THE CITY OF SAN DIEGO

San Diego Tourism Marketing District (TMD) FAQ

Q: What is the TMD Assessment used for?
A: Revenue generated by the TMD will be used to promote tourism in San Diego.

Q: Who will be required to participate with the TMD Assessment?
A: Hotels with seventy (70) or more sleeping rooms will be assessed the TMD Assessment.

Q: What is the percentage for the TMD assessment?
A: The TMD Assessment will be 2% of the assessable rent (gross room revenue less any exempt revenue).

Q: How long will the TMD Assessment be in place?
A: The levying of the TMD Assessment will be in place for five (5) years, commencing on January 1, 2008 and terminating December 31, 2012.

Q: When will my TMD Assessment payment be due to the City of San Diego?
A: The return must be remitted to the City on a monthly basis. It must be postmarked by the last day of the following month that you are reporting for.

Q: Will the exemptions for Transient Occupancy Tax (TOT) be the same for TMD?
A: Yes, any qualified TOT exemption would also be qualified for TMD exemption.

Q: Will there be a different return form to report the TMD Assessment?
A: A new return form has been created that will allow you to report TOT/TMD on one (1) form.

Q: What if my TMD payment is late, how will I be penalized?
A: You will be penalized 1% for the 1st day late plus 1/3 of 1% for each additional day, not to exceed 25% of your TMD amount due. This is the same penalty calculation you have been using for late TOT payments.

Q: Should I do anything different if I have less than seventy (70) sleeping rooms?
A: No. Please continue to collect the TOT only, as nothing else has changed.

Q: What if I expand to seventy (70) or more sleeping rooms during the TMD Assessment period?
A: You will then be required to remit the TMD Assessment.

Q: Should I have further questions on the TMD Assessment who should I contact?
A: TMD Assessment questions can be answered by Meredith Dibden Brown. She is the Office of Small Business Manager with City Planning & Community Investment. She can be contacted via e-mail MDBrown@sandiego.gov or by telephone at (619)236-6700. You can also contact the TOT help desk by telephone at (619) 236-6647.