

# North Central Massachusetts TDMD

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Vice President of Operations



# Funding Sufficiency vs. Funding Stability



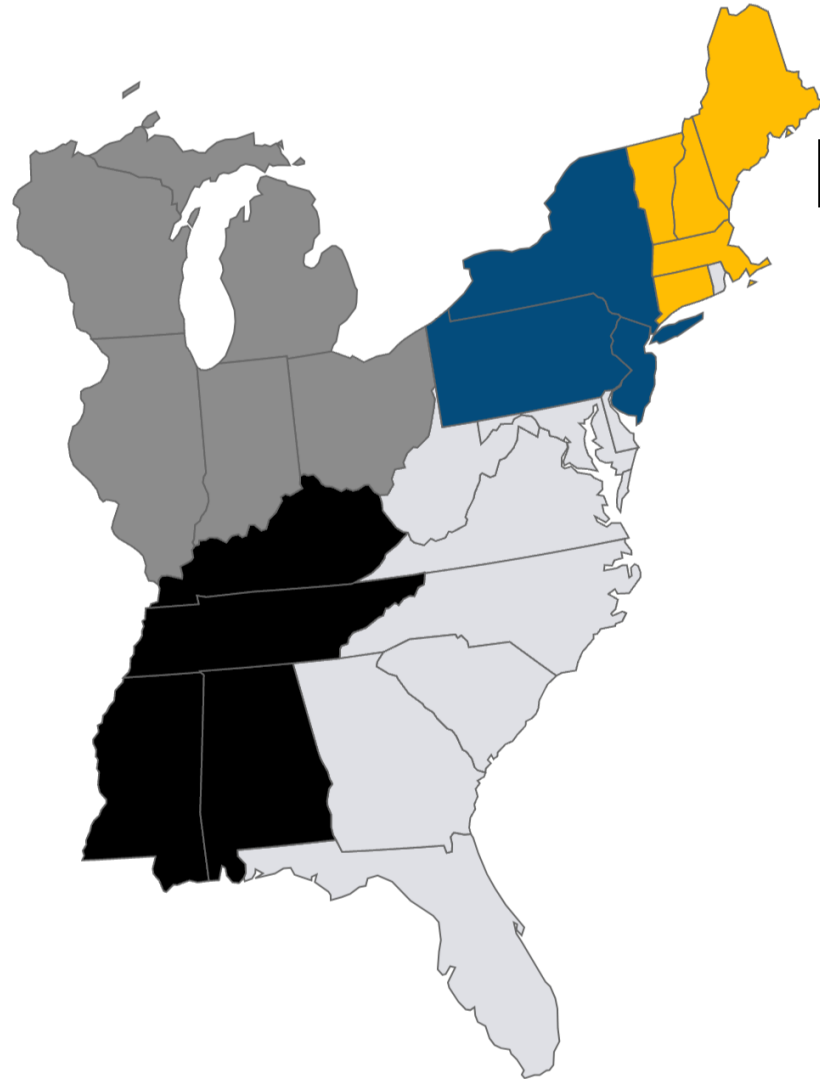
## Sufficiency

Do you have enough to adequately market your destination?



## Stability

How reliable are your funding streams? Can they be diverted?



