

**CITY OF SOUTH JORDAN
AMENDED
ELECTRONIC CITY COUNCIL MEETING AGENDA
CITY COUNCIL CHAMBERS
TUESDAY, MAY 16, 2023 at 6:30 p.m.**



Notice is hereby given that the South Jordan City Council will hold a City Council Meeting at 6:30 p.m. on Tuesday, May 16, 2023, in person in the City Council Chambers, located at 1600 W. Towne Center Drive, South Jordan, Utah, and virtually via Zoom phone and video conferencing. Persons with disabilities requesting assistance should contact the City Recorder at least 24 hours prior to the Meeting. The Agenda may be amended and an Executive Session may be held at the end of the Meeting. Times listed are approximate and may be accelerated or delayed.

In addition to in-person attendance, individuals may join via phone or video, using Zoom. Note, attendees joining virtually may comment during public comment, or a public hearing virtually. To comment during public comment, or public hearing virtually, the individual must have their video on and working during their comments. Attendees who wish to present photos or documents to the City Council must attend in person. Those who join via phone may listen, but not participate in public comment or public hearings.

In the event the Meeting is disrupted in any way that the City in its sole discretion deems inappropriate, the City reserves the right to immediately remove the individual(s) from the Meeting and, if needed, end virtual access to the Meeting. Reasons for removing an individual or ending virtual access to the Meeting include but are not limited to the posting of offensive pictures, remarks, or making offensive statements, disrespectful statements or actions, and other any action deemed inappropriate.

Ability to participate virtually is dependent on an individual's internet connection. To ensure comments are received regardless of technical issues, please have them submitted in writing to the City Recorder, Anna Crookston, at acrookston@sjc.utah.gov by 3:00 p.m. on the day of the meeting. Instructions on how to join virtually are below.

Join South Jordan City Council Meeting Virtually:

- Join on any device that has internet capability.
- Zoom link, Meeting ID and Password will be provided 24 hours prior to meeting start time.
- Zoom instructions are posted <https://ut-southjordan.civicplus.com/241/City-Council>.

Regular Meeting Agenda: 6:30 p.m.

A. Welcome, Roll Call, and Introduction: By Mayor, Dawn R. Ramsey

B. Invocation: By Resident, Kerrie Bench

C. Pledge of Allegiance: Council Member, Brad Marlor

D. Minute Approval

[D.1.](#) May 2, 2023 City Council Study Meeting

[D.2.](#) May 2, 2023 Combined City Council & Redevelopment Agency Meeting

E. Mayor and Council Reports: 6:35 p.m.

F. Public Comment: 6:50 p.m.

This is the time and place for any person who wishes to comment on the agenda for public hearing. Any person or group wishing to comment on any item not otherwise scheduled for public hearing on the agenda may address the City Council at this point by stepping to the microphone, or if joining electronically, by raising their hand and giving his or her name for the record. Note, if joining electronically, photos or documents will not be accepted through Zoom and you must attend City Council Meeting in-person. Comments should be limited to not more than three (3) minutes, unless additional time is authorized by the Chair. Groups wishing to comment will be asked to appoint a spokesperson. Items brought forward to the attention of the City Council will be turned over to staff to provide a response outside of the City Council Meeting. Time taken on non-agenda items, interrupts the process of the noticed agenda. In rare cases where it is determined appropriate to address items raised from public comments, these items will be noted and may be brought back at the conclusion of the printed agenda.

G. Presentation Item: 7:00 p.m.

G.1. Proclamation in recognition of National Public Works Week May 21-27, 2023.
(By Mayor, Dawn R. Ramsey)

H. Swearing in Ceremony: 7:10 p.m.

H.1. Introduction of South Jordan City Youth Council members. (By Director of Recreation, Janell Payne)

H.2. Swearing in ceremony for the South Jordan City Youth Council. (By Deputy City Recorder, Cindy Valdez)

I. Public Hearing Item: 7:30 p.m.

I.1. **Resolution R2023-19**, Consenting to inclusion in Salt Lake County's proposed Convention and Tourism Business Assessment Area (CTAA), applicant Salt Lake Sports, Clay Partain. RCV (By Director of City Commerce, Brian Preece)

J. Staff Reports and Calendaring Items: 8:00 p.m.

ADJOURNMENT

CERTIFICATE OF POSTING

STATE OF UTAH)

COUNTY OF SALT LAKE)

I, Anna Crookston, the duly appointed City Recorder of South Jordan City, Utah, certify that the foregoing City Council Agenda was emailed to at least one newspaper of general circulation within the geographic jurisdiction of the public body. The agenda was also posted at the principal office of the public body and also posted on the Utah State Public Notice Website <http://www.utah.gov/pmn/index.html> and on South Jordan City's website at www.sjc.utah.gov. Published and posted May 12, 2023.

