

## Possible Revenue Sources

(The task force makes no representations to the accuracy of these revenue assumptions but has presented them for illustrative purpose based on the testimony presented to the task force.)

Funding Source	Description	Base Unit	Revenue Amount	Tax, Fee or Assessment	Approving Authority	Actions Needed to Implement
Citywide TOT	Citywide increase of TOT vs. TMD	1%	\$14,700,00	Special Tax	City	TOT requires submit to Voters, 2/3 approval. TMD requires TMD members vote 50%+
Citywide BID		2%	\$29,400,000		TMD Members	
		3%	\$44,100,000			
Downtown TOT	Downtown increase of TOT vs. TMD	1%	\$5,160,000	Special Tax	City	TOT requires submit to Voters, 2/3 approval. TMD requires TMD members vote 50%+
Downtown TMD		2%	\$10,320,000		TMD Members	
		3%	\$15,480,000			
Extend or increase existing TMD	Extend or increase existing TMD	%	assessment not defined	Assessment	City/TMD members	Amend/prepare new assessment engineer's report; follow state law and local ordinance procedures for voting on amended plan and related assessment
Create new Convention Center BID	Create new Convention Center BID	%	assessment not defined	Assessment	City/proposed BID members	Engage in assessment district formation process per state law and local ordinance
Conv. Center Hotel	Adjacent hotel	\$	\$0	Business net profit	City, Port, Coastal Commission approval	Majority approval by each agency
Conv. Center Retail	40,000 sq. ft. Retail component	\$	\$0	Business net profit		City, Port, Coastal Commission approval
Entertainment District BID Assessment	Business Improvement District for all non-hotel businesses	%	no district has been defined	Assessment	City/ BID members	50%+ vote of BID members
Restaurant District BID Assessment	Business Improvement District for all non-hotel businesses. (Assuming 60% sales are food) Percentage of gross food sales:	.05% 1%	\$720,000 \$1,440,000	Assessment	City/ BID members	50%+ vote of BID members
Parking BID Assessment - for specific parking jurisdiction	A. Hybrid of BID model to provide greater revenue B. Only incl. parking contractors/business that can self assess C. Inclusion of parking companies in entertainment BID	%	Option not defined	Assessment	City/ BID members	50%+ vote of Parking BID members
Taxi District - Drop Off/Pick Up (1 of 2)	Drop Off/Pick Up Surcharge	\$	No \$ analysis	Fee	City	City Council vote subject to Mayoral veto

Taxi District - Airport Taxicab pick-up/drop off (2 of 2)	Airport pick-up/drop off surcharge: <u>per trip</u>	\$1 \$3 \$5	\$1,500,000 \$4,500,000 \$7,500,000	Can be a tax or fee	City; subject to limitations, if any, of airport authority's jurisdiction	Tax-submit to voters  Fee-City process
Rental Car Surcharge	Rental Car Surcharge: <u>per rental</u>	\$1 \$5 \$10	\$1,150,000 \$5,750,000 \$11,500,000	Can be a tax or fee depending on primary purpose (revenue or regulation)	City: also potentially Port District and/or Airport Authority	Tax - submit to voters  Fee- Processed per City department request/Council approval (may not be applicable to rental operations on Port District/Authority lands)
Service Contractor Fee	Service Contractor fee (gross sales in the CC)	2%	No \$ analysis	Fee		San Diego Convention Center Corporation, City
Parking Fees	Incremental parking fees (of all above '07 baseline)	100%	No \$ analysis	Fee		City; Port of San Diego
Downtown food and beverage sales tax	Tax on food/beverage sales in vicinity of Convention Center	1% 2% 3%	\$2,400,000 \$4,800,000 \$7,200,000	Special Tax	City (except City cannot impose it's own tax on alcoholic beverage sales)	Tax-submit to 2/3 voter approval
Ticket surcharge (tourist attractions)	Ticket surcharge (tourist attractions)	\$1 \$3 \$5	\$5,000,000 \$15,000,000 \$25,000,000	Can be a tax or fee	City (may be subject to limitations in leases or other contractual agreements)	Tax - submit to 2/3 voter approval  Fee- City Process
Ticket tax/fee (venues)	Ticket tax/fee on particular venues (e.g. PETCO park, Cricket Amphitheater, Cox Arena)	\$	No \$ analysis	Can be a tax or fee	· PETCO governed by agreement between City and Padres limiting new taxes, fees or assessments · Cricket located in Chula Vista, CA · Cox Arena on property of CSUSD; may be able to impose tax on types of business conducted there	Tax-submit to 2/3 voter approval  Fee-City process
<b>Public Agencies</b>						
Port of San Diego	Land, rent concessions, other general funding	\$	Unkown		Port of San Diego	Majority approval by Port
CCDC	Tax increment financing	\$	Unkown		CCDC, City of San Diego	CCDC Board, City Council
County of San Diego	General	\$	Unkown		Board of Supervisor Support	Board Vote