr.

Direct Inquiries to: (410) 396-1091

Analysis Date: November 2, 2018

**CITY OF BALTIMORE
COUNCIL BILL 18-0293
(First Reader)**

Introduced by: The Council President

At the request of: The Administration (Visit Baltimore)

Introduced and read first time: October 15, 2018

Assigned to: Taxation, Finance and Economic Development Committee

REFERRED TO THE FOLLOWING AGENCIES: City Solicitor, Department of Planning, Baltimore Development Corporation, Department of Housing and Community Development, Department of Finance, Visit Baltimore

A BILL ENTITLED

1 AN ORDINANCE concerning

2 **Baltimore Tourism Improvement District – Establishment**

3 FOR the purpose of establishing the Baltimore Tourism Improvement District; specifying the
4 boundaries of the District; designating an Association and providing for its rights, duties, and
5 powers; designating the District Management Committee and providing for its rights, duties,
6 and powers; mandating the financial responsibilities of the Association and the City in
7 conjunction with the operation of the District; providing for the assessment, collection, and
8 enforcement of a supplemental assessment to be collected by the City for the Association;
9 specifying the City's role in maintaining existing tourism funding to the Association;
10 designating the Board of Estimates as the agency charged with reviewing and approving
11 various matters relating to the District, the Association, and the District Management
12 Committee; providing for the renewal, expiration, termination, and approval of the District
13 and the Association; providing for a special effective date; and generally relating to the
14 existence, operation, and control of the Baltimore Tourism Improvement District.

15 BY authority of

16 Article II - General Powers
17 Section 70
18 Baltimore City Charter
19 (1996 Edition)

20 BY adding

21 Article 14 - Special Benefits Districts
22 Sections 20-1 to 20-17, to be under the new subtitle designation,
23 "Subtitle 20. Baltimore Tourism Improvement District"
24 Baltimore City Code
25 (Edition 2000)

26 **SECTION 1. BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF BALTIMORE,** That the
27 Laws of Baltimore City read as follows:

EXPLANATION: CAPITALS indicate matter added to existing law.
[Brackets] indicate matter deleted from existing law.

Council Bill 18-0293

Baltimore City Code

Article 14. Special Benefits Districts

SUBTITLE 20. BALTIMORE TOURISM IMPROVEMENT DISTRICT

§ 20-1. DEFINITIONS.

(A) *IN GENERAL.*

IN THIS SUBTITLE, THE FOLLOWING TERMS HAVE THE MEANINGS INDICATED.

(B) *ASSOCIATION.*

“ASSOCIATION” MEANS AN EXISTING PRIVATE NONPROFIT DESTINATION MARKETING ORGANIZATION THAT PROMOTES TOURISM TO BALTIMORE CITY AND THE CONVENTION CENTER IN ORDER TO INCREASE THE NUMBER OF VISITORS TO THE CITY THAT IS DESIGNATED AS THE TOURISM IMPROVEMENT DISTRICT ASSOCIATION IN ACCORDANCE WITH THIS SUBTITLE.

(C) *BOARD.*

“BOARD” MEANS THE BOARD OF DIRECTORS OF THE ASSOCIATION.

(D) *ASSESSED BUSINESS.*

“ASSESSED BUSINESS” MEANS ANY “HOTEL” AS DEFINED IN CITY CODE ARTICLE 28, § 21-1(C).

(E) *DISTRICT.*

“DISTRICT” MEANS THE BALTIMORE TOURISM IMPROVEMENT DISTRICT.

(F) *DISTRICT MANAGEMENT COMMITTEE.*

“DISTRICT MANAGEMENT COMMITTEE” MEANS A COMMITTEE OF THE BOARD WITH DELEGATED AUTHORITY REGARDING THE MANAGEMENT OF THE DISTRICT ON BEHALF OF THE ASSOCIATION, INCLUDING THE POWER TO DIRECT THE EXPENDITURE OF DISTRICT FUNDS.

(G) *DISTRICT SPECIAL ASSESSMENT.*

“DISTRICT SPECIAL ASSESSMENT” MEANS A SPECIAL ASSESSMENT LEVIED ON ASSESSED BUSINESSES.

(H) *ENABLING LEGISLATION.*

“ENABLING LEGISLATION” MEANS ARTICLE II, § 70 OF THE CHARTER OF BALTIMORE CITY, AS ENACTED INTO LAW BY CHAPTER 641 OF THE LAWS OF MARYLAND (2018), AS THE SAME MAY BE AMENDED FROM TIME TO TIME.

Council Bill 18-0293

1 (I) *FINANCIAL PLAN.*

2 "FINANCIAL PLAN" MEANS THE FINANCIAL PLAN, INCLUDING THE BUDGET AND DISTRICT
3 SPECIAL ASSESSMENT TO BE LEVIED ON ASSESSED BUSINESSES, AS ADOPTED AND
4 APPROVED ON AN ANNUAL BASIS AS SET FORTH IN THIS SUBTITLE.

5 (J) *NON-ASSESSED BUSINESS.*

6 "NON-ASSESSED BUSINESS" MEANS ANY BUSINESS IN THE DISTRICT THAT IS NOT AN
7 ASSESSED BUSINESS.

8 § 20-2. FINDINGS.

9 (A) *IN GENERAL.*

10 THE FOLLOWING FINDINGS ARE CRITICAL TO THE EXERCISE OF THE AUTHORITY SET FORTH
11 IN THE ENABLING LEGISLATION.

12 (B) *IMPORTANCE OF TOURISM IN BALTIMORE.*

13 (1) TOURISM IS A MAJOR CONTRIBUTOR TO BALTIMORE'S ECONOMY, WITH VISITOR
14 SPENDING GENERATING APPROXIMATELY \$10 BILLION ANNUALLY IN TOTAL INDUSTRY
15 SALES. THIS ACTIVITY GENERATES \$290 MILLION IN TAXES AND FEES TO THE CITY OF
16 BALTIMORE ANNUALLY, REVENUE THAT SUPPORTS VALUABLE CITY SERVICES, WHILE
17 ALSO SAVING EACH BALTIMORE HOUSEHOLD \$680 IN ANNUAL PERSONAL TAX
18 CONTRIBUTIONS.

19 (2) TOURISM IS A MAJOR EMPLOYER IN BALTIMORE, CREATING OR SUSTAINING MORE
20 THAN 85,000 JOBS FOR CITY RESIDENTS AND ACROSS THE REGION EACH YEAR.

21 (3) IN ADDITION TO GENERATING JOBS AND TAX REVENUES, A THRIVING TOURISM
22 INDUSTRY BENEFITS BALTIMORE BY SUSTAINING AIR TRAVEL, CREATING FAMILIARITY,
23 ATTRACTING DECISION MAKERS AS WELL AS FUTURE RESIDENTS AND WORKERS, AND
24 IMPROVING THE QUALITY OF LIFE FOR ALL RESIDENTS.

