

**Carson City Visitors Bureau
Agenda Report**

Date Submitted: 01/13/16

Agenda Date Requested: 01/19/16

Time Requested: 20 Minutes

To: Carson City Visitors Bureau - Board of Directors

From: Joel Dunn, Executive Director

Subject Title: Approval to recommend the Carson City Board of Supervisors approve an increase to the Carson City Transient Occupancy Tax of one percent providing the funding for an executive position and operational costs associated with the implementation of Carson City Arts and Culture Master Plan.

Staff Summary: A one percent increase in room tax will bring in an estimated 100-120k and be dedicated to hire an executive position and cover operational costs associated with the implementation of Carson City Arts and Culture Master Plan. The position working out of the CCVB will advance the programs, policies and initiatives outlined in the Carson City Arts and Culture Master Plan in addition to assisting in the development of a cultural tourism campaign. The position will report directly to the Executive Director of the CCVB, with the job description and performance measures set by the Executive Director of the CCVB and approved by the Carson City Visitors Bureau Board of Directors. The position will report to the CCVB Board of Directors and the Carson City Cultural Commission with monthly program progress and quarterly data analysis to the Carson City Board of Supervisors.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

Supporting Material: None

Prepared By: Joel Dunn, Executive Director