

Pacific Grove Hospitality Improvement District (History of PGHID)

- 2007 City established PGHID with an advisory board and established an assessment for the District
 - **\$2.00** per room per night for **limited service** accommodations
 - \$1.00 disbursed to Chamber of Commerce
 - \$1.00 disbursed to MCCVB
 - **\$4.00** per room per night for **full service** accommodations
 - \$2.00 disbursed to the Chamber of Commerce
 - \$2.00 disbursed to MCCVB
- City contracted with the Chamber of Commerce to administer the PGHID program

PGHID

vs.

Monterey County Tourism Impr District (MCTID)



1989 Law

vs.

1994 Law

➤ *PGHID is under 1989 law*

MCTID is under 1994 law

➤ Renewed annuallyCan be renewed up to 10 yrs

➤ Formed by City.....Formed by petition

➤ Currently over 100 California destinations have formed TIDs

➤ TIDs utilize efficiencies of private sector operation in the tourism dist.

➤ **MCTID** is designed to provide specific benefits directly to payors by generating room night sales through County-wide marketing strategies having additional resources than the PGHID

➤ TID benefits: funds customized to fit the needs of the payors, allow for wider range of services and are designed, created, and governed by those who will pay

Pacific Grove Hospitality Improvement District

- Assessment on Pacific Grove rooms per night **does not change**
- City staff will continue to process the assessment as usual
 - The Chamber and MCCVB continue to receive their share of assessment
- October 3, 2018 – Pacific Grove City Council received a presentation from Jennifer Johnson and Tammy Blount with MCTID,
 - PGHID members and Chamber of Commerce who proposed that the City Pacific Grove grant consent for the City of Monterey to include Pacific Grove in the MCTID

Monterey County Tourism Improvement District

- ▶ October 16, - The City Council to consider adopting a resolution granting consent to the City of Monterey to establish the MCTID and include Pacific Grove.
- ▶ **Next Steps:**
- ▶ Action on October 17,
 - ▶ to consider termination of the If Pacific Grove HID
 - ▶ Prior to November 7 – disestablishment of PGHID
 - ▶ Notice of hearing must be published in newspaper for circulation
 - ▶ Notice must be mailed to each business owner subject to the HID.
- ▶ November 7 –Public Hearing to consider the disestablishment of the PGHID