



California Tourism Improvement Districts

District	Annual Budget*	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies**	Type of Jurisdiction
Anaheim	\$17,500,000	2% room revenue	Tourism Marketing / Transport	2010	Local Ordinance ('94)	15.2%	City
Arroyo Grande	\$212,000	2% room revenue	Tourism Marketing	2013	89 Law	12.2%	City
Atascadero	\$284,000	2% room revenue	Tourism Marketing	2013	89 Law	11.2%	City
Berkeley	\$650,000	1% room revenue	Tourism Marketing	2012	94 Law	12.2%	City
Big Bear Lake	\$3,000,000	3% room revenue + 2% ski resort	Tourism Marketing	2016	94 Law	8.2%	City
Bishop	\$600,000	2% room revenue	Tourism Marketing	2014	94 Law	12.2%	City
Buena Park	\$1,100,000	2% room revenue	Tourism Marketing	2016	94 Law	12.2%	City
Burbank	\$1,652,000	1% room revenue	Tourism Marketing and Destination Development	2011	94 Law	10.2%	City

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Butte County	\$650,000	2% room revenue	Tourism Marketing	2015	94 Law	6.2% - 10.2%	Multi
Camarillo	\$580,000	2% room revenue	Tourism Marketing	2014	94 Law	9.2%	City
Carlsbad	\$1,213,000	2% room revenue	Tourism Marketing	2005	89 Law	10.2%	City
Carlsbad Golf	\$733,000	\$2.00 per night	Tourism Marketing	2012	89 Law	10.2%	City
Carmel	\$800,000	2% room revenue	Tourism Marketing	2020	94 Law	10.2%	City
Claremont	\$288,000	2% room revenue	Tourism Marketing	2010	94 Law	10.2%	City
Concord	\$1,100,000	3% room revenue	Tourism Marketing	2013	94 Law	10.2%	City
Conejo Valley	\$1,425,000	2% room revenue	Tourism Marketing	2013	94 Law	10.2% - 12.2%	Multi
Coronado	\$1,400,000	1% room revenue	Tourism Marketing	2010	89 Law	10.2%	City
Costa Mesa	\$2,700,000	3% room revenue	Tourism Marketing	1995	89 Law	8.2%	City
Dana Point	\$2,100,000	\$3.00 - \$5.00 per night	Tourism Marketing	2009	94 Law	10.2%	City
Elk Grove	\$675,000	3% room revenue	Tourism Marketing	2014	94 Law	12.2%	Multi
Fairfield	\$800,000	3% room revenue	Tourism Marketing	2013	94 Law	10.2%	City

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Feather River	\$191,979	2% room revenue	Sales and Marketing, Micro Zone Marketing	2020	94 Law	9.20%	County
Folsom	\$1,000,000	4% room revenue	Tourism Marketing	2002	Local Ordinance ('89)	8.2%	City
Fresno	\$2,000,000	2% room revenue	Tourism Marketing	2010	94 Law	10% - 12%	Multi
Garden Grove	\$3,000,000	2.5% room revenue	Tourism Marketing	2010	89 Law	14.7%	City
Gilroy	\$375,950	2% room revenue	Tourism Marketing	2013	94 Law	9.2%	City
Greater Palm Springs	\$17,000,000	3% room revenue	Tourism Marketing	2008	94 Law	10.2% - 12.9%	Multi
Half Moon Bay	\$200,000	\$1.00 per night	Tourism Marketing	2004	89 Law	14.2%	City
Healdsburg	\$741,000	2% room revenue	Tourism Marketing	2012	94 Law	14.2%	City
Humboldt County	\$1,200,000	2% room revenue	Tourism Marketing	2012	94 Law	10.2%	Multi
Huntington Beach	\$5,000,000	4% room revenue	Tourism Marketing	2002	94 Law	10.2%	City
Irvine	\$1,600,000	2% room revenue	Tourism Marketing	2002	Local Ordinance ('89)	8.2%	City
Laguna Beach	\$2,400,000	2% room revenue	Tourism Marketing	2001	94 Law	12.2%	City
Lake County	\$170,000	1.5% room revenue	Tourism Marketing	2019	94 Law	9.2% - 10.2%	Multi

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Lancaster	\$360,000	2% room revenue	Tourism Marketing	2013	94 Law	7.2%	City
Lodi	\$538,000	4.5% room revenue	Tourism Marketing	2004	94 Law	6.2% - 8.2%	Multi
Lompoc	\$360,000	2% room revenue	Tourism Marketing	2014	94 Law	10.2%	City
Long Beach	\$4,240,000	3% room revenue	Tourism Marketing	2005	89 Law	13.2%	City
Los Angeles	\$28,600,000	1.5% room revenue	Tourism Marketing	2011	94 Law	14.2%	City
Madera County	\$1,000,000	2% room revenue	Tourism Marketing	2010	94 Law	9.3%	County
Mammoth Lakes	\$5,290,000	1% - 2% revenue Hotels, Restaurants, Ski Resorts	Tourism Marketing	2013	94 Law	13.2%	City
Marin County	\$1,320,000	2% room revenue	Tourism Marketing	2004	89 Law	10.2% - 12.2%	Multi
Mariposa County	\$1,300,000	1% room revenue	Tourism Marketing / Advocacy	2008	94 Law	12.2%	County
Mendocino County	\$1,680,000	1% room revenue	Tourism Marketing	2006	89 Law	9.2% - 12.2%	Multi
Modesto	\$310,000	1% room revenue	Tourism Marketing	2019	94 Law	9.20%	City
Monterey County	\$4,307,000	\$0.50 - \$2.50 per night	Tourism Marketing	2006	94 Law	10.2% - 12.2%	Multi
Morgan Hill	\$410,000	1.5% room revenue	Tourism Marketing	2019	94 Law	11.20%	City

