



Agenda Item

File #: 23-0637

Requested Agenda Date:

6/13/2023

Requested Agenda Title:

Resolution Forming the Salt Lake County Conventions and Tourism Assessment Area.

Requested Agenda Item Description:

The Salt Lake County Convention and Tourism Assessment Area (“SLCo CTAA”) is a benefit 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, Township of Kearns, Sandy, Draper, and zip codes 84103, 84101 and 84111 in Salt Lake City.

Requested Action: Discussion - Vote Needed

Presenter(s) (with titles): Kaitlin Eskelson, President/CEO Visit Salt Lake. Tyson Lybbert, VP of Sales Visit Salt Lake. Chris McCandless, Board Chair Visit Salt Lake. Scott George, VP of Operations Woodbury Corporation. Dave DeYoung, Senior Director MacCall Management.

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: Erin Litvack, Deputy Mayor

Are Supporting Documents Needed for this Agenda Item Request? Yes