25 (C) *OPPORTUNITIES FOR TOURISM IN BALTIMORE.*

26 (1) FUNDING FOR BALTIMORE CONVENTION SALES AND TOURISM PROMOTION IS
27 ALLOCATED BY LAW TO VISIT BALTIMORE, INC., A PRIVATE AND INDEPENDENT NOT-
28 FOR-PROFIT, NON-STOCK CORPORATION, IN THE FORM OF A PERCENTAGE SHARE OF THE
29 CITY HOTEL OCCUPANCY TAX COLLECTION. THIS ORGANIZATION HAS BEEN
30 HISTORICALLY UNDER-RESOURCED IN AN INCREASINGLY COMPETITIVE TOURISM
31 MARKET. FOR EXAMPLE, MARKET RESEARCH QUANTIFIES A LACK OF OVERALL
32 AWARENESS ABOUT AND INTEREST IN BALTIMORE AS A PREFERRED TOURISM
33 DESTINATION. THESE CHALLENGES CAN BE ADDRESSED THROUGH INCREASED SALES
34 AND MARKETING ACTIVITIES.

35 (2) VISIT BALTIMORE IS POISED TO DELIVER THE ENHANCED MARKETING AND SALES
36 INFRASTRUCTURE REQUIRED TO GENERATE IMPACT PENDING SUFFICIENT RESOURCES –
37 AND THE HOTEL COMMUNITY HAS IDENTIFIED AN OPPORTUNITY FOR A SELF-FUNDING

Council Bill 18-0293

1 AND INDUSTRY-MANAGED MECHANISM, INVOLVING NO NEW TAXES FOR LOCAL
2 RESIDENTS, TO SUPPORT THESE PROGRAMS.

- 3 (3) THE ULTIMATE GOAL OF THESE PROGRAMS WILL BE TO DRIVE INCREASED OVERNIGHT
4 VISITATION, IN TURN, SUPPORTING THE BOTTOM LINE OF NOT ONLY THE CITY'S HOTEL
5 COMMUNITY, BUT ALSO, BENEFITTING ALL VISITOR-FACING BUSINESSES AS WELL AS
6 CITY RESIDENTS THROUGH ADDITIONAL ECONOMIC AND QUALITY OF LIFE BENEFITS
7 FOR THE CITY OF BALTIMORE.

8 (D) *CONCEPT OF TOURISM IMPROVEMENT DISTRICT.*

- 9 (1) A TOURISM IMPROVEMENT DISTRICT IS A PROVEN MECHANISM BY WHICH ASSESSED
10 BUSINESS OWNERS WITHIN A DEFINED AREA CAN AGREE TO IMPOSE A SPECIAL
11 ASSESSMENT ON THEMSELVES IN ORDER TO PROVIDE ENHANCED AND SUPPLEMENTAL
12 SERVICES DESIGNED TO INCREASE TOURISM WITHIN THE DISTRICT AND BENEFIT THE
13 ASSESSED BUSINESSES PAYING THE SPECIAL ASSESSMENT.
- 14 (2) TOURISM IMPROVEMENT DISTRICTS HAVE BEEN CREATED IN OVER 160 DESTINATIONS
15 IN 14 STATES ACROSS THE COUNTRY, AND THE REPORTS RECEIVED SUGGEST THAT
16 THEY ARE ALMOST UNIFORMLY HIGHLY SUCCESSFUL IN ACHIEVING THEIR OBJECTIVES.
- 17 (3) CRITICAL TO ANY TOURISM IMPROVEMENT DISTRICT IS THE CREATION OF A
18 PARTNERSHIP BETWEEN THE PUBLIC AND PRIVATE SECTOR, WITH THE PUBLIC SECTOR
19 COMMITTING TO MAINTAIN FUNDING FOR TOURISM PROMOTION SERVICES AT SPECIFIED
20 LEVELS AND THE PRIVATE SECTOR AGREEING TO ACCEPT NEW SPECIAL ASSESSMENTS
21 FOR THE PURPOSE OF SUPPLEMENTING PUBLICLY FUNDED TOURISM PROMOTION
22 SERVICES.
- 23 (4) A TOURISM IMPROVEMENT DISTRICT IN THIS CITY CANNOT BE SUCCESSFUL WITHOUT
24 THE FULL COOPERATION OF THE CITY AND THE ASSESSED BUSINESSES WITHIN THE
25 DISTRICT.

26 (E) *CONSIDERATIONS.*

- 27 (1) THE COUNCIL HAS CONSIDERED THE MATERIALS COMPILED BY VISIT BALTIMORE
28 REGARDING THE CREATION OF THE BALTIMORE TOURISM IMPROVEMENT DISTRICT
29 AND THE PATTERN OF SUCCESS FOR SUCH DISTRICTS ELSEWHERE.
- 30 (2) THE COUNCIL FINDS THAT ESTABLISHING THE BALTIMORE TOURISM IMPROVEMENT
31 DISTRICT IS AN IMPORTANT AND VITAL ELEMENT OF THE LONG-TERM HEALTH AND
32 GROWTH OF CITY'S TOURISM INDUSTRY AND THE CITY.
- 33 (3) THE COUNCIL FINDS THAT A SPECIAL ASSESSMENT SYSTEM FOR THE BALTIMORE
34 TOURISM IMPROVEMENT DISTRICT SHOULD BE UNCOMPLICATED, DIRECT, AND FAIR.
35 THE SYSTEM PROVIDED FOR IN THIS SUBTITLE SATISFIES SUCH CRITERIA.
- 36 (4) THE COUNCIL FINDS THAT THE BALTIMORE TOURISM IMPROVEMENT DISTRICT
37 SHOULD ENCOURAGE THE INVOLVEMENT OF MINORITIES IN THE OPERATION OF THE
38 DISTRICT AND IN THE BUSINESS COMMUNITY ITSELF.

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1 § 20-3. DISTRICT CREATED; BOUNDARIES.

2 (A) *IN GENERAL.*

3 THERE IS A TOURISM IMPROVEMENT DISTRICT, TO BE KNOWN AS THE "BALTIMORE
4 TOURISM IMPROVEMENT DISTRICT" (THE "DISTRICT").

5 (B) *BOUNDARIES.*

6 THE BOUNDARIES OF THE DISTRICT ARE THE SAME AS THE CORPORATE BOUNDARIES OF
7 THE CITY OF BALTIMORE.

8 § 20-4. ASSOCIATION DESIGNATED.

9 (A) *ASSOCIATION DESIGNATED.*

10 VISIT BALTIMORE, INC. IS HEREBY DESIGNATED AS THE DISTRICT'S ASSOCIATION.

11 (B) *GOVERNING BODY.*

12 THE GOVERNING BODY OF THE ASSOCIATION IS SHALL BE ITS BOARD OF DIRECTORS.

13 (C) *PURPOSE.*

14 THE PURPOSE OF THE ASSOCIATION REGARDING THE DISTRICT IS TO:

15 (1) ADMINISTER THE DISTRICT PROGRAMS AND ACTIVITIES;

16 (2) PROMOTE AND MARKET THE DISTRICT; AND

17 (3) PROVIDE OTHER MARKETING, PROMOTION, AND DESTINATION DEVELOPMENT
18 SERVICES, PROVIDED THAT THE SERVICES AND FUNCTION SHALL BE PROVIDED
19 WITHIN THE DISTRICT, OR, WITHIN AREAS ADJOINING OR ADJACENT TO THE
20 DISTRICT.

