

June 24, 2025
Item 23 – *Public Hearing*

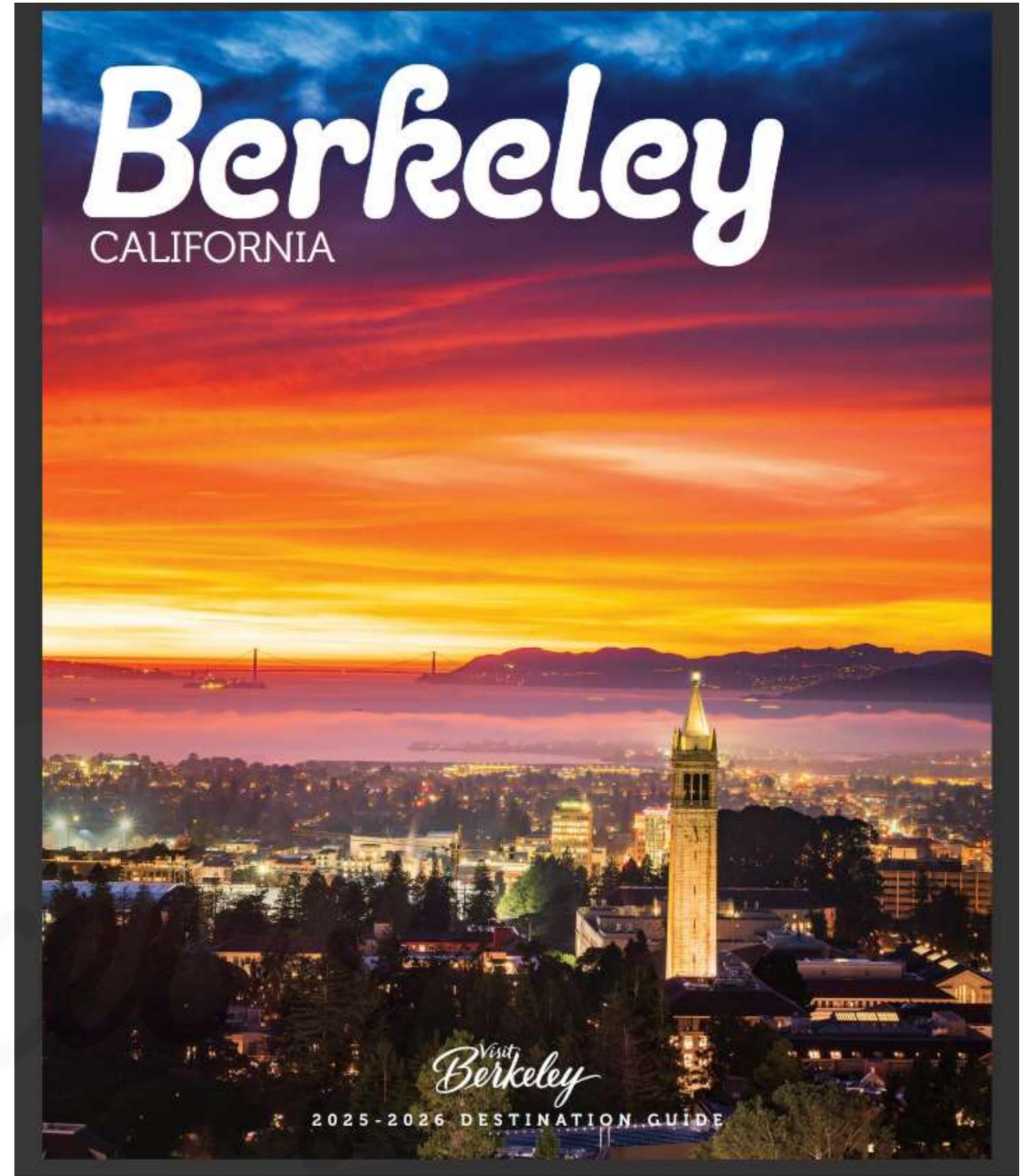
**Berkeley Tourism
Business Improvement
District (BTBID)**



*Visit
Berkeley*

Berkeley Tourism BID

- The Berkeley Tourism Business Improvement District (BTBID) applies to all lodging establishments within the city boundary with five or more rooms and stays under 30 days.
- The Tourism BID fee is collected from room rentals (overnight visitors to hotels) and is remitted to the City by the hotel operators.
- Visit Berkeley (VB) is the city's convention and visitor's bureau. VB manages the funds collected from the Tourism BID and uses the resources to market the destination and in turn drive more room rentals/visitors to Berkeley.

