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-19-0045

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 15, 2019 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) an amount up to 25% of the 2% hotel tax paid to the Visitors Improvement Fund from January 2019 through April 2019 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling $150,000.00.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of $150,000.00 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 28th day of May, 2019.

BY THE BOARD OF COUNTY COMMISSIONERS
LANCASTER COUNTY, NEBRASKA

APPROVED AS TO FORM THIS
28 day of May, 2019.

for PATRICK CONDON
County Attorney

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ATTACHMENT A

May 23, 2019

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 15, 2019, in which they determined the facilities as adequate. The following represents the VPC recommendation (5-15-19) that the funds for January 2019–April 2019 be released to the CVB.

<u>½% CVB Bid Fee Lodging Tax Request, per VPC minutes (5-15-19)</u>

<u>½% CVB/Event Promotion Fund Request:</u>

Jeff Maul addressed the Committee with a request for improvement funds to be released to the CVB in order for them to continue the bid process in bringing in new events and continuing relationships with existing organizers. He said request was for $150,000.00 (for January 2019 – April 2019 collection) and would be used for NSAA Boys and Girls State Basketball. Stitt asked if just for the NSAA. Maul confirmed. Perrett made a motion that the VPC has made the determination that facilities are adequate in order to request Improvement Fund dollars be used for promotion by the CVB as requested. Dickerson seconded the motion. With no further discussion, Ireland called for a vote. Cunningham, Dickerson, Perrett, Stitt and Ireland voted yes. Madsen and Morgan were absent. 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-October 2018 collection)

a. $150,000.00 (2019 NSAA Boys and Girls State Basketball)

<u>Total Request: $150,000.00</u>