SOUTH JORDAN CITY
CITY COUNCIL STUDY MEETING

May 2, 2023

Present: Mayor Dawn Ramsey, Council Member Patrick Harris, Council Member Tamara Zander, Council Member Brad Marlor, Council Member Jason McGuire, City Manager Gary Whatcott, Deputy City Manager Dustin Lewis, City Attorney Ryan Loose, Director of Recreation Janell Payne, Director of Public Works Jason Rasmussen, Director of Strategy & Budget Don Tingey, Director of Commerce Brian Preece, GIS Coordinator Matt Jarman, Senior IS Tech Phill Brown, Director of Administrative Services, Director of Planning Steven Schaefermeyer, City Recorder Anna Crookston, Deputy City Engineer Jeremy Nielson, Meeting Transcriptionist Diana Baun

Absent:

Others: Bryan, Jay Francis, Chris Robinson, Mele Makau, Nick Elmore, Clay Partain, Jay Francis, Grant Farnsworth

4:50 P.M.
STUDY MEETING

A. Welcome, Roll Call, and Introduction: *By Mayor Dawn Ramsey*

Mayor Ramsey welcomed everyone present and introduced the meeting.

B. Invocation: *By City Manager Gary Whatcott*

Manager Whatcott offered the invocation.

C. Mayor and Council Coordination

Council Member Jason McGuire reminded everyone about the Art on the Town and quilt show event this weekend. June 22 is the Bingham Creek Regional Park ribbon cutting, followed by a park celebration. He also asked for an update on the Dowdle Puzzle project.

Deputy City Manager Dustin Lewis shared that everything is in the Dowdle Puzzle Company's hands, they are working on the art currently and we should be seeing the draft around August.

City Manager Gary Whatcott shared that the large community puzzle will be going near the splash pad on Redwood Road, and that's under construction right now. Light the Night will be the kick-off for the puzzle.

Council Member Brad Marlor asked staff for any updates on Bangerter and 9800 South.

Engineering Brad Klavano gave a brief update, sharing that bidding closes in about two weeks and then they will spend about a month evaluating it. The goal is to have a contract with a contractor and designer by July 30, there will then be 3-4 months of design work before they start on construction.

D. Discussion/Review of Regular Council Meeting

Public Hearing Items

- Resolution R2023-10, Regarding the Station Area Plan requirements for the UTA Trax 4800 W. Old Bingham Hwy station.
- Ordinance R2023-07, Amending Section 17.130.050 (PD Zone Requirements) of the South Jordan City Municipal Code creating an exception to the requirement that the applicant enter into a Development Agreement in those instances where the applicant is the City of South Jordan.
- Resolution R2023-24, Adopting a final budget; making appropriation for the support of the City of South Jordan for the fiscal year commencing July 1, 2023 and ending June 30, 2024 and determining the rate of tax, and levying taxes upon all real and personal property within South Jordan City, Utah made taxable by law for the year 2023.
- Resolution RDA 2023-02, Adopting a final budget for the Redevelopment Agency of the City of South Jordan, Utah, for the fiscal year 2023-2024.

Council Member Zander motioned to amend this meeting's agenda and add Item E.2., A UDOT presentation. Council Member Marlor seconded the motion; vote was unanimous in favor.