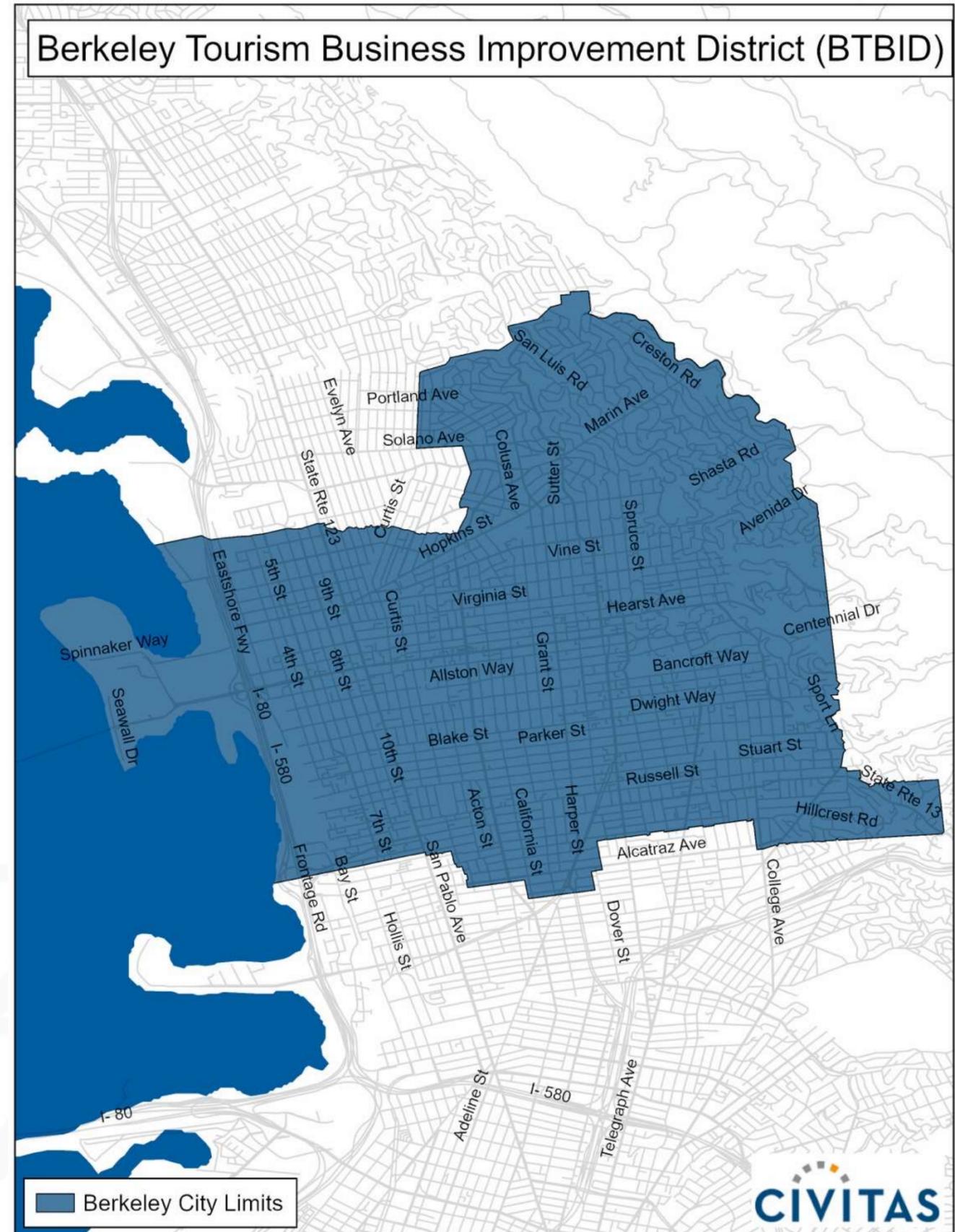


Berkeley Tourism BID

Re-establishment

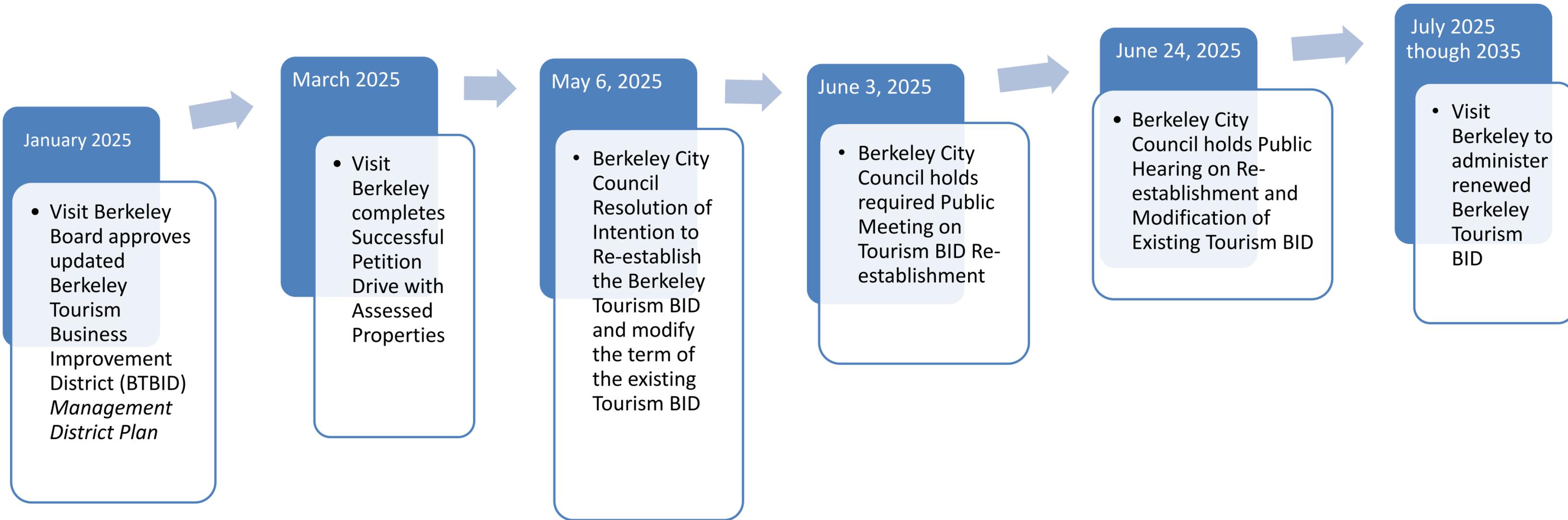
- The Berkeley Tourism Business Improvement District (BTBID) was created in 2012 for a five (5) year term and was subsequently renewed in 2017 for a ten (10) year term.
- Berkeley currently holds one of the lowest Tourism BID assessments at 1% of room rates.
- Visit Berkeley (VB) and Berkeley lodging businesses now wish to increase the BTBID assessment to 3% of room rates to reach revenue and rate equity with competing cities.
- VB and Berkeley lodging businesses now wish to modify the existing Tourism BID term and re-establish the Tourism BID for a renewed ten (10) year term; for the years 2025 through 2035.

Tourism BID Boundary – Berkeley Properties with 5 or more lodging rooms, stays under 30 days.