District	Annual Budget*	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies**	Type of Jurisdiction
Morro Bay	\$835,000	3% room revenue	Tourism Marketing	2009	89 Law	12.2%	City
Murrieta	\$564,000	3% room revenue	Tourism Marketing	2015	94 Law	10.2%	City
Napa Valley	\$6,500,000	2% room revenue	Tourism Marketing	2010	94 Law	12.2%	Multi
Newport Beach	\$4,500,000	3% room revenue	Tourism Marketing	2009	94 Law	10.2%	City
North Lake Tahoe	\$6,000,000	1% - 2% revenue	Tourism Marketing / Economic Development / Transportation	2021	94 Law	10.2%	County
Oakdale	\$200,000	2% room revenue	Tourism Marketing	2009	89 Law	7.2%	City
Oakland	\$1,625,000	\$1.50 per night	Tourism Marketing	2015	94 Law	14.2%	City
Oceanside	\$1,628,000	1.5-2.5% room revenue	Tourism Marketing	2010	94 Law	10.2%	City
Ontario	\$2,266,000	2% room revenue (w/ escalation for 3% in 2024)	Tourism Marketing	2013	94 Law	10.2% - 11.8%	Multi
Oxnard	\$730,000	1.5% room revenue	Tourism Marketing	2019	94 Law	10.2%	City
Pacific Grove	\$450,000	\$1.00 - \$1.50 per night	Tourism Marketing and Physical Improvements	2007	89 Law	10.2%	City

District	Annual Budget*	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies**	Type of Jurisdiction
Pacifica	\$65,000	\$1.00 per night	Tourism Marketing	2004	89 Law	12.2%	City
Palm Springs (City)	\$325,000	1% room revenue	Tourism Marketing	2016	89 Law	13.7%	City
Palmdale	\$900,000	2% room revenue	Tourism Marketing	2021	94 Law	10.2%	City
Pasadena	\$3,800,000	2.89% room revenue	Tourism Marketing	2003	94 Law	12.3%	City
Paso Robles	\$1,280,000	2% room revenue	Tourism Marketing	2008	94 Law	12.2%	City
Petaluma	\$660,000	2% room revenue	Tourism Marketing	2019	94 Law	10.2%	City
Pismo Beach	\$1,750,000	1% room revenue	Tourism Marketing	2009	89 Law	12.2%	City
Placer Valley	\$3,800,000	\$6.50 per night	Tourism Marketing	2003	94 Law	6.2% - 12.2%	Multi
Pleasant Hill	\$632,000	3% room revenue	Tourism Marketing	2017	94 Law	10.2%	City
Rancho Cordova	\$633,000	\$1.50 per night	Tourism Marketing	2010	94 Law	12.2%	City
Redding	\$925,000	2% room revenue	Tourism Marketing	2008	94 Law	10.2%	City
Redondo Beach	\$785,000	1% room revenue	Tourism Marketing	2018	94 Law	12.2%	City
Ridgecrest	\$447,000	3% room revenue	Tourism Marketing	2012	94 Law	10.2%	City
Sacramento TID	\$3,140,000	1% room revenue	Capital Improvements	2019	94 Law	12.2%	City

District	Annual Budget*	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies**	Type of Jurisdiction
Sacramento TMD	\$6,000,000	1% - 3% room revenue	Tourism Marketing	2000	94 Law	12.2%	Multi
San Diego	\$41,000,000	2% room revenue	Tourism Marketing	2007	Local Ordinance ('94)	10.7%	City
San Francisco	\$25,000,000	1.0625% - 2.25% room rev.	Tourism Marketing & Services / Moscone Center Improvements	2008	Local Ordinance ('94)	14.2%	City
San Gabriel	\$193,000	1% room revenue	Tourism Marketing	2019	94 Law	12.2%	City
San Jose	\$3,455,000	\$1.00 - \$3.00 per night	Tourism Marketing	2006	94 Law	10.2%	City
San Luis Obispo (City)	\$1,867,000	2% room revenue	Tourism Marketing	2008	89 Law	12.2%	City
San Luis Obispo (County)	\$3,724,000	2% room revenue	Tourism Marketing	2009	89 Law	9.9%	County
San Luis Obispo County	\$3,280,000	1% room revenue	Tourism Marketing	2015	94 Law	9.2% - 10.2%	Multi
San Mateo	\$1,900,000	\$0.15 - \$1.00 per night	Tourism Marketing	2001	89 Law	9.7% - 15.2%	Multi
San Ramon	\$450,000	\$2.00 per night	Tourism Marketing	2015	94 Law	7.5%	City
San Ramon	\$450,000	\$2 per night	Tourism Marketing	2022	94 Law	10.2%	City

