



Contra
Costa
County

To: Board of Supervisors
From: Ken Carlson
Date: March 21, 2023

Subject: Accept the Annual Report from Visit Concord on the Concord Tourism Improvement District.

RECOMMENDATION(S):

Accept the Annual Report from Visit Concord on the Concord Tourism Improvement District.

FISCAL IMPACT:

none

BACKGROUND:

Visit Concord is the brand identity created for the Concord Tourism Improvement District (TID) located in San Francisco's East Bay. Established on June 1, 2013, the TID allows a 3 percent collection on all room bookings from participating hotels in Concord. The TID aims to improve economic growth by building awareness and consideration of Concord as a destination for travelers and meeting and event planners.

Highlights of the 2021-2022 Annual Report are summarized

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **03/21/2023** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Ken Carlson, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: March 21, 2023

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Colleen Awad,
925-655-2350

cc:

BACKGROUND: (CONT'D)

[HERE](#) on the Visit Concord website. The 2021-2022 Annual Report Video is [HERE](#).

ATTACHMENTS

2022-2023 Visit Concord Annual Management plan