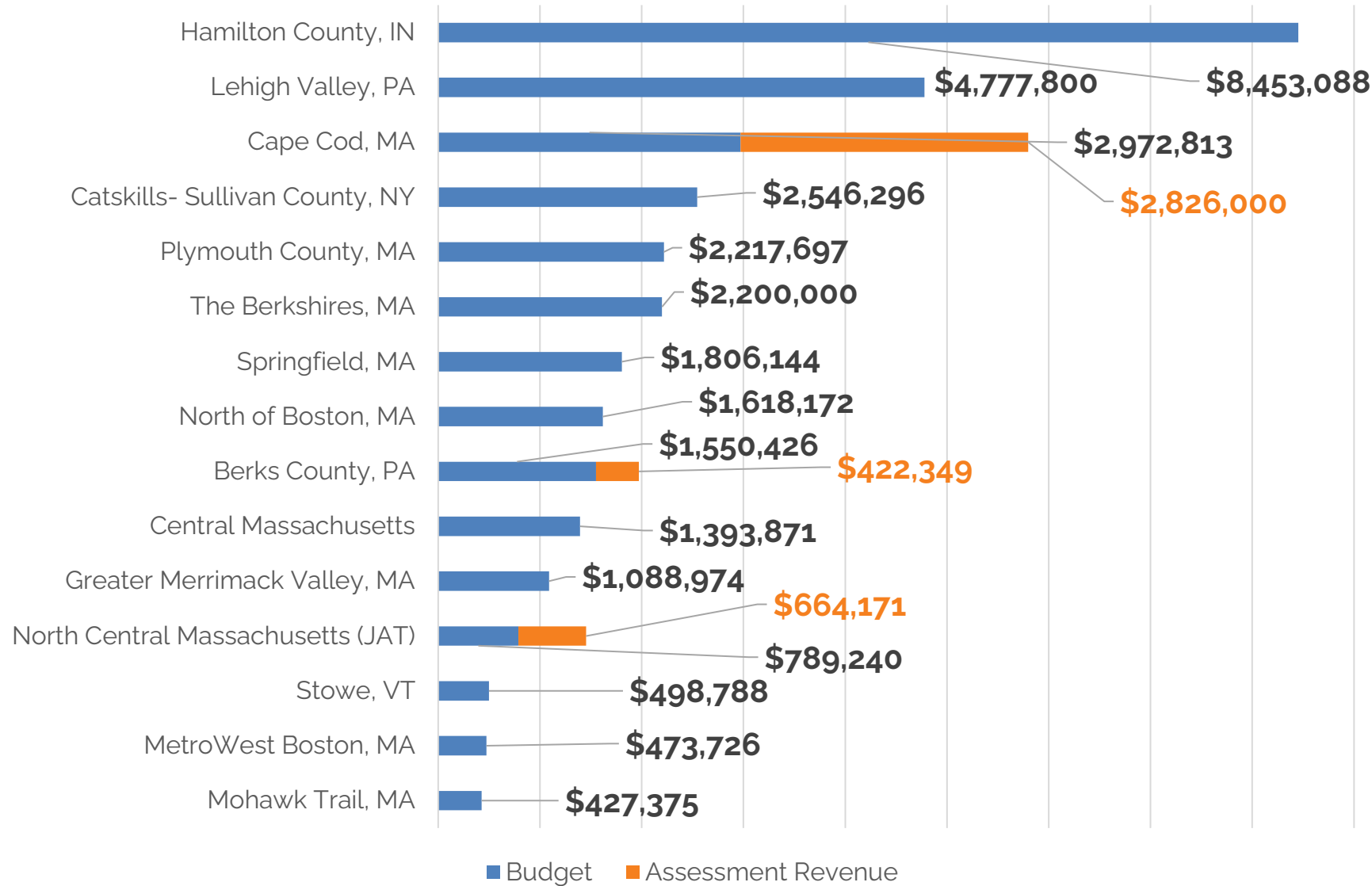
## Destination Marketing Organization (DMO) Revenue by Region

Region	Total DMO Revenue
New England	\$79,965,969
Mid-Atlantic	\$376,939,632
East North Central	\$497,298,090
South Atlantic	\$1,096,977,689
East South Central	\$250,839,273

Source: CivitasPRO

*\*Pulled from most recent data available for each organization. While we strive for accuracy, the figures presented are based on reported data and may not be guaranteed as definitive.*

# DMO Budget Comparison



# Tax Comparison

## NCM 11.70% (13.2% with Assessment)

Pacific	Total Charge
Spokane, WA	14.79%
Monterey, CA	18.85%
Portland, OR	16.00%

West	Total Charge
Jackson, WY	11.00%
Boise, ID	13.00%
Colorado Springs, CO	10.25%

Southwest	Total Charge
Irving, TX	15.00%
Mesa, AZ	14.27%
Albuquerque, NM	15.63%

MidWest	Total Charge
Fort Wayne, IN	15.00%
Madison, WI	15.50%
Wichita, KS	16.25%

Southeast	Total Charge
Birmingham, AL	19.52%
Louisville, KY	17.57%
Richmond, VA	16.00%

Northeast	Total Charge
New Haven, CT	15.00%
Syracuse, NY	15.00%
Gettysburg, PA	11.00%