Tourism BID Renewal Process

Timeline



Tourism BID Current Activities

- The Berkeley Tourism BID (BTBID) generated \$708,834 in FY 2024.
- BTBID Funding is managed by Visit Berkeley (VB), the City's Destination Marketing Organization (DMO), which markets the City of Berkeley as a desirable destination for tourism, leisure travel, meetings & events.
- Through marketing efforts, Visit Berkeley strives to be stewards in the community to support Berkeley's hospitality, arts, culture, and local businesses through increased visitation and economic spend in the city.
- A selection of VB Activities:
 - Paid Media/Advertising Campaigns
 - Social Media Promotion
 - Berkeley Bucks (Local Scrip Program)
 - Berkeley Restaurant Week
 - Event Planning & Sales
 - Destination Site Tours
 - Direct marketing for overnight stays



Tourism BID Current Activities

Berkeley is Cool

This Summer, Make Berkeley your Bay Area Basecamp

Set on sparkling San Francisco Bay, Berkeley is an inspiring setting for epic meetings, events, weddings, and celebrations. From historic, boutique, and green properties to well-known brands, discover an eclectic collection of hotels and unique venues offering more than 100,000 square feet of combined space.

Visit Berkeley

Berkeley Canada

Book Your Berkeley Basecamp!



Stay in Berkeley

<p>8.2 Very Good (Good (2,832 reviews))</p> <p>DoubleTree by Hilton Hotel Berkeley Marina Berkeley</p> <p>\$322 \$42 per night \$322 total</p> <p>Member Price available</p> <p>Sign in for Member Price</p>	<p>8.8 Excellent (1,002 reviews)</p> <p>Hotel Shattuck Plaza Berkeley</p> <p>\$595 \$95 per night \$595 total</p> <p>Member Price available</p> <p>Sign in for Member Price</p>	<p>8.4 Very Good (Good (1,002 reviews))</p> <p>Graduate by Hilton Berkeley Berkeley</p> <p>\$596 \$96 per night \$596 total</p> <p>Member Price available</p> <p>Sign in for Member Price</p>
<p>7.2 Good (112 reviews)</p> <p>Inn @ University Berkeley</p> <p>\$330 \$46 per night \$330 total</p>	<p>9.0 Wonderful (168 reviews)</p> <p>Residence Inn by Marriott Berkeley Berkeley</p> <p>\$881 \$89 per night \$881 total</p>	<p>8.0 Wonderful (1,002 reviews)</p> <p>Holiday Inn Express Hotel & Suites Berkeley, an IHG Hotel Berkeley</p> <p>\$507 \$24 per night \$507 total</p>