21 § 20-5. POWERS AND FUNCTIONS OF ASSOCIATION.

22 (A) *GENERALLY.*

23 THE ASSOCIATION MAY EXERCISE ONLY THOSE POWERS REGARDING THE DISTRICT THAT
24 ARE PROVIDED FOR IN THIS SUBTITLE.

25 (B) *AUTHORIZED ACTIONS.*

26 THE ASSOCIATION SHALL HAVE THE POWER TO:

27 (1) CONDUCT DISTRICT PROGRAMS AND ACTIVITIES, PROMOTE AND MARKET THE
28 DISTRICT, AND PROVIDE OTHER MARKETING, PROMOTION, AND DESTINATION
29 DEVELOPMENT SERVICES;

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- 1 (2) ACQUIRE, HOLD, AND USE PROPERTY NECESSARY TO ACHIEVE THE DISTRICT'S
2 PURPOSES;
- 3 (3) ENTER INTO CONTRACTS FOR THE PROVISION OF DISTRICT SERVICES;
- 4
- 5 (4) SUE AND BE SUED;
- 6 (5) BORROW AND ACCEPT GRANTS;
- 7 (6) EMPLOY AND DISCHARGE PERSONNEL;
- 8 (7) PROPOSE, IN THE DISTRICT'S FINANCIAL PLAN, THE DISTRICT SPECIAL
9 ASSESSMENTS IN ACCORDANCE WITH § 20-8 OF THIS SUBTITLE;
- 10 (8) ADOPT, AMEND, AND MODIFY BYLAWS OF THE DISTRICT MANAGEMENT
11 COMMITTEE, SUBJECT TO THE APPROVAL OF THE BOARD OF ESTIMATES;
- 12 (9) ESTABLISH AND ELECT OFFICERS, AND PROVIDE FOR THE TERMS OF OFFICE AND
13 DUTIES OF THE OFFICERS;
- 14 (10) CONTRACT FOR AND PURCHASE GOODS AND SERVICES IN ACCORDANCE WITH
15 CITY ORDINANCES AND POLICY REQUIRING ACHIEVEMENT OF GOALS REGARDING
16 MINORITY AND WOMEN'S BUSINESS ENTERPRISES; AND
- 17 (11) DO ALL THINGS NECESSARY OR CONVENIENT TO CARRY OUT THE PURPOSES OF
18 THE DISTRICT UNDER THIS SUBTITLE.

19 (C) *INTERPRETATION OF POWERS.*

20 THE POWERS OF THE ASSOCIATION SHALL BE BROADLY INTERPRETED IN ORDER TO ALLOW
21 THE ASSOCIATION TO ACHIEVE THE GOALS OF THE ENABLING LEGISLATION.

22 **§ 20-6. LIMITATIONS ON ASSOCIATION.**

23 (A) *NOT AN AGENCY OF CITY OR STATE.*

- 24 (1) THE ASSOCIATION IS NOT AND MAY NOT BE DEEMED AN AGENCY OF THE MAYOR AND
25 CITY COUNCIL OF BALTIMORE OR OF THE STATE OF MARYLAND.
- 26 (2) THE OFFICERS AND EMPLOYEES OF THE ASSOCIATION ARE NOT AND MAY NOT ACT AS
27 AGENTS OR EMPLOYEES OF THE MAYOR AND CITY COUNCIL OF BALTIMORE OR OF THE
28 STATE OF MARYLAND.

29 (B) *UNAUTHORIZED ACTIONS.*

- 30 (1) THE ASSOCIATION MAY NOT EXERCISE ANY POLICE OR GENERAL POWERS OTHER THAN
31 THOSE AUTHORIZED BY STATE LAW OR CITY ORDINANCE.
- 32 (2) THE ASSOCIATION MAY NOT PLEDGE THE FULL FAITH OR CREDIT OF THE CITY.

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1 (3) THE ASSOCIATION MAY NOT IMPOSE ANY DISTRICT SPECIAL ASSESSMENTS IN EXCESS
2 OF THOSE APPROVED BY THE BOARD OF ESTIMATES.

3
4 (4) THE ASSOCIATION MAY NOT EXERCISE THE POWER OF EMINENT DOMAIN.

5 (5) EXCEPT AS OTHERWISE PROVIDED IN § 20-17 OF THIS SUBTITLE, THE ASSOCIATION
6 MAY NOT REVERT CHARGES OR DISTRICT SPECIAL ASSESSMENTS COLLECTED TO THE
7 GENERAL FUND OF THE CITY.

8 **§ 20-7. DISTRICT MANAGEMENT COMMITTEE.**

9 (A) *IN GENERAL.*

10 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL BE A COMMITTEE OF THE
11 ASSOCIATION'S BOARD.

12 (2) NOTWITHSTANDING ANY OTHER PROVISION OF THIS SUBTITLE, ANY AND ALL POWERS
13 AND AUTHORITY OF THE ASSOCIATION OR ITS BOARD REGARDING THE MANAGEMENT
14 OF THE DISTRICT INCLUDING, WITHOUT LIMITATION, THE POWER TO DIRECT THE
15 EXPENDITURE OF DISTRICT FUNDS, SHALL BE DELEGATED TO, AND SHALL BE
16 EXERCISED BY, THE DISTRICT MANAGEMENT COMMITTEE.

17 (B) *COMPOSITION.*

18 (1) THE VOTING MEMBERS OF THE DISTRICT MANAGEMENT COMMITTEE SHALL BE
19 DISTRICT ASSESSED BUSINESS OWNERS, OR, WHEN THE DISTRICT ASSESSED BUSINESS
20 OWNER IS A CORPORATION, LIMITED LIABILITY COMPANY, PARTNERSHIP, TRUST, OR
21 ANY OTHER LEGAL ENTITY, REPRESENTATIVES OF THE DISTRICT ASSESSED BUSINESS
22 OWNERS OF AN ASSESSED BUSINESS IN THE DISTRICT THAT IS SUBJECT TO THE
23 DISTRICT SPECIAL ASSESSMENTS UNDER THIS SUBTITLE.

24 (2) THE DISTRICT MANAGEMENT COMMITTEE SHALL INCLUDE OWNERS OR
25 REPRESENTATIVES OF DISTRICT ASSESSED BUSINESSES WITH 1-75 ROOMS, ASSESSED
26 BUSINESSES WITH 76-200 ROOMS, AND ASSESSED BUSINESSES WITH 201 ROOMS AND
27 MORE.

28 (3) THE DISTRICT MANAGEMENT COMMITTEE SHALL INCLUDE OWNERS OR
29 REPRESENTATIVES OF DISTRICT ASSESSED BUSINESSES FROM DIVERSE GEOGRAPHIC
30 AREAS THROUGHOUT THE DISTRICT.