E. Discussion Item

E.1. Convention Tourism Assessment Area (CTAA) *(By Director of City Commerce Brian Preece and Executive Director Sports Salt Lake Clay Partain)*

Clay Partain reviewed his proposal regarding bringing more sports tourism to the valley-wide area of the county, noting that he and his group work with around 25 venues throughout the valley; they work on strategies to bring more sports tourism to each of those venues through marketing. The Convention and Tourism Assessment Area (CTAA) in other locations is commonly called a Tourism Improvement District, and there are about 200 of them in place and growing. This CTAA would be a 2% fee added to the end of the hotel bill. The paperwork sent to the city prior to the meeting contains examples of what these fees look like in other areas, Salt Lake is on the low side compared to most other places you travel. If the resolution is supported with a yes vote on May 16, this would allow South Jordan to join Sandy and Draper in what is called the South Valley Region CTAA. Those funds would go towards marketing events and initiatives that benefit this specific region of the valley.

Council Member Brad Marlor asked how they would distinguish between a visitor and a resident in terms of charging the additional 2% fee.

Mr. Partain said they have discussed that with some of their hotel partners, and they believe that locals are less than 0.01% of all hotel stays in the county; the vast majority are visitors coming from outside the county. There is no distinguishing between a resident and non-resident in terms of charging the fee. They will have a committee of hoteliers from the area to oversee and handle these funds and the management company would be Business Salt Lake that oversees everything. The funds would be used to leverage more tourism related events in the area.

Mele Makaui with Embassy Suites South Jordan shared some facts that were provided to her by Visit Salt Lake. One in 12.5 workers are employed in the hospitality sector. She has been in the industry for over 30 years, her high school and college aged children, along with her husband, also all work in the hospitality industry. Western States Lodging's Mission Statement is "serving you like family." Western States Lodging and Management has also invested in South Jordan, as they play an important role in lifting the tourism for South Jordan and the surrounding area. They strongly believe in the CTAA, and that it will give the hospitality community more opportunities to bring more business to the city.

Nick Elmore with Springhill Suites noted they have invested in the city with their Springhill Suites property. They also believe in the power of tourism and what it brings to the local economy. Sequoia is not new to hospitality, they actually brought in the first Hyatt to Utah, the Hyatt House in Sandy. They also manage four hotels along the Wasatch Front and own five. Their Springhill Suites South Jordan is one of their flagship properties, and they are very proud to be a part of South Jordan. They also support the CTAA, along with 74% of all the hotels in the overall district.

Mr. Partain said that this last year, House Bill 373 went through, giving them the ability to launch a Tourism Improvement District. Some of those requirements that had to be met were getting at least 60% of all hotels to sign a petition, and they are up to 74% and growing. In large part, the hotels that didn't sign the petition didn't respond. On some of the properties it can be tricky to track down anyone that knows anything about the hotel, they are usually given a number for someone in another state. The other requirements were that each municipality council be allowed to vote and pass a resolution indicating whether they agree with it or not, and that will either allow their hotels to participate or not. By voting yes on this, the council is allowing the hotels in the city to participate in this endeavor to try to get as much out of tourism as they can. If the city votes no, then the hotels within the South Jordan municipality will not be able to participate in the CTAA and will not benefit from them. Visit Salt Lake represents the county for tourism, and they are continuing to work hard to represent the whole county when it comes to growing tourism. Regarding South Jordan, Sports Salt Lake has spent the better part of a year courting the American Junior Golf Association (AJGA) through the efforts of Chris Robinson, who is the sale manager in the South Region area. He works to represent and promote tourism for this area of the valley, along with Evan Bowerly who does the same thing on the west side of the valley. Through both of them, they were able to get AJGA interested in Salt Lake and after a lot of research they contacted Darci Olsen at Glenmoor Golf Course who made the idea viable. There was about \$30,000 invested from their end to make AJGA possible here, and he is pleased to say that Sports Salt Lake signed a three year deal with AJGA as the presenting sponsor. He mentioned Bingham Creek Regional Park and noted that Sports Salt Lake are specialists in

