

RECEIVED

AUG 19 2010

BEFORE THE BOARD OF COUNTY COMMISSIONERS  
OF LANCASTER COUNTY, NEBRASKA

LANCASTER COUNTY  
CLERK

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

RESOLUTION NO. R-10-0064

WHEREAS, the Lancaster County Board of Commissioners established the Visitors Improvement Fund pursuant to the authority granted under Neb.Rev.Stat. §81-1255 (Reissue 2008); 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 August 16, 2010 and determined the visitor attractions in the County are adequate and do not require improvement (See Attachment A); 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) 25% of the 2% hotel tax paid to the Visitors Improvement Fund from January 2010 through June 2010 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$119,352.26.

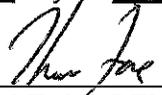
NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$119,352.26, which represents 25% of the 2% hotel tax paid to

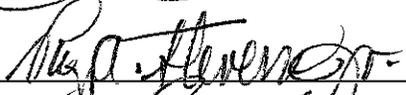
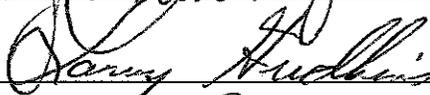
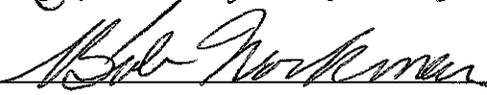
the County Visitors Improvement Fund from January 2010 through June 2010, shall be paid to the CVB for the specific purpose of paying promotion fees to attract new events and secure existing events which bring visitors to Lancaster County to use the travel and tourism facilities within the County.

DATED this 24th day of August, 2010.

BY THE BOARD OF COUNTY COMMISSIONERS  
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS  
24 day of August, 2010.

  
GARY E. LACEY  
County Attorney

  
  
  
  
**Heier Absent**

August 16, 2010



TO: Visitors Promotion Advisory Committee

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

RE: Additional ½% Lodging Tax request

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.

Event Promotion is traditionally paid post event, but some require money, per contracts, prior to their event.

- 1) NEW request for ½% lodging tax (January 2010– July 2010 collection)
  - a. (NSAA Girls & Boys Basketball)
  - b. (NSAA State Boys Golf)
  - c. (NSAA State Baseball)
  - d. (Hot Rod Super Nationals)
  - e. (ROAR RC Nationals)
  - f. (National Educational Theatre Association)
  - g. (NACO)
  - h. (DECA)
  - i. (Eastern Star)
  - j. (FCCLA)
  - k. (FFA)
  - l. (Cornhusker State Games)
  - m. (Central States Barbershop)

Total Request: \$119,352.26