

THE LIST

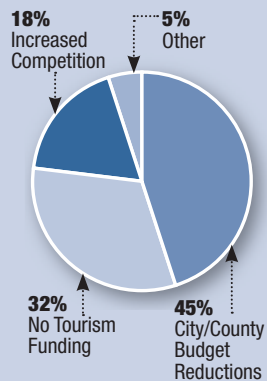
TOURISM BUSINESS IMPROVEMENT DISTRICTS

Ranked by 2017 budget

THE PACESETTER: The largest tourism business improvement district is the Los Angeles Tourism Marketing District, which assesses 183 hotels and motels in the city limits with at least 50 rooms. The district was formed in 2011 for a 10-year term. It collects assessments of 1.5 percent of gross short-term room rental revenue.

Budget Needs

The reasons that tourism districts are formed.



Source: Strategic Marketing Group

Rank	Tourism District • name • address • website	Budget • 2017 • 2016 (thousands)	Profile • members • year founded • term	Areas Covered	BID Assessment Rate	Top Executive • name • title • phone
1	Los Angeles Tourism Marketing District 333 S. Hope St., 18th Floor Los Angeles 90071; discoverlosangeles.com	\$26,626 \$20,787	183 2011 10 years	all lodging businesses with 50 or more rooms in city limits	1.5% of gross short-term room rental revenue	Ernest Wooden Jr. CEO, President (213) 236-2360
2	Santa Monica Tourism Marketing District 2427 Main St. Santa Monica 90405; santamonica.com	6,972 6,680	35 2013 9 years	hotels in city limits with an average daily rate greater than \$100	\$3 - \$5 per occupied room per night	Misti Kerns CEO, President (310) 319-6263
3	Visit West Hollywood 8687 Melrose Ave., Suite M60 West Hollywood 90069; visitwesthollywood.com	5,540 5,386	18 2014 5 years	hotels, motels, and lodging in city limits	3% of gross short-term room rental revenue	Tom Kiley CEO, President (800) 368-6020
4	Long Beach Tourism Business Improvement Area 301 E. Ocean Blvd., Suite 1900 Long Beach 90802; visitlongbeach.com	5,214 5,131	16 2005 1 year	hotels with 30 or more rooms in city limits	3% of gross short-term room rental	Steve Goodling CEO, President (562) 436-3645
5	Pasadena Tourism Business Improvement District 300 E. Green St. Pasadena 91101; visitpasadena.com	3,575 3,121	15 2003 1 year	hotels and motels in city limits	2.89% of gross short-term room rental revenue	Michael Ross CEO (626) 793-2122
6	Visit Burbank 150 N. Third St. Burbank 91502; visitburbank.com	789 789	18 2011 10 years	hotels with 25 rooms or more in city limits	1% of gross short-term room rental revenue	Tony Garibian Chairman (818) 238-5180
7	Torrance Tourism Business Improvement District 21250 Hawthorne Blvd., Suite 500 Torrance 90503; discovertorrance.com	600 600	15 2010 5 years	hotels with more than 50 rooms in city limits	1% of gross short-term room rental revenue	Linda Amato Chairwoman (310) 802-7777
8	Santa Clarita Tourism Marketing District 23920 Valencia Blvd., Suite 100 Santa Clarita 91355; teamsantaclarita.com	600 500	5 2010 1 year	hotels in city limits	2% of gross short-term room rental revenue	Jason Crawford Economic Dev. Manager (661) 255-4347
9	Destination Lancaster 44933 Fern Ave. Lancaster 93534; destinationlancasterca.org	350 N/A	9 2013 5 years	hotels in city limits with more than \$500,000 annual revenue and more than \$50 daily rate	2% of gross short-term room rental revenue	Angela R. Riley Executive Director (661) 433-4786
10	Claremont Tourism Business Improvement District 205 Yale Ave. Claremont 91711; discoverclaremont.com	286 273	5 2009 10 years	hotels in city limits	2% of gross short-term room rental revenue	Maureen Aldridge CEO, Claremont Chamber (909) 624-1681

N/A - Not Available

Note: The information on this list was provided by representatives of the districts and cities. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the

Research Department, Los Angeles Business Journal, 5700 Wilshire Blvd., Suite 170, Los Angeles 90036. ©2017 Los Angeles Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media (877) 652-5295.

Researched by David Nusbaum