

BEFORE THE BOARD OF COUNTY COMMISSIONERS
OF LANCASTER COUNTY, NEBRASKA

IN THE MATTER OF AUTHORIZING USE)
OF COUNTY VISITORS IMPROVEMENT)
FUND FOR VISITOR PROMOTION)

RESOLUTION NO. R-17-0088

WHEREAS, the Lancaster County Board of Commissioners established the Visitors Improvement Fund pursuant to the authority granted under Neb.Rev.Stat. §81-3717 (Reissue 2014); and

WHEREAS, the proceeds of the Visitors Improvement Fund shall be generally used to improve visitor attractions and facilities in the County; and

WHEREAS, if the Visitors Promotion Committee (VPC) determines the visitor attractions in the County are adequate and do not require improvement, the proceeds of the County Visitors Improvement Fund may be used to promote, encourage, and attract visitors to the County to use the County's travel and tourism facilities; and

WHEREAS, the VPC met November 15, 2017 and determined the visitor attractions in the County are adequate and do not require improvement; and

WHEREAS, the VPC has made a recommendation to the Lancaster County Board of Commissioners to pay to the Lincoln Chamber of Commerce Convention and Visitors Bureau (CVB) an amount up to 25% of the 2% hotel tax paid to the Visitors Improvement Fund from July 2017 through October 2017 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$170,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$170,000.00 shall be paid to the CVB for the specific purpose of paying promotion fees to attract new events and secure existing events which bring visitors to Lancaster County to use the travel and tourism facilities within the County, in accordance with Attachment A.

DATED this 28th day of November, 2017.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
_____ day of _____, 2017.

JOE KELLY
County Attorney



November 16, 2017

TO: Lancaster County Board of Commissioners

FR: Jeff Maul, Executive Director
Lincoln Convention and Visitors Bureau

RE: Additional ½% Lodging Tax request

Formal Action was taken by the VPC on November 15, 2017, in which they determined the facilities as adequate. The following represents the VPC recommendation (11-15-17) that the funds for July 2017– October 2017 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes (11-15-17)

Maul stated that in order for the CVB to continue their bid process in attracting new events and securing existing relationships with organizers, they are asking for the approved improvement funds be released to the CVB. There are past and existing fees that need to be paid. The new request for the ½% lodging tax (July 2017 – October 2017) will cover \$170,000 for USA Roller Sports for a total request of \$170,000. Maul presented a sample motion as part of the request document. Ireland asked for a motion and Morgan made the motion that the VPC determines the facilities in Lancaster County as adequate and approves the use of improvement fund dollars for promotion as presented by the CVB in the amount of \$170,000. It was seconded by Perrett and motion carried unanimously with Cunningham absent. Maul thanked the group and stated that these funds will help keep Lincoln competitive.

The VPC has made a determination that the facilities in Lincoln are adequate in order to request these lodging tax funds. In order for us to continue our bid process in attracting new events and securing existing relationships with organizers, we ask that the approved funds be released to the CVB. We have past and existing fees that will need to be paid. NEW request for ½% lodging tax (July-October 2017 collection)

- a. \$170,000.00 (2017 USA Rollersports Championships)

Total Request: \$170,000.00