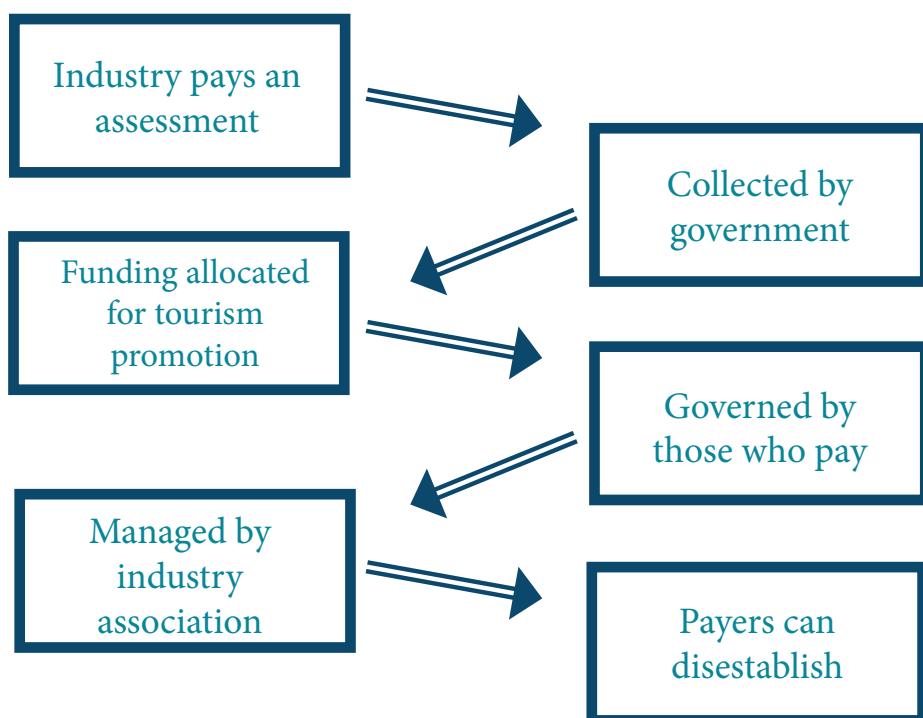


TOURISM IMPROVEMENT DISTRICT (TID)

WHAT IS A TID?



A TID assessment is NOT a tax.

- + Assesses businesses with revenue coming from travel and tourism
- + Can reach a broad range of industry businesses and sectors
- + Visitor-based, less impact on residents
- + Allows for regional or local TIDs
- + Assessments CAN be passed on to some or all of visitors/customers
- + Effectively promotes a destination to the world, individual businesses cannot do it alone
- + Industry can vote to stop assessment