



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: March 17, 2016

Staff Contact: Joel Dunn

Agenda Title: For Possible Action: Action on a motion finding the proposed increase of 1% to the Carson City Transient Occupancy Tax does NOT impose a direct economic burden on a Carson City lodging property or directly restrict formation, operations or expansion of a lodging property, that a business impact statement has been prepared, accepted and is on file with the Board of Supervisors and that the requirements of the act have been met.

Staff Summary: The Carson City Visitors Bureau Board of Directors approved a recommendation to the Carson City Board of Supervisors for a 1% increase in transient occupancy tax dedicated to the required funding for the CCVB to diversify its current offerings in an effort to allow Carson City to compete in the cultural tourism market. Additionally, the funds will allow the bureau to hire an Arts and Culture Coordinator and cover operational costs associated with the implementation of Carson City Arts and Culture Master Plan.

The 1 percent increase in room tax is estimated to bring \$160,000 annually and will sunset after five years unless approved for continuation by the CCVB Board of Directors, with a majority support of the Carson City Lodging Properties.

Joel Dunn, CCVB Executive Director, conducted site visits with all 24 properties (Owners and/or General Managers) that contribute to TOT (<0.01%). During these meetings the CCVB received support for the increase in TOT from 23 of the properties. The 24th property took a no-position as the property was in escrow.

Agenda Action: Formal Action/Motion

Time Requested: 15 minutes

Proposed Motion

I move to find the proposed increase of 1% to the Carson City Transient Occupancy Tax does NOT impose a direct economic burden on a Carson City lodging property or directly restrict formation, operations or expansion of a lodging property, that a business impact statement has been prepared, accepted and is on file with the Board of Supervisors and that the requirement to conduct a business impact statement has been met.

Board's Strategic Goal

Economic Development

Previous Action

The Carson City Visitors Bureau Board of Directors approved recommending to the Board of Supervisors to increase TOT by 1 percent by a vote of 4 ayes, 0 nays and 1 absent. Joel Dunn, CCVB Executive Director, conducted site visits with all 24 properties (Owners and/or General Managers) that contribute to TOT (<0.01%). During these meetings the CCVB received support for the increase in TOT from 23 of the properties. The 24th property took a no-position as the property was in escrow.

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number:

Is it currently budgeted? Yes No

Explanation of Fiscal Impact:

Alternatives

Move to find the proposed increase of 1% to the Carson City Transient Occupancy Tax does impose a direct economic burden on a Carson City lodging property or directly restrict formation, operations or expansion of a lodging property, that a business impact statement has been prepared, accepted and is on file with the Board of Supervisors and that the requirement to conduct a business impact statement has been met.

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)