



Dear Lodging Member,

Traverse City Tourism manages assessment districts in Grand Traverse, Antrim and Benzie Counties. Since you have a lodging facility or manage more than ten rooms in one of those districts, you are responsible for collecting and/or paying a 5% marketing assessment on overnight room sales. Michigan law requires you to pay the 5% assessment, whether you collect it from your guests or pay for it yourself.

Assessment calculation

The assessment is computed as a percentage of the total transient room charges, and does not apply to charges for food, beverages, state use tax, telephone or other services.

On bill charges are permitted

A transient facility may add the assessment amount to room charges paid by its transient guests, provided the assessment is disclosed on the bill presented to the guest. If the facility does *not* indicate the charge on the bill, the facility must pay the 5% assessment itself.

- For example, a transient facility that charges \$75.00 to a guest will be obligated to pay an assessment of \$3.75 with respect to that charge. The transient facility may add that \$3.75 to the guest's bill provided it discloses that it has done so on the bill given to the guest by labeling it a room assessment.

Assessment reporting

Assessments must be reported and paid within 30 days of each month end. Late payments may incur both an interest fee and a penalty fee as stipulated in Public Act 359 of 1980.

- A completed Monthly Assessment Statement and a check payable to Traverse City Tourism, must be mailed to Huntington National Bank, PO Box 72478, Cleveland, OH 44192-0002.
- For auditing purposes, a copy of your Sales, Use and Withholding Taxes Monthly/Quarterly Return must be sent to our CPA firm, Intrust CPA, 732 Hannah Ave., Traverse City, MI 49686.

The Monthly Assessment Statement also includes a section for recording "Occupancy Statistics" (room occupancy) for each month. This information is recorded into category summaries by hotel size and is used to gauge market conditions and to benchmark and evaluate marketing initiatives. Your cooperation in providing this monthly information is greatly appreciated.

Should you have any questions regarding calculations or completing the Monthly Assessment Statement, please contact our Accounting Manager Judy James at 231-995-3924 or judy@traverscity.com.