

RECEIVED

AUG 25 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-11-0061

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 22, 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 January 2011 through June 2011 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$154,290.21.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$154,290.21, which represents 25% of the 2% hotel tax paid to

the County Visitors Improvement Fund from January 2011 through June 2011, 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 30th day of August, 2011.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
30 day of August, 2011.

for Brittany Behrens
GARY E. LACEY *Joe Kelly*
County Attorney

Jack Reynolds
Barney Kern
Bob Shar
Larry Hudkins
Bea Omega



August 25, 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 August 22, 2011, in which they deemed the facilities as adequate. The following represents the VPC recommendation (8-22-11) that the funds for January – June 2011 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes

½%CVB/Bid Fee Lodging Tax Request - There was a brief discussion on how the lodging tax is allocated. Maul presented an event promotion list paid between January 2011 – June 2011 that totaled \$154,290.21 (See Below). After review of this list it was determined in the future to add the locations of these events. After additional discussion Partington asked for a motion to approve this request which was done by Julie Lattimer who made the motion that deemed the facilities adequate in order to request these lodging tax funds for the period of January 2011 through June 2011. John Klimpel seconded. Motion carried.

August 22, 2011



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 2011– July 2011 collection)
 - a. \$47,978.66 (NSAA Girl Basketball)
 - b. \$52,564.34 (NSAA Boys Basketball)
 - c. \$2,667.00 (NSAA State Boys Golf)
 - d. \$6,275.81 (NSAA State Baseball)
 - e. \$35,000.00 (Hot Rod Super Nationals)
 - f. \$250.00 (Brett Bros Wood Bat Invitational)
 - g. \$304.40 (Lincoln Marathon)
 - h. \$1,000.00 (Lifeway Christian)
 - i. \$1,500.00 (DECA)
 - j. \$750.00 (Eastern Star)
 - k. \$1,000.00 (FFA)
 - l. \$5,000.00 (Celebrate Lincoln)

Total Request: \$154,290.21