# 220 TIDs

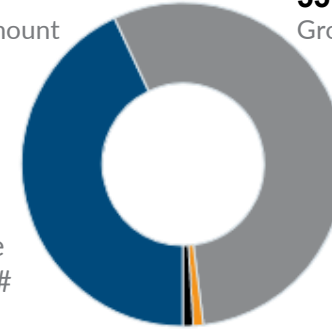
**Most Recent US TID:**  
Minneapolis, MN  
(June 2025)

**43%**  
Fixed \$ Amount

**55%**  
Gross Revenue %

**1%**  
Fixed-rate based on #  
of hotel  
rooms

**1%**  
Fixed-rate per  
occupied room  
per night that  
varies by ADR

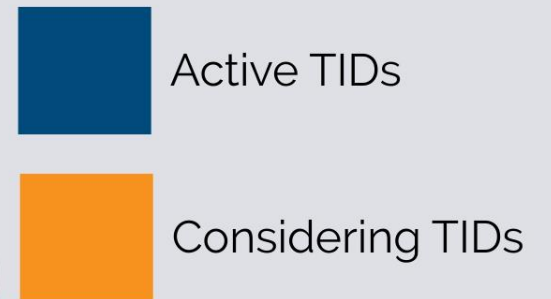


## ANNUAL AMOUNT RAISED

Low	\$10,000
High	\$47,200,000
Total	\$724,800,000

# 25 STATES



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# New England TIDs



## PORTLAND, ME

**Established:** 2022

**Assessment:** 2.0%

**Estimated Annual TID Budget:** \$1.6M

**DMO Budget With No Assessment:** \$2M

Examples of Use of Funds:

- Increased marketing efforts and direct sales activities to secure business
- International marketing & PR initiatives
- Contingency funds



## PROVIDENCE, RI

**Established:** 2022

**Assessment:** 2%

**Estimated Annual TID Budget:** \$2.6M

**DMO Budget With No Assessment:** \$800,000

Examples of Use of Funds:

- Market research
- Strategic funding opportunities
- Capital Improvements
- Public relations



# New England TDMDs



## BOSTON, MA

**Established:** 2021

**Assessment:** 1.5%

**Estimated Annual TID Budget:** \$40M

**DMO Budget With No Assessment:** \$12M

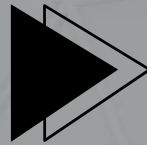
Examples of Use of Funds:

- Workforce development
- Sustainability and DEI initiatives
- Supplier chain pipeline improvements
- Global Sales & Marketing, Domestic Meeting and Convention sales Community Leisure/Consumer Program

# TOURISM DESTINATIONS MARKETING DISTRICT



Tourism businesses  
pay an assessment  
(may include STRs)



Collected by the  
government



And managed by  
DMO

- Marketing, Sales
- Sports Events
- Capital Improvements (Conv Center, Sports Facilities)
- Workforce / Transportation

# North Central Mass District Plan

## Summary

### **Assessment & Revenue**

- The proposed annual assessment rate for lodging businesses within the District is 1.5% of gross short-term room rental revenue.
- Fitchburg's projected TID revenue is \$285,953.

### **Marketing, Sales & Promotions**

- Targeted Marketing Campaigns: Use regional and national leisure marketing to increase awareness and drive overnight traffic.
- Strategic Public Relations: Enhance the area's profile as a premier tourist, meetings, and events destination to increase consumer demand.
- International Outreach: Attract international meetings and leisure travelers through marketing and PR to increase room night bookings.
- Event Center Promotion: Use a holistic trade marketing and PR program to support event center renovations and increase attendance at the center and assessed businesses.
- Promotional Materials: Create brochures, flyers, maps, and videos featuring assessed businesses.

# North Central Mass District Plan Summary

## **Governance & Collection**

- Governance: Visit North Central Mass (JATA), a non-profit, will manage the District and establish a committee with of business owner(s) who pay the assessment. This committee will manage District funds and ensure the plan is fulfilled.
- Collection: The Department of Revenue is responsible for collecting the assessment from assessed businesses.
- Term & Exemptions: The District is created for a 5-year period , and the assessment will have the same exemptions as the current occupancy tax.

## **Administration & Operations:**

- Covers costs for staffing, office expenses, and general administration such as insurance, legal, HR, and accounting.
- Contingency/Reserves: Funds can cover uncollected assessments, be reserved for future use, or be used for programs, administration, or renewal.



THANK YOU

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