31 (C) *TERMS.*

32 THE TERMS OF THE MEMBERS OF THE DISTRICT MANAGEMENT COMMITTEE MAY BE
33 STAGGERED FROM TIME TO TIME IN ORDER TO PROMOTE BOTH ROTATION OF NEW
34 MEMBERS AND CONTINUITY OF GOVERNANCE.

35 (D) *DUTIES.*

36 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL HAVE THE POWER TO DIRECT THE
37 EXPENDITURE OF DISTRICT FUNDS.

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1 (2) THE DISTRICT MANAGEMENT COMMITTEE MAY DELEGATE TO THE PRESIDENT AND
2 CHIEF EXECUTIVE OFFICER OF THE ASSOCIATION THE AUTHORITY TO DISCHARGE
3 DISTRICT MANAGEMENT COMMITTEE DUTIES DEEMED APPROPRIATE AND NECESSARY
4 BY THE DISTRICT MANAGEMENT COMMITTEE IN ACCORDANCE WITH § 20-8 OF THIS
5 SUBTITLE.

6 (E) *BYLAWS.*

7 SUBJECT TO THE APPROVAL OF THE BOARD OF ESTIMATES, THE DISTRICT MANAGEMENT
8 COMMITTEE MAY ADOPT BYLAWS AS IT CONSIDERS NECESSARY TO CARRY OUT THE
9 POWERS OF THE DISTRICT MANAGEMENT COMMITTEE.

10 (F) *CHAIR OF THE DISTRICT MANAGEMENT COMMITTEE.*

11 (1) THE DISTRICT MANAGEMENT COMMITTEE SHALL SELECT FROM AMONG ITS MEMBERS
12 AN INDIVIDUAL TO SERVE AS THE CHAIR OF THE DISTRICT MANAGEMENT COMMITTEE.

13 (2) THE CHAIR SHALL SERVE AT THE PLEASURE OF THE DISTRICT MANAGEMENT
14 COMMITTEE.

15 (3) THE DISTRICT MANAGEMENT COMMITTEE MAY DELEGATE TO THE CHAIR THOSE
16 POWERS AND RESPONSIBILITIES THAT THE DISTRICT MANAGEMENT COMMITTEE
17 CONSIDERS APPROPRIATE.

18 (G) *QUORUM; VOTING.*

19 EXCEPT AS MAY OTHERWISE BE PROVIDED IN THE DISTRICT MANAGEMENT COMMITTEE'S
20 BYLAWS:

21 (1) AT ANY MEETING OF THE DISTRICT MANAGEMENT COMMITTEE, A MAJORITY OF
22 THE COMMITTEE MEMBERS SHALL CONSTITUTE A QUORUM; AND

23 (2) THE AFFIRMATIVE VOTE OF A MAJORITY OF COMMITTEE MEMBERS VOTING AT A
24 MEETING FOR WHICH A QUORUM IS PRESENT IS REQUIRED TO APPROVE ANY ACTION
25 BY THE DISTRICT MANAGEMENT COMMITTEE.

26 **§ 20-8. ANNUAL FINANCIAL PLAN.**

27 (A) *DISTRICT MANAGEMENT COMMITTEE TO ADOPT.*

28 THE DISTRICT MANAGEMENT COMMITTEE SHALL ADOPT AN ANNUAL FINANCIAL PLAN,
29 BASED ON THE CITY'S FISCAL YEAR, CONSISTING OF AT LEAST A BUDGET AND A PROPOSED
30 DISTRICT SPECIAL ASSESSMENT TO BE LEVIED ON ASSESSED BUSINESSES.

31 (B) *PUBLIC HEARING.*

32 BEFORE ADOPTING THE FINANCIAL PLAN AND MAKING RECOMMENDATIONS TO THE CITY,
33 THE DISTRICT MANAGEMENT COMMITTEE SHALL ARRANGE FOR A PUBLIC HEARING ON
34 THE PROPOSED FINANCIAL PLAN. NOTICE OF THE HEARING MUST BE PUBLISHED IN A

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1 NEWSPAPER OF GENERAL CIRCULATION IN BALTIMORE CITY AT LEAST ONCE A WEEK FOR 3
2 CONSECUTIVE WEEKS.

3 (C) *BOARD OF ESTIMATES APPROVAL REQUIRED.*

4 THE DISTRICT MANAGEMENT COMMITTEE MAY NOT APPROVE A FINANCIAL PLAN THAT
5 INCLUDES DISTRICT SPECIAL ASSESSMENT IN EXCESS OF THOSE APPROVED BY THE BOARD
6 OF ESTIMATES.

7 **§ 20-9. TOURISM IMPROVEMENT DISTRICT SPECIAL ASSESSMENT.**

8 (A) *BOARD OF ESTIMATES TO DETERMINE ASSESSABLE BASE.*

9 (1) THE BOARD OF ESTIMATES SHALL OBTAIN FROM THE DIRECTOR OF FINANCE THE
10 "ASSESSABLE BASE" OF THE DISTRICT, WHICH SHALL INCLUDE A LISTING BY
11 INDIVIDUAL ASSESSED BUSINESS AND A CALCULATION OF THE SUM OF ASSESSMENTS
12 ON ASSESSED BUSINESSES SUBJECT TO THE DISTRICT SPECIAL ASSESSMENT.

13 (2) THE DISTRICT SPECIAL ASSESSMENT SHALL BE LEVIED ON ALL ASSESSED BUSINESSES
14 AT A UNIFORM RATE.

15 (3) THE BOARD OF ESTIMATES SHALL ENSURE THAT THE DISTRICT SPECIAL ASSESSMENT
16 PROPOSED IN THE FINANCIAL PLAN IS SUFFICIENT TO PAY FOR THE ANNUAL EXPENSES
17 OF THE DISTRICT.

18 (4) THE BOARD OF ESTIMATES SHALL DETERMINE WITH FINALITY THE ASSESSABLE BASE
19 ON WHICH THE DISTRICT SPECIAL ASSESSMENT WILL BE LEVIED.

20 (B) *ASSESSMENT; COLLECTION; ENFORCEMENT.*

21 (1) FUNDING FOR ASSOCIATION OPERATIONS SHALL BE PROVIDED BY THE DISTRICT
22 SPECIAL ASSESSMENT LEVIED ON ASSESSED BUSINESSES AS DETERMINED UNDER
23 SUBSECTION (A) OF THIS SECTION.

24 (2) THE DISTRICT SPECIAL ASSESSMENT SHALL BE ASSESSED AND COLLECTED IN
25 CONJUNCTION WITH THE CITY HOTEL TAX ASSESSED AND COLLECTED BY THE CITY,
26 UNLESS OTHERWISE ESTABLISHED BY THE BOARD OF ESTIMATES.

27 (3) EXCEPT AS OTHERWISE PROVIDED IN THIS SUBTITLE:

28 (I) THE DISTRICT SPECIAL ASSESSMENT SHALL BE ENFORCED IN THE SAME WAY AS
29 THE CITY HOTEL TAX IS ENFORCED; AND

30 (II) ALL PROVISIONS THAT APPLY TO ASSESSMENTS, REFUNDS, COLLECTIONS AND
31 ENFORCEMENT OF THE CITY HOTEL TAX SHALL APPLY TO THE DISTRICT SPECIAL
32 ASSESSMENT.