selling multi-rectangular fields in a group. The regional athletic complex in Rose Park has 16 of those fields and they are highly marketable. They book about \$25 million in impact groups that goes into the regional athletic complex. They are watching the Bingham Creek fields be developed and they are anxiously waiting to work with the city and the county on marketing and selling those fields. He mentioned the Bees moving to Daybreak, and that it gives them another venue that they can go out and sell. There will be many nights where there is no Bees game going on, and the community, along with the Bees, will want that venue being used. The CTAA funds can go directly into projects like that. They are working with the Bees right now on an event for next year before they leave their downtown stadium to get the Savannah Bananas. Those types of events cost money, they were wanting upwards of \$40,000-\$50,000 to even consider coming here and they have negotiated that with them and they are in the \$15,000-\$20,000 range currently. When the new venue comes to town, they will want to try and target it and go after it aggressively, CTAA funds could be used for that. He added that Chris Robinson has done amazing things with USSSA through softball and they work with the Rocky Mountain Nationals that come to South Jordan. That brings about \$2.9 million from what they've been able to measure, and it brings over 2300 unique visitors into the area. They also work with Rad Canyon and are sponsors of both USSSA and Rad Canyon's Salt Lake Nationals event. Sports Salt Lake puts a lot of money into those events, and they are trying to get more money to go after more of those types of things. It is a game, and very stiff competition between Salt Lake and these other destinations like Anaheim, Las Vegas, etc. They see a need for more money, and they see a unique opportunity to market the south valley area, they also believe this is the right solution and tool. Sandy is highly supportive and they will have their final vote tonight. Draper was highly supportive at the first initial meeting, asking for a few follow-up items and his team is meeting with them again tonight to go over that information. They will have Draper's official vote probably in the next two weeks. They presented to Riverton, where it was unfavorable, but Riverton also doesn't have a hotel. In the end, their reasoning for not coming aboard was simply that they didn't have a hotel; they didn't understand why they needed to pass a resolution to start with. He was simply telling them that if they build a hotel in the future, it would be good to already be on board with this.

Jay Francis with South Valley Chamber noted that his role is to support his chamber members and hoteliers, and to tell the city they have a fund they receive from Sandy from a TRT that created a tourism committee, it was named as South Valley Tourism, not Sandy Tourism. Mele Makai here tonight sits on their committee along with Chris Robinson, and they have done a great job. The events like basketball and volleyball that they are working on were put on ESPN, so they are making news for the South Valley. They spent \$116,000 last year and their ROI was 333%. If there were more funds to use in promoting the southern valley and South Jordan they would be able to bring more visitors here as the restaurants benefit along with the ancillary businesses. Neither he nor the chamber will be a part of the committee, as it's more of just a voice regarding dollars already received.

Council Member Don Shelton asked if there were any hoteliers in South Jordan that didn't respond.

Mr. Partain reviewed the official list and there were four hotels that did not sign the petition. La Quinta South Jordan and Super 8 were unable to be reached, and Home2Suites chose not to sign the petition, but they didn't have a good reason as to why, just saying they didn't have time to dig more into it to find out more. They recently had some dialogue with them a few days ago, and they are eager at this point to work with him and see what business could be brought in.

Council Member Marlors asked if they are actually pushing South Jordan hotels, a direct connection with the events being staged in the city, or is this more about a collective area within a certain area. How will the city know if they are getting something worthwhile out of this.

Mr. Partain noted that people want to stay in the closest hotel possible to the venue. Some events are stay-to-play where you have to stay in the hotels specified to be able to play, about half the time those tournaments are designed to be stay-to-play; they will be targeting hotels closer to the venues. They used their regular funding for the AJGA, it was not tied into the CTAA funds where they would actually bring it in front of a committee made up of hoteliers from the area.

Council Member Marlors wants to know if they are specifically pushing hotels in South Jordan, or are they just giving them hotels in the south valley.

Mr. Partain said they start with the closest hotels and work their way out. They also have a system where they can contact hotels to get responses, and they do the hard work following up on those responses, which means they also have to go with the hotels that respond and are pursuing that extra business. That might mean a hotel turns down the opportunity, or doesn't respond, despite multiple attempts at contacting them. He also noted that having a full-service or high caliber hotel like the Embassy Suites is a huge crown jewel, as there are not really any others comparable in this end of the valley.

Ms. Makai noted that they have had to turn down quite a few groups that preferred their hotel at this location, losing them to downtown Salt Lake City, because they want to maximize every single room in their revenue and the colleges want 160 rooms; she has 192 rooms. She can't give someone 160 rooms at a specific rate, she has to be able to manage and maximize those rates and rooms. She doesn't like having to recommend Salt Lake City Downtown, because they want to keep that revenue here and they understand the economic impact that will have on the local area. She has brought this up at previous committee meetings, asking if there is any money or funding that would allow her as a hotelier to still make her money and accommodate large groups. These are big name schools that want to come and stay in the city, and she is hoping the CTAA will be able to help her accommodate those kinds of groups.

