



Agenda Item

File #:

Requested Agenda Date: June 13, 2023

Requested Agenda Action: If written protest is not filed from owners or authorized agent of benefited businesses comprising 60% or more of total assessment amount, County Council can adopt the Resolution designating the assessment area and approving the Management Plan; and after adopting the Resolution, the County may contract with a third-party administrator to provide beneficial activities with the assessment area.

Background: 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.

Lodging business owners decided to pursue formation of the SLCo CTAA in order to create a revenue source devoted to marketing Salt Lake County as a tourist, meeting and event destination. If established, the SLCo CTAA would generate an estimated \$6,800,000 in the initial year of operation for promotion of travel and tourism specific to Salt Lake.

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 (Attachment 1) 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, Township of Kearns, Sandy, Draper, and zip codes 84103, 84101 and 84111 in Salt Lake City.

The SLCo CTAA is hereby designated as an assessment area and is formed for a five (5) year life, beginning August 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.

Salt Lake County will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business. Salt Lake County shall take all reasonable efforts to collect the assessments from each lodging business. The County shall forward the assessments collected to the third-party administrator.

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

Time Needed: 30 minutes

Is this Item Time-Sensitive and/or Requesting a Time-Certain? Because there are several presenters we request a time certain of 2:30 p.m. on June 13, 2023 to make sure they are all at the meeting.

Requesting Staff Member: Erin Litvack

Are Supporting Documents Needed for this Agenda Item Request? Yes.

1. Management Plan
2. Resolution
3. Amendment 9 to the Salt Lake Convention and Visitors Bureau agreement.