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Reels

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2025 GLOBAL CONVENTION

PALM SPRINGS, CA

21 - 25 OCTOBER

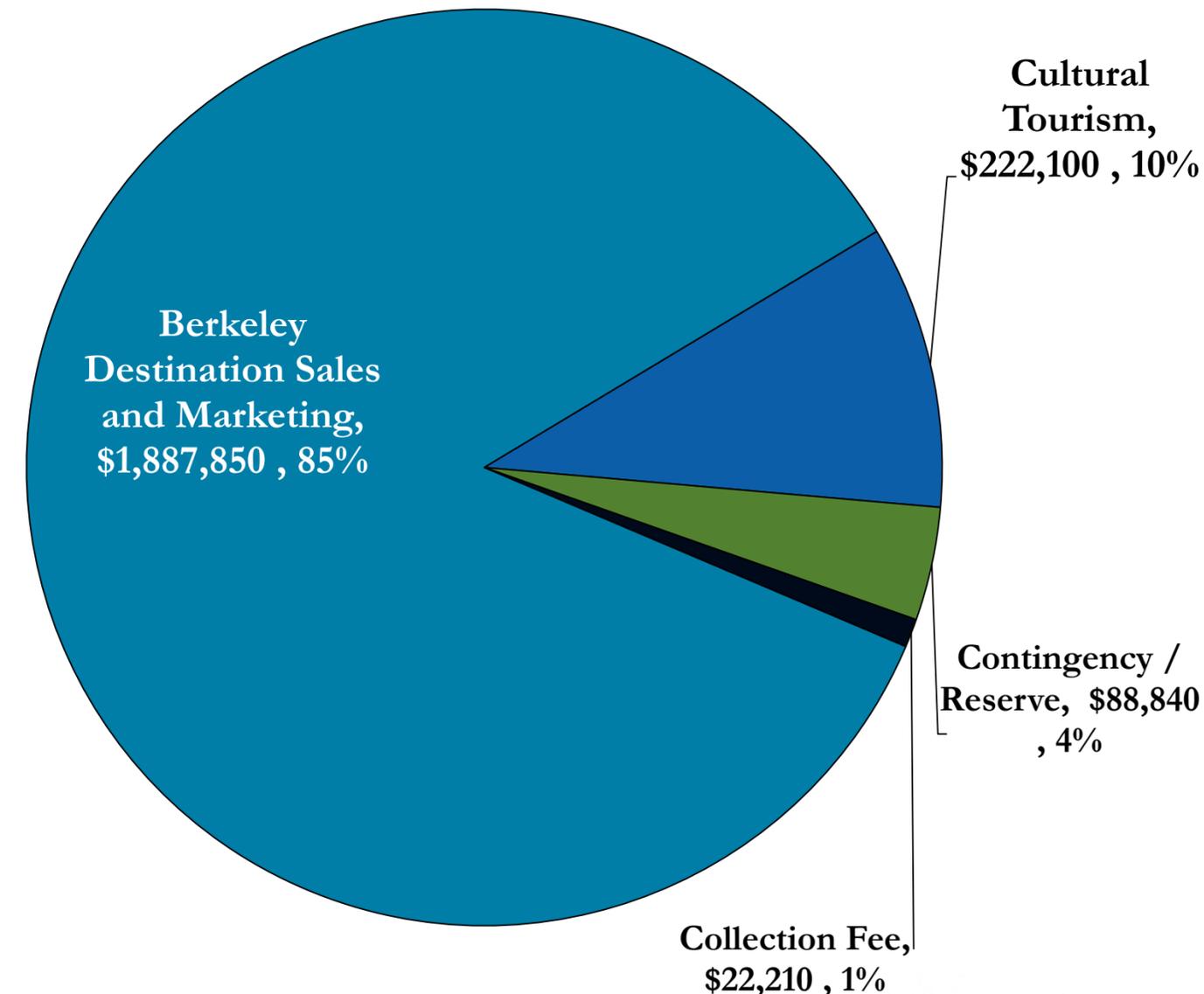
TRAVEL · LEARN · CONNECT

Proposed New Parameters

Berkeley Tourism BID 2025-2035

- To better serve the community, increase tourism, and highlight Berkeley's arts, events & festivals, the BTBID will include a portion of the budget dedicated to *Cultural Tourism*.
- Increased marketing and sales efforts will target Atlantic Coast Conference destinations and top international travel markets of Mexico & Canada.
- The jurisdiction of the BTBID will remain the same, only assessing Berkeley hotels with 5 dwelling rooms or more, and stays under 30 days.
- The BTBID Assessment will increase from 1% to 3%, with the new district formed and collection to begin July 1, 2025, to align with the start of Fiscal Year 2026.

BTBID Initial Annual Assessment Budget FY26
\$2,221,000



Next Steps

Berkeley Tourism BID 2025-2035

- **Conduct a public hearing** – on the renewal of the Berkeley Tourism Business Improvement District (BTBID) for 10 years starting July 1, 2025 and on the modification of the existing BTBID to end on June 30, 2025, shortening the existing BTBID's term from ten (10) years to eight (8) years thus modifying the existing *BTBID Management District Plan*.
- Upon conclusion, declare results of the majority protest proceedings and adopt a Resolution to Re-Establish (renew) the Berkeley Tourism Business Improvement District (BTBID) for a term of ten (10) years, and adopt a Resolution to modify the term of the existing BTBID to coincide with the renewal/re-establishment of the BTBID.