



Stakeholder Guide to Richmond Region Tourism Improvement District (TID)

What is the TID?

The Richmond Region Tourism Improvement District (TID) is a public-private partnership created to generate supplemental funding for tourism promotion and visitor-generating initiatives throughout the Richmond Region. The TID is intended to support initiatives that generate new visitation, incremental room nights, and measurable economic impact for the region.

A 2% assessment on lodging businesses with 41+ rooms within Chesterfield, Hanover, and Henrico Counties, Cities of Richmond and Colonial Heights and the Town of Ashland.

Richmond Region Tourism manages and directs programmatic spend on behalf of, and with oversight from, the Governing Committee. The Governing Committee includes representatives of the assessed lodging businesses.

How Does the TID Benefit the Region?

The TID is designed to provide direct benefits to assessed businesses by increasing awareness of and demand for overnight stays in the Richmond Region. Increased visitation and hotel occupancy generate broader economic impact by driving visitor spending at local restaurants, attractions, retail businesses, entertainment venues, and other community assets throughout the region.

What Can TID Funding Support?

Priority consideration is given to initiatives that generate new or incremental overnight visitation and measurable hotel room night demand for the Richmond Region.

In alignment with the Code of Virginia, Title 15.2, Chapter 24, which states that TID funds are intended to provide additional or supplemental benefits to assessed businesses, the TID Governance Committee has agreed that funds may support

- New programs, marketing campaigns, initiatives, and event booking incentives*
- Enhancements to existing programs, campaigns, and initiatives that generate additional visitation and room nights for the Richmond Region.

**Event booking incentives qualify as “new” if the event has not been held in the Richmond Region within the past five years.*

Eligible Use	Ineligible Use
Marketing Campaigns	Capital projects
Sales Initiatives	Infrastructure
Booking incentives	General operations support
Tourism promotions	Ongoing operational support for existing events or programs without demonstrated incremental visitation impact
Visitor-driving programming	Non-tourism related initiatives
Workforce Development (digital IAT)	

Governance & Oversight

Richmond Region Tourism (RRT) serves as the designated nonprofit administrator of the TID. To oversee TID programs and expenditures, RRT has established a Governance Committee as a subcommittee of the RRT Board of Directors.

The Governance Committee consists of nine hotel representatives from lodging businesses located within the TID localities. To ensure representation across the hospitality industry, two-thirds of the committee is comprised of representatives from smaller hotels with fewer than 149 rooms.

The Governance Committee is responsible for reviewing and approving the use of TID funds, including financial and marketing plans, event booking incentives, and special funding requests. RRT develops and administers TID programs and annual work plans, which are presented to the Governance Committee for review and approval before being submitted to the RRT Board of Directors for final approval and implementation by RRT staff.

Who Can Request TID Funding Support?

As the administrator of the TID, Richmond Region Tourism (RRT) is the primary organization responsible for requesting and administering TID funding, subject to review and approval by the TID Governance Committee. In select cases, community organizations — including airports, chambers of commerce, museums, arts and cultural organizations, sports organizations, and other tourism-related entities — may submit requests for funding support for events, programs, or initiatives that demonstrate measurable overnight visitation and hotel room night impact for the Richmond Region.

What Funding Opportunities Are Available Through the TID?

The TID supports multiple funding opportunities designed to increase visitation and hotel occupancy in the Richmond Region. Funding opportunities may include event booking incentives, marketing initiatives, special events, partnership opportunities, and other visitor-generating programs approved by the TID Governance Committee.

Funding requests are typically reviewed monthly by the TID Governance Committee and require majority approval from the TID Governance Committee for funding support.

Event Booking Incentives

The TID Governance Committee annually allocates funding for event booking incentives used to recruit meetings, conventions, sporting events, group tours, and other overnight visitor opportunities to the Richmond Region.

Incentive consideration is intended to support opportunities that generate new visitation, incremental room nights, or strategic growth opportunities for the Richmond Region. The TID includes both pre-approved booking incentive programs and one-time incentive requests considered on a case-by-case basis. Pre-approved incentives may be administered by Richmond Region Tourism within established program guidelines, while one-time incentive requests are presented to the TID Governance Committee for review and approval.

Each request includes a formal business case outlining event dates, projected room nights, estimated economic impact, event history, hotel pace data, partner contributions, and the overall value of the opportunity to the Richmond Region.

Funding requests are evaluated based on factors that may include, but are not limited to:

- **Room Night Generation** – projected hotel demand
- **Need Periods** – ability to drive visitation during softer occupancy periods
- **Regional Impact** – multijurisdictional visitation and regional benefit

- **Economic Impact** – estimated visitor spending
- **Marketing Reach** – earned media and promotional exposure generated by the event
- **Multi-Year Commitment** – events committing to multiple years in the region

How Hotels Participate in Event Booking Incentives

Hotels interested in pursuing meetings, conventions, sporting events, or other overnight visitor opportunities that may qualify for pre-approved or one-off TID booking incentives should work directly with the Richmond Region Tourism (RRT) Sales Team by contacting Vice President of Sales, Shavonne Harding at sharding@visitrichmondva.com.

