
El Dorado County SEED Committee

May 20, 2026



30 YEARS OF LEADERSHIP

26
States

TID/BID Legislation
Drafted

200+
Projects

TID/BID Formation
Projects Worldwide

\$3.6B



Generated for
clients globally.

We are passionate about raising stable,
dependable funding for destination
promotion.



Property & Business Improvement Districts and Business Improvement districts are stable funding sources for organizations of business and property owners working to improve their business districts. Owners within the district work together to make significant improvements, attract consumers and new businesses, and activate their commercial area.

The top 15 cities in the U.S. benefit from \$600 million a year through BID assessments.

ITEMS OF DISCUSSION

01 Business Improvement District (BID)

An assessment placed on the business

02 Hotel Improvement District (HID)

An assessment placed on room night stays

03 Property Business Improvement District (PBID)

An assessment placed on the property owner

District Comparison

	BID	HID	PBID
Typical Services	Increased traffic to businesses through marketing, special events, decorations, beautification	Sales & Marketing, Visitor Center services, Destination Development	Increased beauty and safety within the district through Clean & Safe, security patrol, capital improvement
Assessment Basis	Type of business, Annual revenue, Occupancy/Capacity, Number of employees; <u>typically raise less money than a PBID</u>	Flat fee per occupied room night \$1 fee = \$114k \$2 fee = \$225k \$3 fee = \$337k \$4 fee = \$456k	Lot size, Built square footage, Frontage linear footage, Use code/zoning
Collection	Collected with renewal/issuance of business licenses or by sending invoices	Collected in tandem with Transient Occupancy Tax (TOT)	Collected w/ property taxes, efficient process to collect & enforce
Average Time to Form	6-10 months	6-10 months	10-12 months

Improvement Districts



**Business or Property
Owner pay an
assessment**

**Collected by the
government**

**And managed
by non-profit**

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

Improvement Districts are Assessments, Not Taxes

Taxes

No defined term

Government managed and imposed

No requirement of benefitting the paying businesses

Funds may be diverted at government discretion

VS



Assessments

Specific term and plan

Payor managed and approved

Based on benefit to paying businesses

Legal accountability to district plan - funds cannot be diverted

STEPS TO FORMATION

01 Outreach & Consensus Building

- Open House & Surveys
- One-on-one meetings
- Educational material

02 Management District Plan (MDP)

Legal framework of the district

- Boundary
- Services
- Budget
- Term
- Assessment
- Governance

03 Petition Drive

Signed petitions weighting 50%+ based on assessment

04 Hearings

1. Resolution of Intention
2. Public Meeting (or Ballot – see 4.a)
3. Resolution of Formation

04.a Ballot

In a PBID, a ballot is sent to all assessed property owners during the hearing process

Amador County, CA

Established: May 2025

Assessment: 2%

Budget: \$200,000

Includes Short-Term Rentals

Through tireless outreach and strong partnerships with the lodging community and local businesses, they established a stable funding source that promises a prosperous future for tourism and economic stability.

Supporting Programs Such As:

- Online and traditional media advertising
- Trade shows, sales efforts, and FAM tours
- Collateral development, including maps and brochures
- Hospitality education and training
- Community grants to support events that draw visitors



Amador Country Wine Heritage District

- Estimated Budget: \$342,000
- 1% Assessment gross direct-to-consumer sales revenue on winery sales
- Approx 85 wineries

Funds Used For:

- Marketing & Brand Awareness
- Signage
- Events
- Educational programs to establish excellence and leadership in the industry

Lake County, CA

Established: 2019

Assessment: 2.5%

Budget: Approx. \$573k

Supporting Programs Such As:

- Digital Marketing
- Extended PR Efforts
- Destination Branding
- Visitors Map & Additional Collateral

Mammoth Lakes, CA

Established: 2013

Budget: \$6.5M

Assessment:

Business Type	Annual Rate
Lodging	1.0% revenue
Ski Resorts/Golf	2.5% ticket sales
Retail – Tier 1	1.5% gross income
Retail – Tier 2	\$500/year
Retail – Tier 3	\$50/year
Restaurant – Tier 1	1.5% gross income
Restaurant – Tier 2	\$500/year
Restaurant – Tier 3	\$50/year

Programs:

- Media Relations
- Air Service Marketing and Subsidy
- Education of Tourism Businesses
- Research



Palisades Tahoe, CA

Olympic Valley Alpine Meadows Micro Transit District

Established: 2018

Budget: \$1.1M

Assessment Structure : 1.5% on

- Olympic Valley Alpine Meadows lodging including short-term rentals
- Palisades Tahoe daily lift tickets
- Palisades Tahoe pack products

Programs:

- Micro mass transit service to provide transportation services to assessed lodging and ski resort businesses and other riders.

At a Glance: Rural California Districts

District	Year	Annual Budget	Rate	Key Takeaway
Amador County	2025	\$200,000	2%	Neighbor — achievable scale
Feather River	2020	\$240,000	2%	Micro Zone Marketing model
Lake County	2019	\$386,000	2.5%	Similar industry mix
Mariposa County	2008	\$2,440,000	1.5%	Long-term upside
Mammoth Lakes	2013	\$6,511,000	Multi	Multi-sector, one district
Olympic Valley	2018	\$1,073,000	1.5%	Transportation infrastructure

What the data shows:

- Rural counties are forming these districts right now — Amador just last year.
- Even small assessment bases (\$200K–\$400K) fund professional, dedicated tourism operations.
- A single district can serve multiple industries (Mammoth Lakes) and fund infrastructure (Olympic Valley).



Benefits to the County

01 Tourism Promotion Resumes

Dedicated funding without general fund expenditure

02 Drives TOT Revenue

More visitors + longer stays = more lodging tax collected by the county

03 Less County Overhead

Private-sector-led DMO reduces administrative burden on county staff

04 Infrastructure Framework

Structured funding for traffic management, shuttle services, visitor infrastructure

Benefits to Industry

01 Predictable Funding

Controlled by the businesses paying in — not subject to county budget politics

02 Organizational Structure

Creates capacity where none exists across wine, agriculture, and recreation sectors

03 Collaboration Framework

Brings historically siloed groups to the same table with a shared stake

04 Direct Investment

Grant programs and sector-specific funding back into industry needs

Creates what El Dorado County desperately needs: a collaborative process and an organized voice.

THANK YOU!



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Stay
Connected!