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Santa Ana	\$2,400,000	2% room revenue	Tourism Marketing	2020	94 Law	11.20%	City
Santa Barbara South Coast	\$5,805,000	\$1.10 - \$7.70 per night	Tourism Marketing / Advocacy	2010	94 Law	12.2%	Multi
Santa Clara	\$600,000	\$1.00 per night	Tourism Marketing	2004	89 Law	9.7%	City
Santa Clarita	\$625,000	2% room revenue	Tourism Marketing	2010	89 Law	10.2%	City
Santa Cruz County	\$1,900,000	\$1.75 - \$3.00 by RevPar	Tourism Marketing	2010	94 Law	11.2%	County
Santa Maria	\$650,000	2% room revenue	Tourism Marketing	2016	94 Law	12.2%	City
Santa Monica	\$4,860,000	\$1.50 - \$5.25 per night	Tourism Marketing	2013	94 Law	14.2%	City
Santa Rosa	\$1,425,000	3% room revenue	Tourism Marketing	2010	89 Law	9.2%	City
Santa Ynez Valley	\$900,000	\$3.00 per night	Tourism Marketing	2010	94 Law	12.2%	Multi
Simi Valley	\$360,000	2% room revenue	Tourism Marketing	2014	94 Law	10.2%	City
Siskiyou County	\$556,000	2% room revenue	Tourism Marketing	2015	94 Law	5.2% - 12.2%	Multi
Sonoma City	\$730,000	2% room revenue	Tourism Marketing	2012	94 Law	10.2%	City
Sonoma County	\$4,700,000	2% room revenue	Tourism Marketing	2004	89 Law	9.2% - 12.2%	Multi

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South Lake Tahoe	\$2,680,000	\$3.00 - \$4.50 per night	Tourism Marketing / Advocacy	2006	94 Law	12.2%	City
Squaw Valley Alpine Meadows	\$715,000	1% room revenue	Transportation	2018	94 Law	10.2%	Multi
Stockton	\$1,425,000	4% room revenue	Tourism Marketing	2010	94 Law	8.2%	City
Temecula	\$1,616,000	4% room revenue	Tourism Marketing	2005	94 Law	8.2%	Multi
Temecula Wine Country	\$780,000	2% room revenue	Tourism Marketing	2016	94 Law	10.2%	City
Tiburon	\$159,000	1% room revenue	Tourism Marketing	2007	89 Law	10.2%	City
Torrance	\$800,000	1% room revenue	Tourism Marketing	2010	94 Law	11.2%	City
Tri-Valley	\$1,900,000	\$2.00 per night	Tourism Marketing	2005	94 Law	6.7% - 8.2%	Multi
Truckee	\$656,400	2% room revenue	Tourism Marketing	2015	94 Law	12.2%	City
Twentynine Palms	\$150,000	1.5% room revenue	Tourism Marketing	2017	89 Law	9.2%	City
Vacaville	\$650,000	2% - 3% room revenue	Tourism Marketing	2004	94 Law	8.2%	City
Vallejo	\$300,000	\$1.00-\$2.00 per night	Tourism Marketing	2003	89 Law	11.2%	City
Ventura (City)	\$940,000	2% room revenue	Tourism Marketing	2021	94 Law	12.2%	City

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Ventura County West	\$2,800,000	2% room revenue	Tourism Marketing	2011	94 Law	8.2% - 10.2%	Multi
Visalia	\$600,000	2% room revenue	Tourism Marketing	2017	94 Law	10.2%	City
Walnut Creek	\$590,000	\$1.50 - \$2.00 per night	Tourism Marketing	2010	89 Law	8.7%	City
West Hollywood	\$5,400,000	3% room revenue	Tourism Marketing	1989	94 Law	12.7%	City
Yolo County	\$690,000	2% room revenue	Tourism Marketing	2017	94 Law	8.2% - 12.2%	Multi

Convention Center Assessment Districts

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

TID Statistics

	Annual Budget	\$ Rate	% Rate	Years in Existence	TOT
Total	\$304,177,329 of 114 Districts				

District	Annual Budget*	Assessment Rates	Programs Funded	Year Approved	Enabling Statute	Other Guest Levies**	Type of Jurisdiction
Largest	\$41,000,000	\$8		5%		30	15.2%
Smallest	\$65,000	\$1		1%		1	5.2%
Average	\$2,668,222	\$3		2%		8	

Type of Jurisdictions

Total Counts

City Only	82
County Only	6
Multiple Jurisdictions	26

*Budget information may not reflect COVID impacts nor updates to revenue projections

**California Guest Levies includes .2% from Visit California

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