



Agenda Item

File #: 23-0381

Requested Agenda Date:

4/4/2023

Requested Agenda Title:

Set a Public Hearing on May 2, 2023, to Hear Comment on the Formation of the Salt Lake County Convention and Tourism Assessment Area

Requested Agenda Item Description: Due to the pace of growth and importance of tourism throughout Salt Lake County, it has become apparent that a formation of the Salt Lake County Convention and Tourism Assessment Area (“SLCo CTAA”) needs to be considered in order to utilize the efficiencies of private sector operation in the market-based promotion of tourism. The proposed assessment district, which lodging business owners decided to pursue, would create a revenue source to provide specific benefits to payors by funding brand development and sales promotional effort for assessed hotel businesses. If formed, the SLCO CTTA would generate approximately \$7,500,000 annually. 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. The SLCO CTTA allows lodging business owners to organize their efforts to increase tourism pursuant to Utah Code, section 17-27a-212, a public hearing is required before SLCo can adopt the formation of the Resolution Requesting Consent from Municipalities within the assessment area boundaries and approving the Notice for the Proposed Assessment Area. A public hearing needs to be set and the Council will need to decide to approve and adopt the format of the Salt Lake County Convention and Tourism Assessment Area (“SLCo CTAA”).

Requested Action: Discussion - Vote Needed

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: 5 MINS

Is this Item Time-Sensitive and/or Requesting a Time-Certain? No

Requesting Staff Member: Ashley Perry, Executive Assistant

Are Supporting Documents Needed for this Agenda Item Request? Yes