Council Member Zander asked to clarify that none of the neighboring cities they have already met with have officially voted "yes" on this.

Mr. Partain responded that is correct, and Sandy is voting tonight.

Council Member Zander noted she would like to see what she can learn from those other cities that the council may have not learned tonight, and if there were any concerns from any of those cities.

Mr. Partain said that two of the Riverton Council members were not in favor of this, and raised some concerns regarding a program called Social Offset.

Mayor Ramsey noted that was a concern she had, as South Jordan has learned some about it and heard from a few people including the County Council Members that represent South Jordan, that they are opposed to this. She is a big fan of sports tourism, and the city wants to bring these people to the city as we are proud of what we are doing and want to showcase it, to be somewhere that could be a destination different from Salt Lake and Downtown. With that being said, there are residents concerned about the Social Offset side of Visit Salt Lake, and she is one of them. She doesn't want to market bringing people to this part of the valley at the expense of what our residents hold dear and how they feel. She and the council members have been elected to represent the residents of South Jordan City, and she has read quite a bit about this, listened to Riverton's response, and tried to do some homework to understand what the aim is. To her, that encouragement to come here is not worth it if it is done at the expense of what is valued here by the residents. If part of Social Offset is to come and visit here, but if you have different values than those who live here, you are given a list of organizations you can donate to in order to be part of the change that needs to take place in the values of Utah, she doesn't agree with that. She loves the values we have here and in the state, and the residents all hold their values dear, even though they aren't all the same values. We have a far more diverse population here right now than ever before, but a strong majority of the residents of South Jordan have made it very clear to the council as elected representatives what their values are, and supporting this has nothing to do with the tourism part. It has everything to do with the fact that the residents are not supportive of anything associated with Social Offset, even if no money goes towards it, as the organization responsible would still be associated with trying to change the opinion in Utah. That puts her in a hard spot because she is a big fan of tourism coming and the economic boost that it provides, and that we know we need, but the Social Offset part is real and a serious concern to the residents of the city. Governor Cox has said everyone is welcome to come to the state, but don't come with an intent to change who we are; come because you love it here. People can come and bring whatever ideology, philosophy or beliefs they hold dear, but she doesn't want to promote coming to the city at the expense of what our residents hold dear.

Mr. Partain noted that Social Offset is a separate organization, it has nothing to do with the CTAA. Social Offset is a privately owned company that was introduced to Visit Salt Lake in the Fall of 2022 at an industry conference. They did contribute out of private funding, not public funding, a one-time sponsorship of \$5,000 to help fund research on the weaponization of travel. They really see this more on the convention side of the market, but they have also seen it bleed into sports events like the NCAA and the NBA All Stars. Again, that was out of private funding and it was to fund that research indicated above. Social Offset works directly with organizers to select causes and charities that they share with attendees who can then make a donation if they choose. Sports Salt Lake doesn't solicit participation or identify with those organizations as they are apolitical. Their motive at the end of the day is to increase tourism.

Mayor Ramsey appreciates that, and she shared a quote for the council from Kaitlin Eskelson, the President/CEO of Visit Salt Lake, regarding why Visit Salt Lake supports Social Offset:

“Salt Lake is a modern, progressive city full of open minds and fresh perspectives, so the moment I heard about Social Offset I knew it was a great fit for Visit Salt Lake. We care deeply about many of the larger conversations taking place nationally and work with a wide variety of meetings, sporting events, and conventions with an extensive range of passions and opinions. Social Offset provides Visit Salt Lake with a new asset for meeting planners so they can have a meaningful presence here and a seat at the discussion table on an array of issues. We can offer a seamless avenue to support advocacy on a wide range of interests for our clients. It also allows our visitors to be a part of making this city even better. We are proud to be Social Offset’s first sponsor and we look forward to hosting you in Salt Lake.”

