

Tourism Public Improvement District Public Hearings

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The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. The circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes a white circle and a grey triangle.

Tourism Public Improvement District (TPID)

- Special type of local public improvement district composed solely of “non-contiguous” hotels that are located throughout a city.
- Authority to create a TPID was first approved by the Texas Legislature in 2011 and initially only allowed such a district to be created in Dallas.
 - In 2015, the Texas Legislature expanded this authority to allow the Cities of Arlington, Fort Worth, San Antonio, and Austin to also create a TPID.
 - In 2019, the Texas Legislature further amended state law to allow all Texas municipalities the authority to create a TPID within their city.

- TPID revenues are not considered “taxes” that are imposed by a government.
 - They are self-assessments levied by the City pursuant to a petition of over 60% of the ownership of the properties agreeing to the proposed assessment against each of the properties within the district.
- TPID funds can only be expended for the purposes set outlined in the Service Plan and Chapter 372 of the Local Government Code.

Addison's TPID

- **Recommended Assessment: 2%**
- **Term: Renewal after 10 years**

Recommended Service Plan:

SERVICE PLAN	%	2025	2026	2027	2028	2029	2030	2031	2032	2034	2035
Marketing	35%	\$535,500	\$546,210	\$557,134	\$568,277	\$579,642	\$591,325	\$603,060	\$615,121	\$627,424	\$639,972
Sales	50%	765,00	780,300	795,906	811,824	828,061	844,622	861,514	878,745	896,319	914,246
Research	5%	76,500	78,030	79,591	81,182	82,806	84,462	86,151	87,874	89,632	91,425
Admin	10%	153,000	156,060	159,181	162,365	165,612	168,924	172,303	175,749	179,264	182,849
TOTAL	100%	\$1,530,000	\$1,560,600	\$1,591,812	\$1,623,648	\$1,656,121	\$1,689,244	\$1,723,029	\$1,757,489	\$1,792,639	\$1,828,492

Addison's TPID Expenditures

Marketing – 35%

- Increased internet marketing (advertising and promotion).
- Additional print ads in magazines and newspapers.
- New collateral and promotional materials production.
- Enhanced public relations efforts.
- Development of travel writer / social media influencer program.

Sales – 50%

- Expanded services focused on additional anticipated sports business, national sales, and leisure sales.
- Increased involvement with key associations and organizations such as CVENT, Connect, and others.
- Creation of a separate TPID hotel support fund providing additional sales incentives to maintain and attract new meetings, conventions, events, and business travel.

Tourism Research – 5%

- Prospecting and using research metrics to ensure a strong ROI from the sales and marketing initiatives undertaken by the TPID.

Administrative Costs – 10%

- Collection of TPID fees and administration of the decisions and recommendations of the Addison TPID Board.

- Key to the functioning of a TPID is the creation of its own nonprofit corporation to manage and oversee the work of the district.
- This corporation includes a board of directors that is composed solely of area hoteliers who have hotels within the district.
- Addison Marketing and Tourism Department to serve as the administrative entity responsible for implementing the decisions and recommendations of the Addison TPID Board.
- The TPID assessment is collected under the same schedule and process now in place for local hotel tax collections.
- An annual budget and service plan will be implemented by the Town of Addison under the oversight of the Addison TPID Board.

Step 1: Production and approval of petition and service plan documents

- Approved by Council on June 11, 2024.

Step 2: Gather petition signatures

1) by petition signatories from owners of over 60 percent of the total appraised value of hotels within the proposed district; and

2) by petition signatures from owners of over 60 percent of the total number of owners of hotels within the district;

or

by petition signatures from owners of over 60 percent of the surface area of the hotels within the district.

Signed Petitions

	Total	60% Required	Petition Total	Petition Percentage
Appraised Value*	\$ 233,703,360	\$ 140,222,016	\$ 175,858,360	75.24%
Number of Owners	22	13.2	14	63.6%
Surface Area*	3,275,374	1,965,224	2,205,578	67.3%

**Source: Dallas Central Appraisal District*

Courtyard by Marriott Addison / Quorum Drive
Dallas / Addison Marriott Quorum
Hilton Garden Inn

Holiday Inn Express & Suites Dallas North Addison

Home2 Suites By Hilton Dallas Addison

HYATT house Dallas/Addison

La Quinta Inn & Suites Dallas Addison Galleria

MainStay Suites

Motel 6 Dallas Addison





Quality Suites North/Galleria

Radisson North Dallas-Addison

Renaissance Dallas Addison

Springhill Suites by Marriott Dallas Addison / Quorum Drive

The Addison Hotel

-  ***Step 3: Submit petition packets to City***
-  ***Step 4: City staff review and verify sufficiency of petitions***
-  ***Step 5: City Council orders two public hearings***
-  ***Step 6: City publishes and mails Notice of Public Hearings***
 - Letters mailed on Friday, February 7 to all hotel owners.
 - Noticed published in *The Dallas Morning News* on Monday, February 10.

Public Hearing #1

Authorize the creation of the Addison Tourism Public Improvement District applicable to hotel properties with 50 or more rooms located within the Town of Addison.

Public Hearing #2

Approve an Ordinance authorizing the level of an 2% assessment on taxable room nights sold at qualifying hotels located within the Addison Tourism Public Improvement District.

Step 8: City publishes newspaper Notice of TPID Approval

Step 9: Hotels update billing software to add TPID Assessment to guest folios

Step 10: City amends its Hotel Occupancy Tax Collection form for hotels

Step 11: TPID becomes operational and remittances begin in May 2025

Questions