

STMD Renewal Facts

- The Sacramento Tourism Marketing District (STMD), which is the primary funding source for Visit Sacramento, was renewed in 2024 and will take effect on **July 1, 2024**.
- As the leading Destination Marketing Organization (DMO) in the Sacramento region, Visit Sacramento generates more than 900 overnight stays into Sacramento’s lodging properties on a daily basis. The organization is also responsible for Sacramento’s large-scale conventions like the Unified Wine & Grape Symposium and the Almond Board of CA, sporting events like Ironman, NCAA March Madness basketball, and the Jr. Olympics, music festivals like Aftershock and GoldenSky, and other events like the Farm-to-Fork Festival and Tower Bridge Dinner. Additionally, Visit Sacramento financially supports events like Sol Blume, The California International Marathon (CIM), Second Saturday, and Our Street Market, among others.
- A modest increase was approved in the renewal for each of the four benefit zones the new assessment rates are listed below:

| Zone | Assessment Rate |
|-------------|------------------------|
| Zone 1 | 3.45% |
| Zone 2 | 2.875% |
| Zone 3 | 2.30% |
| Zone 4 | 1.15% |

- The STMD would be governed by a committee consisting of lodging managers/owners appointed by the Sacramento Hotel Association Board of Directors. Each member of this committee must also serve as a director of Visit Sacramento’s Board of Directors. The membership of this committee has been changed from a 7-member requirement to a range of 7-11 members. Reasonable efforts will be made to include representatives from each benefit zone.
- This committee also has additional flexibility to address market developments over the 10-year term of the STMD. They could increase the initial assessment rates to a maximum of 4% in Zone 1, 3.33% in Zone 2, 2.66% in Zone 3, and 1.33% in Zone 4. If the committee decides to do that in any point of time in the next 10-years than another notice would be sent to all properties.
- STMD Boundaries are Listed below:
 - **Zone 1:** Includes Old Town, Downtown, and Midtown Sacramento. The western boundary is the Sacramento River; the northern boundary is the American River; the eastern boundary is Alhambra Boulevard; and the southern boundary is Highway 50.
 - **Zone 2:** Includes Noralto, Del Paso Heights, and the western portion of Arden Arcade. The western boundary is the Union Pacific Railroad; the northern boundary is Interstate 80; the eastern boundary is Watt Avenue; and the southern boundary is the American River.
 - **Zone 3:** Includes Gardenland, South Natomas, North Sacramento, North Natomas, and the Sacramento International Airport. The western boundary is the Sacramento River; the northern boundary is W Elverta Road between Garden Highway and Highway 99, Highway 99 between W Elverta Road and W Elkhorn Boulevard, and W Elkhorn Boulevard between Highway 99 and the Union Pacific Railroad; the eastern boundary is the Union Pacific Railroad; and the southern boundary is the American River.

- **Zone 4:** Includes all remaining areas of the City and County of Sacramento that have an eastern boundary that runs along the western boundary of the city of Citrus Heights and runs southwest along Auburn Blvd before going south on Garfield Avenue. It continues to run along the city limits for Rancho Cordova after Garfield Avenue ends until Bradshaw Road. When Bradshaw Road intersects with Jackson Road the boundaries head west on Jackson Road where it heads south along the city limits of Sacramento before heading further south on Power Inn Road. When Power Inn Road intersects with the city limits of Elk Grove it runs west along the city limits of Elk Grove until meeting Interstate 5. It then runs southeast until it intersects with the Consumes River. The boundaries continue south along Consumes River until it reaches the County of Sacramento limits. The area west of Interstate 5 is included in the STMD with the exception of the city of Isleton.

STMD Boundary Map

