

DEC 05 2013

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-13-0074

WHEREAS, the Lancaster County Board of Commissioners established the Visitors Improvement Fund pursuant to the authority granted under Neb.Rev.Stat. §81-3117 (Supp. 2012); 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 18, 2013 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 2013 through October 2013 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$120,500.00.


NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$120,500.00, which represents 25% of the 2% hotel tax paid to


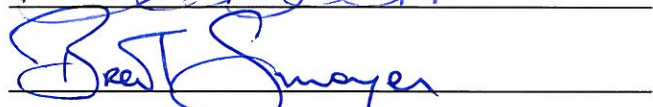


the County Visitors Improvement Fund from July 2013 through October 2013, shall be paid to the CVB for the specific purpose of paying promotion fees to attract new events and secure existing events which bring visitors to Lancaster County to use the travel and tourism facilities within the County, in accordance with Attachment A.

DATED this 10th day of December, 2013.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
10 day of Dec, 2013.


JOE KELLY
County Attorney





Hudkins Absent



December 5, 2013

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 18th, 2013, in which they deemed the facilities as adequate. The following represents the VPC recommendation (11-18-13) that the funds for July 2013– October 2013 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes (11-18-13)

Maul began by thanking the VPC and the county for previously approving allocations from the Visitors Improvement Fund to be used for bid fees as it has allowed the CVB to be competitive in recruiting and maintaining events. Maul also said this ½% comes from the improvement fund dollars for promotion of events. There are bid fees in order to promote events. He said the CVB goes after groups, allocates the dollars needed, and then requests it through the VPC, with formal approval of the Lancaster County Board. Lattimer made the motion to deem the facilities adequate and to allow improvement fund dollars be used for promotion as presented. Wheaton seconded the motion. 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 2013- October 2013 collection)

- a. \$4,500.00 (Cornhusker State Games)
- b. \$7,000.00 (Kick It 3V3 Soccer)
- c. \$2,000.00 (NE Simmental)
- d. \$20,000.00 (NSAA Football)
- e. \$500.00 (NE HORSE EXPO)
- f. \$10,000.00 (Spartan Race)
- g. \$3,000.00 (Thespian Festival)
- h. \$5,000.00 (Celebrate Lincoln)
- i. \$8,500.00 (NE Coaches Assn)
- j. \$8,500.00 (Hobbytown USA)
- k. \$16,500.00 (Christian Congregation/Jehovah's Witness)
- l. \$35,000.00 (2015 State Games of America)

Total Request: \$120,500.00