

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-18-0086

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 14, 2018 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 2018 through October 2018 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$182,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$182,000.00 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 4th day of December, 2018.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
_____ day of _____, 2018.

PATRICK CONDON
County Attorney

ATTACHMENT A



November 29, 2018

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 14, 2018, in which they determined the facilities as adequate. The following represents the VPC recommendation (11-14-18) that the funds for July 2018– October 2018 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes (11-14-18)

½% CVB/Event Promotion Fund Request:

Maul presented the committee with a memo requesting an additional ½% lodging tax of \$182,000.00 to help fund the 2018 USA Roller Sports Championships. He let them know how important the event is to the Lincoln economy and talked about the proposal the CVB has with them to come back in two-year stints over the next several years. Dickerson made a motion that the VPC deems the facilities in Lancaster County as adequate and approves the use of improvement fund dollars for promotion as presented by the CVB. Eagan asked for an amendment to her motion to include the word determines and not deems, Amy accepted the amendment. Perrett seconded the motion. With no further discussion, Ireland called for a vote. Perrett, Madsen, Stitt, Dickerson and Ireland voted yes. Cunningham and Morgan were absent. Motion carried.

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 2018 collection)

- a. \$182,000.00 (2018 USA Rollersports Championships)

Total Request: \$182,000.00