RRT's Sales Team collaborates with hotel partners to evaluate opportunities and determine whether a proposed event or initiative may qualify for TID incentive support. Eligible opportunities are presented to the TID Governance Committee for review and approval as part of the monthly incentive review process.

Special Funding Requests & Partnership Opportunities

The TID Governance Committee may consider special funding requests and partnership opportunities that support new or enhanced visitor-generating initiatives aligned with the goals of the TID.

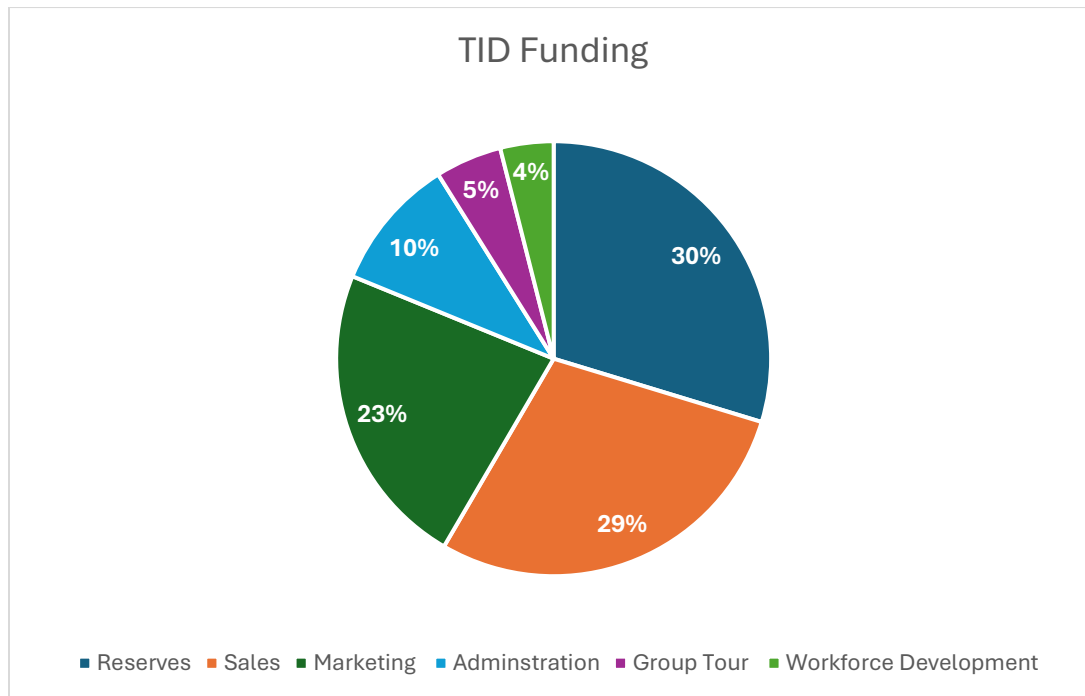
Eligible requests may come from assessed lodging businesses, community organizations, tourism partners, sports organizations, arts and cultural organizations, museums, chambers of commerce, airports, and other entities capable of generating measurable overnight visitation and hotel room nights.

Organizations seeking TID funding support for new or enhanced programs, initiatives, events, or marketing efforts designed to increase visitation should:

1. Submit a request to Richmond Region Tourism Chief Growth Officer, Jerrine Lee, by completing the [TID Partnership & Funding Request Form](#).
2. Richmond Region Tourism will review the opportunity and determine whether additional information, a follow-up conversation, and/or a presentation to the TID Governance Committee is warranted. In time-sensitive situations, a special meeting may be held to review requests.
3. Following the presentation, the TID Governance Committee will formally review and vote on the request during a closed session.
4. Following committee action, the Richmond Region Tourism's Chief Growth Officer will communicate the decision and any applicable next steps to the requesting organization.

Organizations receiving TID funding support may be required to provide post-event or post-program reporting outlining visitation impact, hotel room nights generated, marketing results, and other performance metrics

How Are TID Funds Allocated?



About the TID Reserves

The TID Reserve Policy provides a stable supplemental funding source for TID initiatives by allowing an annual distribution of 3%–6% of reserve assets, based on a rolling 12-quarter average value calculated each March 31 for the following fiscal year.

Questions & Follow-Up Discussion

Organizations interested in learning more about the TID, scheduling a one-on-one follow-up discussion, or requesting a presentation for their team or organization may contact Richmond Region Tourism Chief Growth Officer, Jerrine Lee, at jlee@visitrichmondva.com.

Additional information about the TID, including performance reports, program updates, governance information, and other resources, is available at www.RichmondRegionTID.com.