

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-16-0030

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 May 11, 2016 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) 25% of the 2% hotel tax paid to the Visitors Improvement Fund from January 2016 through April 2016 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$180,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$180,000.00, which represents 25% of the 2% hotel tax paid to

the County Visitors Improvement Fund from January 2016 through April 2016, 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 31st day of May, 2016.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
31 day of May, 2016.

for

JOE KELLY
County Attorney

Larry Hudkins

Debbie Schorr

Dave Adams

Todd Wilby

Bill Army



May 26, 2016

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 May 11th, 2016, in which they deemed the facilities as adequate. The following represents the VPC recommendation (5-11-16) that the funds for January 2016– April 2016 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes (5-11-16)

Maul noted that Meyer started the meeting by explaining that the CVB can access bid fee funds from the improvement fund and this ½% request is from the improvement fund. These improvement funds can be used for promotion when facilities are deemed adequate. Maul stated that the CVB generally requests the ½% twice a year but there was not a need for these funds in the first half of the fiscal year. Maul pointed to a handout in the packets which outlined the request for \$180,000 of the improvement fund. Dickerson asked if the ½% request is allowed by statute. Maul said that of the 2% improvement fund, 1% is used for major grant requests, ½% for minor grants and ½% for bid requests. These designations of the fund are part of an agreement with the Lancaster County Board of Commissioners and the Chamber of Commerce. Lattimer made a motion to deem the facilities in Lancaster County as adequate and to approve the use of improvement fund dollars for promotion as presented. The motion was seconded by Morgan. Motion carried unanimously.

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 (January 2016-April 2016 collection)

- a. \$85,000 (NSAA Girls State Basketball)
- b. \$85,000 (NSAA Boys State Basketball)
- c. \$10,000 (Formula SAE)

Total Request: \$180,000.00