33 (C) *DETERMINATION OF DISTRICT SPECIAL ASSESSMENT.*

34 THE DISTRICT SPECIAL ASSESSMENT SHALL BE DETERMINED AS FOLLOWS:

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1 (1) THE RATE OF ANY DISTRICT SPECIAL ASSESSMENT MUST BE APPROVED BY A TWO-
2 THIRDS VOTE OF THE DISTRICT MANAGEMENT COMMITTEE'S MEMBERS VOTING AT A
3 MEETING AT WHICH A QUORUM IS PRESENT.

4 (2) FOR THE FIRST FULL BUDGET YEAR, THE RATE OF THE DISTRICT SPECIAL ASSESSMENT
5 SHALL BE SET TO RAISE REVENUES ESTIMATED TO EQUAL THE COSTS OF ESTABLISHING
6 THE DISTRICT AND IMPLEMENTING THE INITIAL FINANCIAL PLAN.

7 (3) SUBJECT TO PARAGRAPH (1) OF THIS SUBSECTION, FOR ANY YEAR AFTER THE FIRST
8 FULL BUDGET YEAR, THE RATE OF THE DISTRICT SPECIAL ASSESSMENT MAY BE
9 ADJUSTED TO YIELD REVENUES ESTIMATED TO EQUAL THE COSTS OF ADMINISTERING
10 THE DISTRICT AS SET FORTH IN THE FINANCIAL PLAN.

11 (D) *EXEMPTIONS FROM DISTRICT SPECIAL ASSESSMENT.*

12 ALL EXEMPTIONS THAT EXIST FOR THE CITY HOTEL TAX SHALL APPLY TO THE DISTRICT
13 SPECIAL ASSESSMENT.

14 (E) *ASSESSED BUSINESSES AUTHORIZED TO PASS DISTRICT SPECIAL ASSESSMENT ON TO*
15 *CUSTOMERS.*

16 (1) THE DISTRICT SPECIAL ASSESSMENT IS LEVIED UPON AND IS A DIRECT, SOLE
17 OBLIGATION OF THE ASSESSED BUSINESS.

18 (2) THE ASSESSED BUSINESS MAY, IN ITS DISCRETION, PASS THE DISTRICT SPECIAL
19 ASSESSMENT ON TO ITS CUSTOMERS, PROVIDED THAT:

20 (I) THE AMOUNT OF THE DISTRICT SPECIAL ASSESSMENT IS DISCLOSED IN ADVANCE TO
21 THE CUSTOMER AND SEPARATELY STATED FROM THE AMOUNT OF CONSIDERATION
22 CHARGED AND ANY OTHER APPLICABLE TAXES; AND

23 (II) EACH CUSTOMER RECEIVES A RECEIPT FOR PAYMENT FROM THE ASSESSED
24 BUSINESS DISCLOSING THE DISTRICT SPECIAL ASSESSMENT PAYMENT AS THE
25 "BALTIMORE TOURISM ASSESSMENT."

26 **§ 20-10. BASELINE CITY FUNDING.**

27 (A) *AGREEMENT TO MAINTAIN.*

28 TO THE EXTENT OF ITS AUTHORITY, THE CITY SHALL MAINTAIN THE REQUISITE LEVEL OF
29 FUNDING OF THE ASSOCIATION AS SET FORTH IN THE BALTIMORE CITY CHARTER ARTICLE
30 II, § 40(E) AND CITY CODE ARTICLE 28, § 21-2.

31 (B) *DISTRICT FUNDING AND SERVICES.*

32 (1) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF
33 BALTIMORE MAY NOT PERMIT A REDUCTION IN THE EXISTING FUNDING PROVIDED BY
34 THE CITY IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE
35 DESIGNATION OF THE ASSOCIATION.

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1 (2) TO THE EXTENT OF THEIR AUTHORITY, THE MAYOR AND CITY COUNCIL OF
2 BALTIMORE MAY NOT PERMIT A REDUCTION IN THE SERVICES PROVIDED BY THE CITY
3 IN THE DISTRICT DUE TO THE ESTABLISHMENT OF THE DISTRICT OR THE DESIGNATION
4 OF THE ASSOCIATION.

5 (C) *GOVERNING PRINCIPLES.*

6 THE MAINTENANCE OF EXISTING FUNDING SHALL BE GOVERNED BY 2 PRINCIPLES:

7 (1) BASELINE FUNDING MAY NOT BE DECREASED EXCEPT:

8 (I) AS PART OF AN OVERALL DECREASE IN FUNDING NECESSITATED BY DECREASES
9 OF CITY HOTEL TAX REVENUE AND COLLECTIONS; AND

10 (II) ONLY IN PROPORTION TO THE DECREASES OF THE CITY HOTEL TAX REVENUE
11 AND COLLECTIONS.

12 (2) ANY INCREASE IN THE CITY HOTEL TAX REVENUE AND COLLECTIONS SHALL BE
13 MATCHED WITH INCREASES IN FUNDING TO THE ASSOCIATION, IN PROPORTION TO
14 THE INCREASES OF THE CITY HOTEL TAX REVENUE AND COLLECTIONS.

15 § 20-11. PARTNERSHIPS.

16 (A) *ASSOCIATION ENCOURAGED TO CREATE.*

17 THE ASSOCIATION IS AUTHORIZED AND ENCOURAGED TO ENTER INTO PARTNERSHIPS WITH
18 BOTH NON-ASSESSED BUSINESSES AND WITH LODGING AND OTHER BUSINESSES IN
19 ADJOINING AREAS OUTSIDE OF THE CORPORATE BOUNDARIES OF THE CITY OF BALTIMORE
20 ("EXEMPT PARTNERS") FOR THE PURPOSE OF FURTHERING THE BROAD OBJECTIVES OF
21 INCREASING TOURISM IN THE DISTRICT AND ADJOINING AREAS.

22 (B) *SPECIFIC POWERS.*

23 IN FURTHERANCE OF THAT OBJECTIVE, THE ASSOCIATION MAY:

24 (1) CONTRACT TO PROVIDE VARYING LEVELS OF SERVICES TO NON-ASSESSED
25 BUSINESSES IN AREAS ADJOINING THE DISTRICT;

26 (2) AGREE TO ACCEPT DONATIONS, CONTRIBUTIONS, AND OTHER VOLUNTARY
27 PAYMENTS OF ANY KIND FROM EXEMPT PARTNERS (COLLECTIVELY, "VOLUNTARY
28 PAYMENTS"), WITH OR WITHOUT AGREEMENTS REGARDING SPECIFIC SERVICES AND
29 FUNCTIONS;

30 (3) ENTER INTO AGREEMENTS WITH EXEMPT PARTNERS TO INCLUDE NON-ASSESSED
31 BUSINESSES OWNED BY THOSE EXEMPT PARTNERS WITHIN OR ADJOINING TO THE
32 DISTRICT IN RETURN FOR VOLUNTARY PAYMENTS OR COMMITMENTS REGARDING
33 THE PROVISION OF SIMILAR SERVICES AND FUNCTIONS FOR THE BENEFIT OF NON-
34 ASSESSED BUSINESSES OWNED BY EXEMPT PARTNERS; AND

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1 (4) ESTABLISH RATES AND CHARGES FOR THE PROVISION OF SERVICES TO EXEMPT
2 PARTNERS.

