

GENERAL OVERVIEW

The current Stockton Tourism Business Improvement District (TBID) was established effective January 1, 2016 by the Stockton City Council and expires December 31, 2025. The current TBID assessment levies a 4% fee per hotel room, per night. The funds are used for the marketing and promotion of Stockton, targeted toward increasing overnight stays. The assessment is applied to all lodging establishments within the city limits of Stockton; at this time there are no proposed changes to the boundary of the district.

Included in this Annual Service Plan are the goals, strategies, and objectives of Visit Stockton for the year ending December 31, 2019.

2019 BUDGET OVERVIEW

The attached budget is in compliance with the percentage thresholds set forth in the Stockton Tourism Business Improvement District Management District Plan approved by City Council in December of 2010.



Sales & Marketing
\$1,527,088*

Administrative & Operations
\$217,758*

The budget also reflects a 5% contingency fund allotment of \$82,250 (5% of \$1.645M) as per the TBID Management District Plan.

*Includes carry-over from previous year

TRENDS IN STOCKTON TOURISM

Overall hotel demand was **up 2.1%** in 2018.

Stockton hotel revenue was **up 9.9%** in 2018.

Average Hotel Occupancy for Stockton in 2018 was **69.2%**, meaning an average of **1,871 of the 2,704** Stockton hotel rooms were sold each night.

STOCKTON SOLD MORE HOTEL ROOMS AT A HIGHER AVERAGE ROOM RATE IN 2018 THAN ANY PREVIOUS YEAR.