



Tourism Advisory Committee Restructure

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TAC Background

- Established by the 1977 Tour Service for Hire Ordinance
 - 13 member board appointed by Council
 - Current directive:
 - “make policy recommendations...in the areas of parking and routine tourism-related traffic activities, and the enforcement of tourism management regulations and other related issues.”
 - Terms of 12/13 members expired in 2017
 - Recent successes:
 - Prohibiting double-decker buses
 - Prohibiting development of cruise ship terminal
 - Revising the Horse-Drawn Carriage Ordinance
 - Crafting the Tourism Management Plan (TMP)
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TMP Recommendations

- **Ordinance Revision:** Ensure the ordinance is revised to have the TAC composition reflect a balanced stakeholder representation including the tourism industry, residents, and preservationists, as well as their involvement in supporting the development, implementation, and results-reporting of tourism management.
 - **Revise TAC Role & Purpose:** Delineate role and purpose as an advisory body to ensure effective deliberation and strategic, proactive focus on tourism-related issues and regulations, tourism trends, and other factors impacting Savannah's tourism and hospitality industry, quality of life, and preservation efforts.
 - Guidelines would be established to ensure full clarity of roles and responsibilities of serving in an advisory capacity, the correlation of the mandate to the City's broader strategic vision, and their role in supporting the goals within the Tourism Management Plan.
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Current Structure

DEFINITION	REPRESENTATION
Lodging industry	Tourism
Tour company	Tourism
Visitor's Bureau	Tourism
Food, beverage, and/or retail	Tourism
Historic Savannah Foundation	Preservation
Historic Savannah Foundation	Preservation
Historic District Museum/Attraction	Preservation
At large with demonstrated knowledge of the history and/or architecture of Historic District	Preservation
Downtown Neighborhood Association	Resident
Downtown Neighborhood Association	Resident
Resident At Large	Resident
Resident At Large	Resident
Member At Large	Open



TAC Proposal

PROPOSED DEFINITION	PROPOSED REPRESENTATION
Motorized Tour Company	Tourism
Non-Motorized Tour Company	Tourism
Visit Savannah	Tourism
Tourism Leadership Council	Tourism
Lodging industry	Tourism
Tourism business	Tourism
Historic Savannah Foundation	Preservation
Historic Savannah Foundation	Preservation
Downtown Neighborhood Association	Resident
Victorian Neighborhood Association	Resident
Mid-City Neighborhood Association	Resident
Non-tourism organization or individual	Preservation or Resident



Alternative Proposal

PROPOSED DEFINITION	PROPOSED REPRESENTATION
Non-motorized Tour Company	Tourism
Motorized Tour Company	Tourism
Visit Savannah	Tourism
Tourism Leadership Council	Tourism
Museum House	Tourism/Preservation
Historic Savannah Foundation	Preservation
Georgia Historical Society	Preservation
Victorian Neighborhood Association	Resident
Downtown Neighborhood Association	Resident
Thomas Square Neighborhood Association	Resident



Next Steps

- Number and make-up of seats
- Ordinance revisions
- Selecting new members based on election criteria

	CURRENT	TAC PROPOSAL	ALTERNATE PROPOSAL
Tourism	4	6	3
Resident	4	3	3
Preservation	4	2	3
Other	1	1 (Resident/Preservation Only)	1
TOTAL	13	12	10