

RECEIVED

FEB 28 2011

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-11-0016

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 February 14, 2011 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 July 2010 through December 2010 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$183,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$183,000.00, which represents 25% of the 2% hotel tax paid to

the County Visitors Improvement Fund from July 2010 through December 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 8th day of March, 2011.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
8 day of March, 2011.

for Bullard Bohron
~~GARY E. LACEY~~ Joe Kelly
County Attorney

Jane Peterson
Bob Smith
Bob Schorr
David Lee
Hudkins Absent



February 24, 2011

TO: Lancaster County 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 February 14, 2011, in which they deemed the facilities as adequate. The following represents the VPC recommendation (2/14/2011) that the funds for July – December 2010 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes on 2/14/2011

½ % CVB/event promotion Lodging Tax request: Maul indicated the ½% request is something necessary to bring events into Lincoln and explained that in many cases, it is necessary to use bid fee dollars to attract certain large conferences or sporting events. The total request was in the amount of \$183,000. Ron Snover made a motion to deem the attractions adequate for purposes of requesting the additional ½ % lodging tax for the period of July-December 2010. John Klimpel seconded the motion. Motion carried.

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.

Bid Fee/Event promotion dollars are traditionally paid post event, but some require money, per contracts, prior to their event.

- 1) NEW request for ½% lodging tax (July 2010– December 2010 collection)
 - a. (Hobbytown USA)
 - b. (Christian Cong. Of Jehovah Witnesses)
 - c. (NE Coaches Clinic)
 - d. (CAPP A Conference)
 - e. (ALSA Grand National)
 - f. (Star City BMX Cornhusker Nationals)
 - g. (Sports Car Club of America)
 - h. (Central Zone Swimming Championships)
 - i. (Women’s Professional Rodeo – World Finals)
 - j. (NSAA Football)
 - k. (USARS)

Total Request: \$183,000.00