



Agenda Item

File #: 23-0364

Requested Agenda Date:

4/4/2023

Requested Agenda Title:

Consideration of a Resolution Requesting Consent of the Cities of West Valley City, Taylorsville, West Jordan, Sandy, South Jordan, Riverton, Draper, Salt Lake City, and Township of Kearns to Create the Salt Lake County Convention and Tourism Assessment Area, Approval of the Notice of Proposed Assessment Area and Setting a Public Hearing

Requested Agenda Item Description: The Salt Lake County Convention and Tourism Assessment Area (“SLCo CTAA”) is an assessment district proposed to create a revenue source to provide specific benefits to payors by funding brand development and sales promotional efforts for assessed hotel businesses. An assessment is levied upon benefitted property, identified as lodging businesses as defined in the SLCo CTAA Management Plan. The proposed SLCo CTAA includes all lodging businesses, existing and in the future, located within the boundaries of the West Valley City, Taylorsville, West Jordan, Township of Kearns, Sandy, South Jordan, Riverton, Draper, and zip codes 84103, 84101 and 84111 in Salt Lake City. Lodging business owners decided to pursue the formation of the SLCo CTAA to create a revenue source devoted to marketing Salt Lake County as a tourist, meeting and event destination. Mayor’s Finance has verified a qualified number of owners have petitioned to establish the SLCo CTAA. If ultimately established, the SLCo CTAA would generate an estimated \$7,500,000 per year of funding for promotion of travel and tourism specific to the assessment areas in Salt Lake County. *Tourism Convention and Tourism Assessment Area Districts* Tourism Convention and Tourism Assessment Area Districts (CTAAs) utilize the efficiencies of private sector operation in the market-based promotion of tourism. These special assessment districts allow lodging business owners to organize their efforts to increase tourism. Lodging business owners within the CTAA fund the CTAA, and those funds are used to provide services that are desired by and benefit the lodging businesses within the CTAA. CTAAs are formed pursuant to Convention and Tourism Business Assessment Area Act, Title 11, Chapter 42b. This law allows for the creation of a CTAAs to raise funds within a specific geographic area. *Management Plan* The Management Plan (Attached to the Resolution) includes the proposed boundary of the SLCo CTAA, a service plan and budget and a proposed means of governance. The SLCo CTAA will include all lodging businesses, existing and in the future, located within the boundaries West Valley City, Taylorsville, West Jordan, Township of Kearns, Sandy, South Jordan, Riverton, Draper, and zip codes 84103, 84101 and 84111 in Salt Lake City. If adopted, the SLCo CTAA would be designated as an assessment area and would be formed for a five (5) year life, beginning July 1, 2023, or as soon as possible thereafter and end five (5) years from its start date. Once per year beginning on the anniversary of the assessment area formation there is a 30-day period in which hotel owners paying more than sixty percent (60%) of the assessment may protest and initiate a County Council hearing on the termination of the CTAA. Paid for by the assessment area proceeds, Salt Lake County has agreed to collect the assessment, on a monthly basis, from each lodging business within the CTAA. The County shall forward the assessments collected to the third-party administrator, a non-profit organization primarily engaged in the marketing and promotion of Salt Lake County

Requested Action: Discussion - Vote Needed

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Presenter(s) (with titles): Kaitlin Eskelson, President/CEO, Visit Salt Lake; Tyson Lybbert, VP of Sales, Visit Salt Lake; Clay Partain, Managing Director, Sports Salt Lake; Tyler Gosnell, Chief Marketing Officer, Visit Salt Lake; Des Barker, Des Barker & Associates; Chris Erickson, The Grand & Little America; Garrett Parker, Hilton Downtown; Scott George, Woodbury Corporation

Time Needed: 30 MINS

Is this Item Time-Sensitive and/or Requesting a Time-Certain? Yes and I will send the request in writing

Requesting Staff Member: Ashley Perry, Executive Assistant

Are Supporting Documents Needed for this Agenda Item Request? Yes