

Tourism Improvement District (TID) – Greater Louisville Lodging Management District (GLLMD) summary

Kentucky Management District Statute

- A city of the first class, consolidated local government, or urban-county government may establish one (1) or more management districts pursuant to [KRS 91.750](#) to [91.762](#), for the purpose of providing and financing economic improvements that specially benefit properties (hotels) within the management district (Jefferson County).
- "Economic improvement" means any activity or service for the improvement and promotion of a management district that is of special benefit to property within the district but shall not include any service ordinarily provided throughout the city, consolidated local government, or urban county from general fund revenues unless an increased level of the service is provided in the management district.
- The State Attorney General office did affirm in the fall of 2021 that a single industry (Hotels) could form a management District pursuant to KRS 91.750 to 91.762

TID's – U.S.

- A tourism improvement district (TID) is a stable source of funding for sales efforts designed to increase meetings, conventions, and events to a destination. In addition to, increased occupancy and staffing for lodging businesses; a small assessment on lodging stays are used to provide services desired by and directly benefitting the businesses in the district.
- There are currently 193 TID's in the U.S. cities such as Mobile, Baltimore, New Orleans, Philadelphia, Memphis, Nashville, and Boston have established districts. Cities such as Cleveland, Columbus, Lexington, Ky, Minneapolis, and Indianapolis are developing districts.

Statute Requirements

- The signatures and addresses of at least thirty-three percent (33%) of the owners of real property within the proposed management district, **the GLLMD has received forty-eight percent (48%), meeting the statute requirements.** The Management District and a number of real property owners, who together are the owners of real property equal to at least fifty-one percent (51%) of the assessed value of property within the proposed management district. **The GLLMD has received seventy percent (70%) meeting the statute requirements**

Assessment / Collection

- Jefferson County hotels will add a 1.5% assessment to each hotel stay. Currently when visitors check-out of a hotel, they are charged 16.07%, the new 1.5% assessment will change the check-out charge to 17.70%.
- The funds will be collected by the Revenue Commission and remitted to the Greater Louisville Lodging Management District – The Revenue Commission will collect a fee for collection. Unlike a government tax, the GLLMD may elect to dissolve the district after seven (7) years if goals are not met.

Destination	TAX %
Dallas	15.26%
Charlotte	15.25%
Louisville	16.07%*
Houston	17.00%
Indianapolis	17.00%
Chicago	17.40%
Columbus	17.50%
Cleveland	17.50%
Louisville	17.70%**
Nashville	17.75%
Cincinnati	18.30%
Kansas City	18.35%
St. Louis	18.98%
Memphis	19.75%

Proposed Activities

- Sales, marketing, and PR initiatives driving in-bound meetings, sports tournaments, conventions, and leisure travel to the Greater Louisville area – in turn, benefitting the assessed businesses through increased consumer demand and increased room night bookings.
- Dedicated funds to support incentives, hosting fees and other offsetting costs associated with securing strategic industry events, incremental group and convention business, high-profile sports tournaments and/or large-scale events for the destination that generate room nights for the assessed businesses.
- Provide consolidated business advocacy for workforce development and initiatives in the Greater Louisville area.

Louisville Tourism Role

- As the management company for the GLLMD, Louisville Tourism will assist in the development and execution of the programs approved by the GLLMD

Additional Community Benefit

- **The GLLMD is making an annual commitment, for every hotel room night associated with a meeting, convention, or event developed by the GLLMD, the board will provide \$.50 cent per hotel room night to local non-profit organizations. Local homeless non-profit organization will be the priority.**

Proposed GLLMD Board of Directors

Director Name	Lodging Property Name	Geographic Area Represented	Bylaws Qualification
VOTING DIRECTORS			
Jose Rolon	Crowne	Airport	Owners or their representatives of assessed lodging properties within the District, with 150 rooms or more
Amber Bellis	Marriott East	East	Owners or their representatives of assessed lodging properties within the District, with 150 rooms or more
Jennifer Cummings	Marriott	Downtown	Owners or their representatives of assessed lodging properties within the District, with 150 rooms or more
Drew Carnahan	Hyatt	Downtown	Owners or their representatives of assessed lodging properties within the District, with 150 rooms or more
Andre Donley	Courtyard by Marriott	Downtown	Owners or their representatives of assessed lodging properties within the District, with less than 150 rooms
Mark Kuiper	Commonwealth Hotels	Airport	Owners or their representatives of assessed lodging properties within the District, with less than 150 rooms
Jay Nichols	Musselman Hotels	East	Owners or their representatives of assessed lodging properties within the District, with 150 rooms or more
Wil Pinkerton	H2Suites	Airport	Owners or their representatives of assessed lodging properties within the District, with less than 150 rooms
Eamon O'Brien	Omni	Downtown	Appointees by the President/Chair of the Louisville Hotel Association
Nick Patel	Hampton Inn (MKP Management)	East	Appointees by the President/Chair of the Louisville Hotel Association
Andrew Carter	21C Hotel	Downtown	Board member of Louisville Tourism, who must be an owner or representative of an assessed lodging property.
VOTING EX OFFICIO DIRECTORS			
Jeff O'Brien	Director of Louisville Forward, or an equivalent agency	N/A	The Mayor or his or her designee;
Monica Harmon	Chief Financial Officer of the Metro	N/A	A designee of Metro Council, to be appointed by the President of Metro Council
NON-VOTING EX-OFFICIO DIRECTORS			
Doug Bennett	Executive Vice President	N/A	A Louisville Tourism Board Member or Employee whose role in the community is directly related to the purpose of the Board
Chris Kipper	Chief Financial Officer	N/A	The Chief Financial Officer, or his or her designee, of Louisville Tourism or that agency's successor.