



**Testimony by Tiffany M. Gallagher,
Eastern U.S. Division Manager, Civitas**
Testimony related to SB797- NID Act Modernization and Streamlining

September 8, 2021

PA NID Act as a mechanism for Tourism Improvement District (TID) in Allegheny County:

Civitas is the nation's expert on the formations of Tourism Special Assessment Districts. The TID mechanism empowers the industry to establish a self-funded revenue stream with local government oversight and support with no cost to local and state governments. The concept has been widely embraced as a recovery tool in effort to rebuild from the devastation from the COVID-19 Pandemic, most recently Massachusetts passed their Tourism District Legislation in January, Virginia in March, and Louisiana in May of 2021.

The travel and tourism industry in Pennsylvania are grappling with recovery and restoring jobs amidst the Covid-19 Pandemic. There is data to support; there is a direct relationship between moving quickly, being prepared, lining up resources and destination recovery. The addition of Allegheny County to the PA NID Act will enable the industry to create a self-help recovery tool to expedite recovery.

- There are currently 189 TDMDs in 18 states.
- TIDs are a proven source of stable dedicated funding for tourism promotion.
- TIDs do not require any additional general fund dollars from the state or local governments.
- The TID will allow our businesses to rebuild and bring their employees back to work faster.

Key provisions of legislation:

- Enabling Allegheny County: the bill authorizes the County to create a TID.
- Industry led funding mechanism to support tourism promotion activities. Authorized services include marketing, sales activities, and events.
- Formation process requires a written plan developed by the property owners.
- Formation process requires, by way of protest procedure, approval of the property owners to pass the local ordinance to form the TID.
- Authorizes business assessments on tourism properties.
- Allows for Visit Pittsburgh to be the district's management entity. District implementation and oversight will be the responsibility of the TID management entity's Board.
- Term limits are defined by the District Plan and Ordinance, with a minimum of five (5) years.
- Assessment collection procedures are defined by the District Plan and Ordinance.
- Assessments are calculated based on the benefit to the assessed property.

I am supportive of, and I urge you to support the proposed legislation.

Dated: September 8, 2021

A handwritten signature in black ink, appearing to read "Tiffany M. Gallagher".

Ms. Tiffany M. Gallagher
Eastern U.S. Division Manager, Civitas