3 (C) *DISTRICT MANAGEMENT COMMITTEE APPROVAL.*

4 THE ASSOCIATION MAY NOT ENTER INTO ANY PARTNERSHIPS OR AGREEMENTS PURSUANT
5 TO THIS SECTION THAT REQUIRE THE EXPENDITURE OF DISTRICT FUNDS WITHOUT THE
6 PRIOR APPROVAL OF THE DISTRICT MANAGEMENT COMMITTEE.

7 § 20-12. COLLECTION AND DISBURSEMENT.

8 (A) *IN GENERAL.*

9 THE ASSOCIATION SHALL ESTABLISH WITH THE APPROPRIATE CITY AGENCIES THE
10 METHODS BY WHICH THE DISTRICT SPECIAL ASSESSMENT IS TO BE PUBLISHED,
11 COLLECTED, AND DISBURSED TO THE ASSOCIATION.

12 (B) *FUNDS NOT PART OF CITY REVENUE.*

13 EXCEPT AS PROVIDED IN SUBSECTION (C) OF THIS SECTION, AMOUNTS COLLECTED BY THE
14 CITY ON BEHALF OF THE ASSOCIATION:

15 (1) MAY NOT BE INCLUDED IN THE REVENUES OF THE CITY;

16 (2) ARE NOT AND MAY NOT BE DEEMED TO BE SUBJECT TO THE BUDGETARY AND
17 APPROPRIATION PROCESS; AND

18 (3) SHALL BE DISBURSED PROMPTLY ON COLLECTION.

19 (C) *CITY'S COST OF COLLECTING THE DISTRICT SPECIAL ASSESSMENT.*

20 THE CITY MAY RETAIN 1.5% OF THE AMOUNT OF DISTRICT SPECIAL ASSESSMENT
21 COLLECTED TO COVER ITS COSTS RELATED TO COLLECTION, ASSESSMENT, DISBURSEMENT,
22 RECORD-KEEPING, AND ENFORCEMENT OF THE DISTRICT SPECIAL ASSESSMENT.

23 (D) *DEPARTMENT OF FINANCE AUTHORIZED TO COLLECT.*

24 (1) THE DEPARTMENT OF FINANCE MAY COLLECT THE DISTRICT SPECIAL ASSESSMENT.

25 (2) THE ASSESSMENT FOR THE DISTRICT SPECIAL ASSESSMENT MAY BE INCLUDED AS A
26 SEPARATE LINE ITEM ON THE CITY HOTEL TAX COLLECTION FORM.

27 (3) THE DEPARTMENT OF FINANCE SHALL MAKE REGULAR REMITTANCES OF THE AMOUNT
28 COLLECTED TO THE ASSOCIATION WITHIN 60 DAYS OF RECEIPT. A RECORD OF ALL
29 REMITTANCES PROVIDED TO THE ASSOCIATION SHALL BE PROVIDED TO THE DISTRICT
30 MANAGEMENT COMMITTEE.

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1 (E) *PENALTIES AND INTEREST.*

2 THE PENALTIES AND INTEREST APPLICABLE TO DELINQUENT CITY HOTEL TAXES SHALL BE
3 APPLIED TO DELINQUENCIES IN PAYMENT OF THE DISTRICT SPECIAL ASSESSMENT.

4 § 20-13. ADMINISTRATION OF THE DISTRICT.

5 (A) *IN GENERAL.*

6 THE PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE ASSOCIATION IS RESPONSIBLE FOR
7 THE DAY-TO-DAY OPERATIONS OF THE ASSOCIATION AND ITS EMPLOYEES AND
8 CONTRACTORS.

9 (B) *POWERS.*

10 THE PRESIDENT AND CHIEF EXECUTIVE OFFICER MAY:

- 11 (1) PREPARE THE FINANCIAL PLAN FOR REVIEW AND APPROVAL BY THE DISTRICT
12 MANAGEMENT COMMITTEE;
- 13 (2) IMPLEMENT THE APPROVED FINANCIAL PLAN AND ARRANGE FOR THE COLLECTION
14 AND DISBURSEMENT OF THE DISTRICT SPECIAL ASSESSMENT AND ALL REVENUES
15 OF THE ASSOCIATION;
- 16 (3) ESTABLISH PROCEDURES AND PROCESSES NECESSARY TO PERFORM THE FUNCTIONS
17 CALLED FOR UNDER THE FINANCIAL PLAN AND THE BUDGET;
- 18 (4) HIRE AND RETAIN EMPLOYEES, AGENTS, AND CONTRACTORS AS NEEDED TO
19 PERFORM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER'S FUNCTIONS FOR THE
20 ASSOCIATION;
- 21 (5) EXERCISE THE POWERS GRANTED TO THE ASSOCIATION BY THIS SUBTITLE, EXCEPT
22 THAT THE DISTRICT MANAGEMENT COMMITTEE RETAINS FINAL DISCRETION AND
23 POWER WITH REGARD TO ALL SUBSTANTIVE AGREEMENTS, CONTRACTS, AND
24 OTHER ARRANGEMENTS BINDING ON THE ASSOCIATION RELATED TO DISTRICT
25 FUNDS; AND
- 26 (6) EXERCISE THE ADDITIONAL RIGHTS, POWERS, AND AUTHORITY DELEGATED TO THE
27 PRESIDENT AND CHIEF EXECUTIVE OFFICER BY THE DISTRICT MANAGEMENT
28 COMMITTEE.

29 § 20-14. OVERSIGHT BY BOARD OF ESTIMATES.

30 (A) *IN GENERAL.*

31 THE BOARD OF ESTIMATES HAS THE FOLLOWING POWERS WITH REGARD TO THE DISTRICT
32 AND THE ASSOCIATION.

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1 (B) *FINANCIAL PLAN; DISTRICT SPECIAL ASSESSMENT RATES.*

2 (1) THE FINANCIAL PLAN AND THE DISTRICT SPECIAL ASSESSMENT RATE ARE SUBJECT TO
3 THE APPROVAL BY THE BOARD OF ESTIMATES.

4 (2) THE DISTRICT MANAGEMENT COMMITTEE SHALL SUBMIT ALL MATERIALS AT LEAST 2
5 MONTHS BEFORE THE PROPOSED EFFECTIVE DATE OF A BUDGET OR DISTRICT SPECIAL
6 ASSESSMENT.

