

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-16-0078

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 November 16, 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 July 2016 through October 2016 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$175,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$175,000.00, which represents 25% of the 2% hotel tax paid to

the County Visitors Improvement Fund from July 2016 through October 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 6th day of December, 2016.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
6 day of December, 2016.

for

JOE KELLY
County Attorney

Larry Hudkins

Debbie Schorr

Anna Amundson

Todd Wilby

Bill Avery



December 1, 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 November 16th, 2016, in which they determined the facilities as adequate. The following represents the VPC recommendation (11-16-16) that the funds for July 2016– October 2016 be released to the CVB.

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

½% CVB/Event Promotion Tax Request: Maul stated that in order for the CVB to continue their bid process in attracting new events and securing existing relationships with organizers, they are asking for the approved funds be released to the CVB. There are past and existing fees that need to be paid. The new request for the ½% lodging tax (July, 2016 – October, 2016 collection) will cover \$155,000 for USA Roller Sports and \$20,000 for World Ten Pin Bowling for a total request of \$175,000. Maul presented a sample motion as part of the request document. Ireland asked for a motion and Morgan made the motion that the VPC determines the facilities in Lancaster County as adequate and approves the use of improvement fund dollars for promotion as presented by the CVB in the amount of \$175,000. It was seconded by Dickerson and motion carried. Maul thanked the group and stated that these funds will help keep Lincoln competitive.

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 2016-October 2016 collection)

- a. \$155,000.00 (USA Rollersports)
- b. \$20,000.00 (World Ten Pin Bowling)

Total Request: \$175,000.00