

City of Salem

Tourism Promotion Area (TPA) Public Hearing

March 9, 2026



Tourism Promotion Area (TPA)



Background

- **2019 - Salem Area Lodging Association and Travel Salem**

Approved as Economic Improvement District (EID) in November 2019 for effective date of January 1, 2020

2% fee on overnight stays in Salem, remitted monthly by operators

The revenue generated by the fee is provided back to the City's Destination Marketing Organization (currently Travel Salem) (Up to 5% may be retained by the City for administrative costs)

- **2024 - Salem City Council**

Approved the renewal of the Tourism Promotion Area for another five years, through December 2029

Action amended SRC Chapter 38 to remove Short Term Rentals (STR) and Accessory Short Term Rentals (ASTRs) at request of Salem tourism community

Tourism Promotion Area (TPA)

Background, Continued



- **2025 - Salem City Council**

Approved Ordinance 4-25 which adjusted the remonstrance (“objection”) procedures for the TPA to be proportionate to the number of rooms available for rent within 60 days of the public hearing for renewal

For example, a lodging facility with 50 rooms (such as a hotel) would have 50 votes to cast regarding the TPA whereas a lodging facility with one unit (such as a short-term rental) would be entitled to one vote.

Tourism Promotion Area (TPA)



Today

- **2026 - Travel Salem**

Requested STRs and ASTRs to be brought back into the Tourism Promotion Area (Ordinance 4-26)

- **Notice of Public Hearing and Outreach:**

Staff sent letters to over 300 addresses on February 2 including those who are registered or pending registration with the City, those who are not registered, those conducting business as a long-term rental, and hotels / motels

Notice of Public Hearing posted on the City website and the *Salem Reporter*

Social media push in late February and early March

- **Remonstrance**

As of March 9th, staff have received remonstrance (objection) from over two dozen individuals representing 150 units or 6.99% of units

Tourism Promotion Area (TPA)

Today



- **Staff Support**

Performing outreach to major short-term rental platforms regarding potential code change

Planned training opportunities for operators to learn more about short-term rentals and the reporting process (Planning and Finance)

Effective date of Ordinance 4-26 is May 1, 2026

Next Steps



Thank you.