7 (3) IN CONSIDERING A PROPOSED BUDGET AND DISTRICT SPECIAL ASSESSMENT RATE, THE
8 BOARD OF ESTIMATES MAY NOT EXCEED OR INCREASE EITHER THE BUDGET OR THE
9 DISTRICT SPECIAL ASSESSMENT RATE BEYOND THOSE PROPOSED BY THE DISTRICT
10 MANAGEMENT COMMITTEE.

11 (C) *BYLAWS.*

12 TO THE EXTENT REQUIRED BY THE ENABLING LEGISLATION, THE BOARD OF ESTIMATES
13 SHALL APPROVE THE BYLAWS AND ANY PROPOSED AMENDMENTS OF THE DISTRICT
14 MANAGEMENT COMMITTEE.

15 (D) *APPROVAL AND RENEWAL PROCESS.*

16 THE BOARD OF ESTIMATES IS THE FINAL ARBITER AND DECISION MAKER REGARDING THE
17 APPROVAL AND RENEWAL PROCESS FOR THE DISTRICT.

18 **§ 20-15. PETITION PROCESS.**

19 (A) *PETITION.*

20 (1) THE DISTRICT SHALL BE APPROVED AND ESTABLISHED FOLLOWING A PETITION
21 PROCESS, AS SET FORTH IN THIS SECTION.

22 (2) EACH PETITION SHALL INCLUDE:

23 (I) A SIGNATURE PAGE FOR ASSESSED BUSINESS OWNERS OR DULY AUTHORIZED
24 REPRESENTATIVES TO SUBMIT THEIR WRITTEN APPROVAL FOR THE FORMATION OF
25 THE DISTRICT;

26 (II) A MAP SHOWING THE BOUNDARIES OF THE DISTRICT; AND

27 (III) A BRIEF SUMMARY OF THE DETAILS OF THE PROPOSED DISTRICT.

28 (B) *APPROVAL.*

29 (1) PETITIONS, WITH A SIGNATURE OF ASSESSED BUSINESS OWNERS OR THEIR DULY
30 AUTHORIZED REPRESENTATIVES, SHALL BE RETURNED TO THE BOARD OF ESTIMATES.

31 (2) THE BOARD OF ESTIMATES SHALL CERTIFY THAT THE DISTRICT IS APPROVED FOR
32 FORMATION AND THE ASSOCIATION IS APPROVED AS THE DISTRICT'S ASSOCIATION, IF
33 IT DETERMINES THAT:

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1 (I) 50% OF ALL ASSESSED BUSINESSES HAVE SUBMITTED PETITIONS IN FAVOR OF
2 THE FORMATION OF THE DISTRICT; AND

3 (II) 50% OF THE TOTAL ROOM COUNT OF ALL ASSESSED BUSINESSES WITHIN THE
4 DISTRICT HAVE SUBMITTED PETITIONS IN FAVOR OF THE FORMATION OF THE
5 DISTRICT.

6 § 20-16. RENEWAL.

7 (A) *GENERALLY.*

8 NO LATER THAN 10 YEARS AFTER THE ESTABLISHMENT OF THE DISTRICT, AND EVERY 10
9 YEARS FOLLOWING, THE DISTRICT SHALL BE RENEWED.

10 (B) *RENEWAL PROCESS*

11 THE RENEWAL PROCESS SHALL FOLLOW THE PETITION PROCESS SET FORTH IN § 20-15 OF
12 THIS SUBTITLE.

13 § 20-17. DISSOLUTION OF DISTRICT.

14 (A) *IN GENERAL.*

15 IF THE DISTRICT IS NOT APPROVED AS PROVIDED IN § 20-15 OF THIS SUBTITLE, OR IS NOT
16 RENEWED AS PROVIDED IN § 20-16 OF THIS SUBTITLE, THE ASSOCIATION SHALL CEASE ITS
17 OPERATIONS RELATED TO THE DISTRICT, AND THE DISTRICT SHALL CEASE TO EXIST, AT
18 THE END OF THE CITY'S FISCAL YEAR IN WHICH THE TERMINATING EVENT OCCURS.

19 (B) *DISSOLUTION BY PETITION.*

20 (1) DURING THE OPERATION OF THE DISTRICT, THERE SHALL BE A 30-DAY PERIOD EACH
21 YEAR IN WHICH ASSESSED BUSINESS OWNERS MAY PETITION TO DISSOLVE THE
22 DISTRICT.

23 (2) THE FIRST SUCH 30-DAY REQUEST PERIOD SHALL BEGIN ON THE SECOND ANNIVERSARY
24 OF THE DATE OF ESTABLISHMENT OF THE DISTRICT. EACH SUCCESSIVE ANNIVERSARY
25 OF SUCH DATE SHALL START THE SAME 30-DAY PERIOD IN WHICH DISSOLUTION MAY
26 OCCUR.

27 (3) IN ORDER TO DISSOLVE THE DISTRICT, THE ASSESSED BUSINESS OWNERS SHALL
28 FOLLOW A PETITION PROCESS MATCHING THE REQUIREMENTS SET FORTH IN § 20-
29 15(A)(2) OF THIS SUBTITLE. PETITIONS, WITH SIGNATURES OF ASSESSED BUSINESS
30 OWNERS OR THEIR DULY AUTHORIZED REPRESENTATIVES, SHALL BE RETURNED TO THE
31 BOARD OF ESTIMATES.

32 (4) THE BOARD OF ESTIMATES SHALL CERTIFY THAT THE DISTRICT IS APPROVED FOR
33 DISSOLUTION, IF THE BOARD OF ESTIMATES DETERMINES THAT AT LEAST:

34 (I) TWO-THIRDS OF ALL ASSESSED BUSINESSES WITHIN THE DISTRICT HAVE
35 SUBMITTED PETITIONS IN FAVOR OF THE DISSOLUTION OF THE DISTRICT; AND

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1 (II) TWO-THIRDS OF THE TOTAL ROOM COUNT OF ALL ASSESSED BUSINESS WITHIN
2 THE DISTRICT HAVE SUBMITTED PETITIONS IN FAVOR OF THE DISSOLUTION OF
3 THE DISTRICT.

4 (5) UPON CERTIFICATION THAT THE DISTRICT IS APPROVED FOR DISSOLUTION, THE
5 ASSOCIATION SHALL CEASE ITS OPERATIONS RELATED TO THE DISTRICT, AND THE
6 DISTRICT SHALL CEASE TO EXIST, AT THE END OF THE CITY'S FISCAL YEAR IN WHICH
7 THE CERTIFICATION OCCURS.

8 (C) *CONSIDERATION OF DISSOLUTION BY THE CITY COUNCIL.*

9 (1) IF THE CITY COUNCIL FINDS THAT THERE HAS BEEN A MISAPPROPRIATION OF FUNDS,
10 MALFEASANCE, OR VIOLATION OF LAW IN CONNECTION WITH THE MANAGEMENT OF
11 THE DISTRICT, THE CITY COUNCIL SHALL HOLD ONE OR MORE PUBLIC HEARINGS TO
12 CONSIDER THE DISSOLUTION OF THE DISTRICT.

