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# Hermosa Beach Tourism Improvement District Formation

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*truly*  
**HERMOSA**  
~ BEACH, CALIFORNIA ~

**CIVITAS**  
PARTNERSHIPS • PROGRESS • PROSPERITY

# What is a Tourism Improvement District?

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TIDs are a stable source of funding for marketing efforts designed to increase occupancy and room rates for lodging businesses.

Funds raised through a small assessment on lodging stays are used to provide services desired by and directly benefiting the businesses in the district.

- 220 TIDs nationwide across 25 states
- Collectively raise \$300M+ for tourism promotion
- TID services must benefit the payor

# Tourism Improvement Districts



Hotel pays an assessment

Collected by the government

And managed by non-profit

- Level playing field —no free riders
- Transparency
- Reliability

# Background

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## Date

## Action

May 2025

Hermosa Beach Chamber of Commerce created Steering Committee

May – June 2025

Crafted TID parameters  
Outreach & Consensus Building

June – July 2025

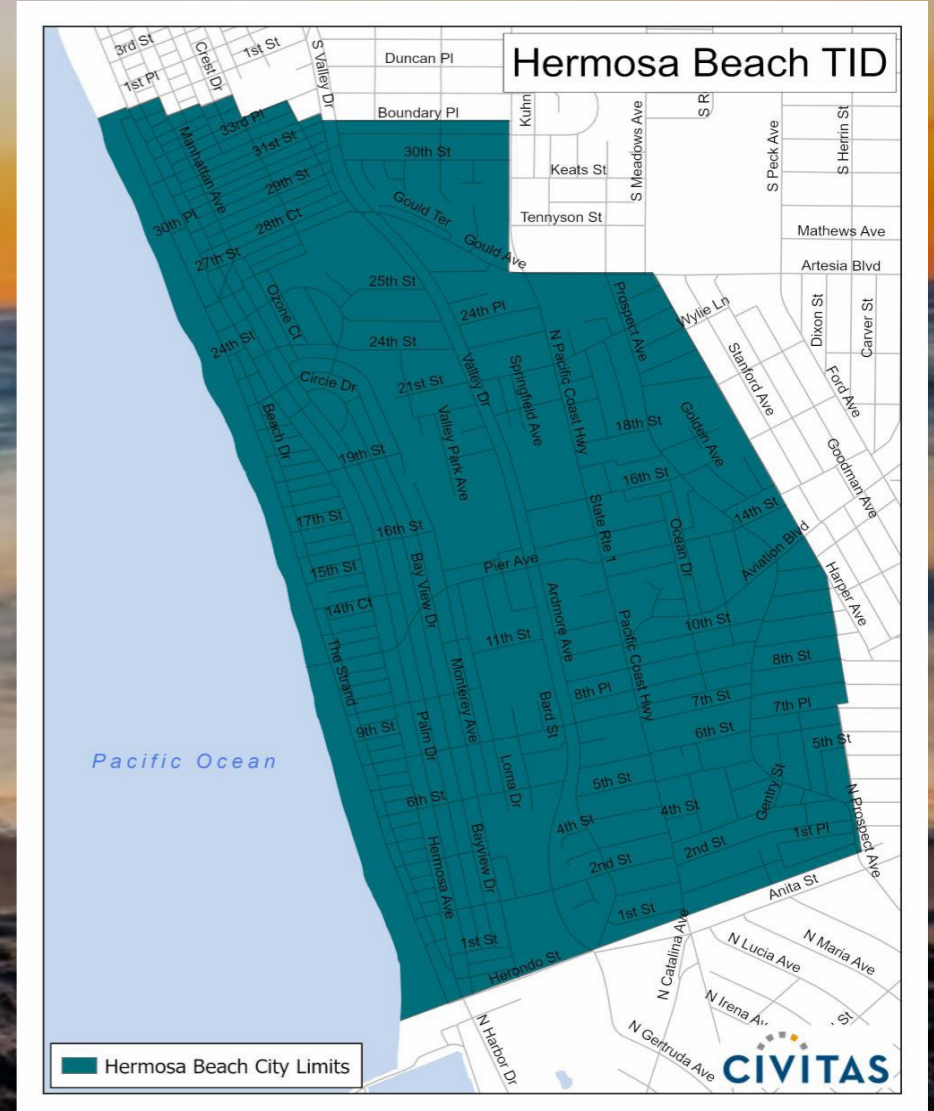
Management District Plan

August 2025

Petition Drive

# TID Parameters

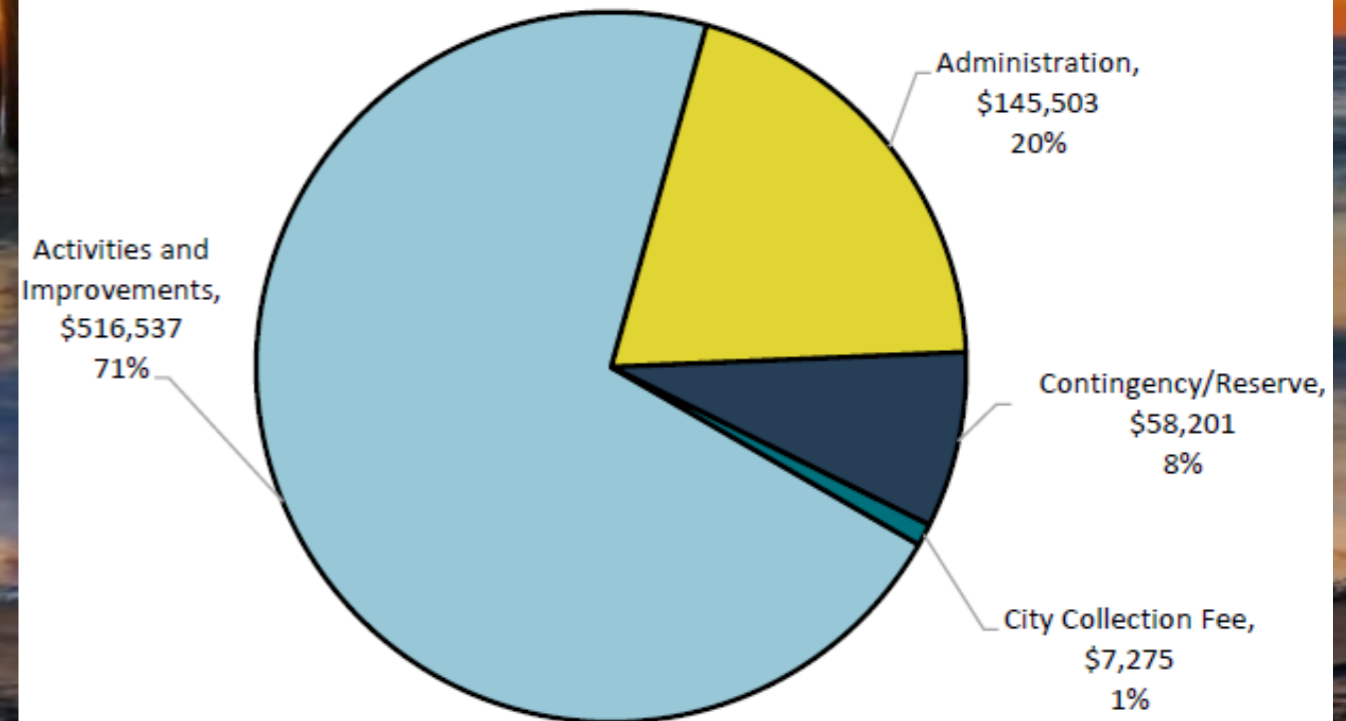
- Includes 9 hotels
- Assessment of 2% of gross short-term room rental revenue
- City may collect along with TOT – approx. \$7K collection fee
- Managed by Hermosa Chamber



# TID Services

- **Advertising & Promotion** : digital, print, broadcast, and social media campaigns
- **Sales & Partnerships** : trade shows, sales missions, collaborations with tourism groups
- **Visitor Materials** : guides, maps, collateral, and signature promotions
- **Destination Development** : beautification, lighting, and visitor experience enhancements
- **Accountability & ROI** : marketing plans, lead generation, and measurable outcome

## Initial Annual Assessment Budget - \$727,517



# Next Steps

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## Date

## Action

September 9, 2025

Resolution of Intention

By September 12, 2025

Notice of Public Meeting & Hearing

September 30, 2025

Public Meeting

October 28, 2025

Public Hearing & Resolution of Formation