13 (2) AT THE CONCLUSION OF THE PUBLIC HEARINGS, THE CITY COUNCIL MAY DETERMINE
14 WHETHER LEGISLATIVE ACTION IS NECESSARY TO DISSOLVE THE DISTRICT.

15 (D) *LIMITED CONTINUATION.*

16 IN THE EVENT OF DISTRICT DISSOLUTION DESCRIBED IN PARAGRAPHS (A) OR (B) OF THIS
17 SECTION, THE DISTRICT MANAGEMENT COMMITTEE SHALL CONTINUE ITS EXISTENCE
18 ONLY AS LONG AS NECESSARY TO:

19 (1) TERMINATE OPERATIONS RELATED TO THE DISTRICT IN A REASONABLE FASHION;
20 AND

21 (2) ARRANGE FOR THE REFUNDING OF ALL FUNDS NOT NEEDED TO SATISFY
22 OUTSTANDING OBLIGATIONS AND RESERVES FOR UNCERTAIN OBLIGATIONS AND
23 LIABILITIES.

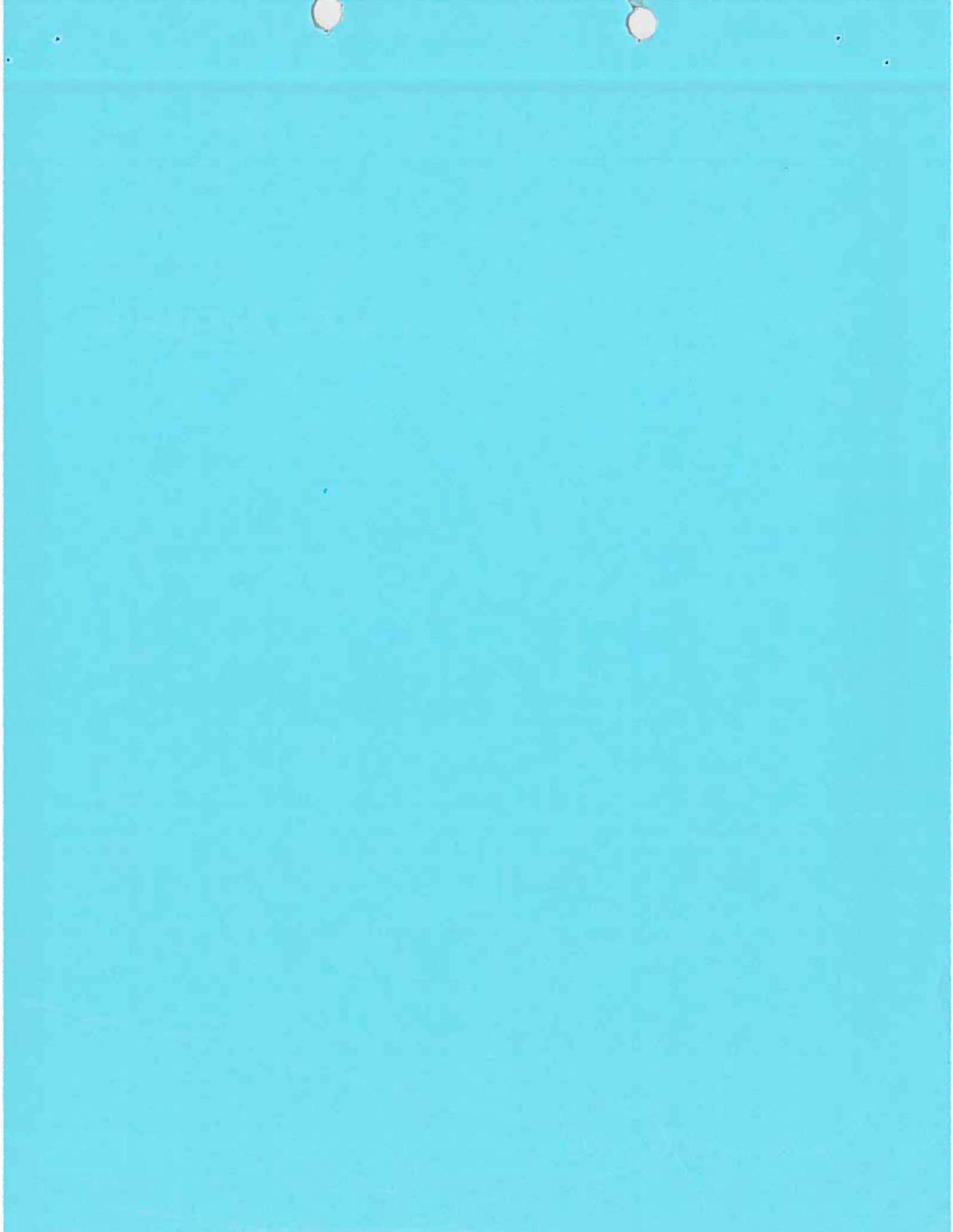
24 (E) *UNSPENT FUNDS.*

25 ANY UNSPENT FUNDS SHALL BE REFUNDED TO THE ASSESSED BUSINESS OWNERS BY
26 APPLYING THE SAME METHOD AND BASIS THAT WAS USED TO CALCULATE THE DISTRICT
27 SPECIAL ASSESSMENTS THAT WERE LEVIED.

28 SECTION 2. AND BE IT FURTHER ORDAINED, That all provisions of this Ordinance are
29 severable. If a court determines that a word, phrase, clause, sentence, paragraph, subsection,
30 section, or other provision is invalid or that the application of any part of the provision of any
31 person or circumstance is invalid, the remaining provisions and the application of those
32 provisions to other persons or circumstances are not affected by that decision.

33 SECTION 3. AND BE IT FURTHER ORDAINED, That the catch lines contained in this Ordinance
34 are not law and may not be considered to have been enacted as a part of this or any prior
35 Ordinance.

36 SECTION 4. AND BE IT FURTHER ORDAINED, That this Ordinance takes effect on the date it is
37 enacted.



ACTION BY THE CITY COUNCIL

OCT 15 2018
20

FIRST READING (INTRODUCTION)

PUBLIC HEARING HELD ON

November 8 20 18

COMMITTEE REPORT AS OF

November 19 20 18

_____ FAVORABLE _____ UNFAVORABLE _____ FAVORABLE AS AMENDED _____ WITHOUT RECOMMENDATION

Chair

COMMITTEE MEMBERS:

COMMITTEE MEMBERS:

SECOND READING: The Council's action being favorable (unfavorable), this City Council bill was (was not) ordered printed for Third Reading on:

NOV 19 2018
20

Amendments were read and adopted (defeated) as indicated on the copy attached to this blue backing.

THIRD READING

DEC 03 2018
20

Amendments were read and adopted (defeated) as indicated on the copy attached to this blue backing.

APR 15 2019

THIRD READING (ENROLLED)

APR 22 2019

_____ Amendments were read and adopted (defeated) as indicated on the copy attached to this blue backing.

THIRD READING (RE-ENROLLED)

WITHDRAWAL

There being no objections to the request for withdrawal, it was so ordered that this City Council Ordinance be withdrawn from the files of the City Council.

President

Chief Clerk