Mayor Ramsey noted it is a great quote, but the explanation that she has been able to find is that this is more related to the abortion policies Utah has passed, and is being presented as a way for them to have a seat at the table to change those policies; that is what residents are bringing up, along with concerns about other social issues. It is encouraging people thinking about visiting to visit our state/city to still come, but rather than boycotting, they can come and be a part of changing the values in Utah that they don’t like by donating to the specific organizations or causes. That is not about sports tourism or filling our hotels directly, but it is in a roundabout way related, and if that is part of the incentive that has to happen in order to bring people here she has a hard time supporting it at the expense of the values the residents of the city hold dear; even if visitors don’t align with it. She would never want to turn a visitor away because their values don’t align with our residents, but she also wouldn’t want to tell them to come here and bring money to try to change what and who we are.

Council Member Shelton asked to clarify that Visit Salt Lake/Sports Salt Lake contributed to that other organization, and that they are saying they are apolitical, but the organization they donated to is not. He wonders how they can contribute but still claim to be apolitical.

Mr. Partain said he is not here today to argue any politics. They are apolitical, they bid on things like the Republican National Convention, which they want very much to come to the area. At the end of the day they are trying to help their hotel partners and their community because the power of tourism can alleviate so much in tax to the local community. It is a powerful thing and at the end of the day, these are business decisions.

Council Member Shelton asked to clarify that they made a business decision to donate to an organization that is not apolitical, with the idea that it would help bring more tourists to Utah who may otherwise be uncomfortable with coming to Utah, because they are weaponizing travel.

Mr. Partain repeated that it was a one-time, private payment that was not from public funds, to fund the research. It’s unfortunate that these organizers and those who hold the keys to these big events are trying to weaponize it and force communities to, he assumes, adopt other social changes or values. These are giant events like the NBA All-Stars, NCAA events where they are currently trying to deal with the bathroom bill legislation that was passed across the country and

caused the NBA All-Stars to pull out of Charlotte. On the convention forefront, no one is watching them on TV, but those types of issues can have big ramifications for our local tourism industry if they decide not to come.

Council Member Marlor said on a micro level they would be supporting a group that helps attract dollars to South Jordan. Those dollars trickle down in various ways to the community, including South Jordan City and other venues like the hotels. We are then able to use some of those trickled down dollars to fund various things like recreation and other programs, which is how the city benefits in that financial life cycle. To him, on that micro level, that makes sense. Regarding the other macro level things being discussed, he is not sure that our council will be dealing with those issues, so he is not going to worry too much about them.

Mayor Ramsey noted that some councils get deeply involved with some social issues outside of their scope, but this is not a council that does that. However, there are residents concerned about that, which is why it had to be brought up.

Mr. Partain noted that Visit Salt Lake and Sports Salt Lake doesn't have values, they represent the tourism community and what their hotels and venues want and need. They will be out here working with South Jordan hotels and venues to figure out what they want and need, and this is just another tool they can use to leverage to get more groups here.

Council Member Zander asked who made the choice to align with Social Offset.

Mr. Partain responded that would be their CEO, Kaitlin Eskelson, who resides here in Utah.

Council Member Zander noted they are not voting tonight, but she would like a message to go back to Ms. Eskelson that it was very unappreciated by many here that she made that choice. Council Member Zander would hate to vote no for a great opportunity for our businesses, and to stop an opportunity for growth and tourism, as this is a fantastic thing being promoted. However, she does have morals, and she was elected by thousands of residents, and she can't in good faith go back to those residents and acknowledge that she knew there was a chance those funds might go to support something those residents were adamantly opposed to. For Ms. Eskelson to make this decision is really hurting their organization, and she would encourage Mr. Partain to go back and have a strong conversation with her to explain that if they are apolitical and amoral as stated, then step away and stop promoting Social Offset. Ms. Eskelson made a choice, and they are no longer apolitical because of that. She loves what is being said tonight and would love to vote yes, but Ms. Eskelson made a decision and she will need to reconsider that decision because Council Member Zander doesn't feel comfortable saying yes to this. She would love it if Ms. Eskelson reconsidered what she has done and back out of that arena, and just run things on a tourism level, staying out of social issues.

Mr. Partain agreed to have that conversation with the CEO.

Council Member Zander thanked Mr. Partain for passing that along, as it will affect her vote.

Council Member McGuire asked for more details on how the organization is set up in terms of Visit Salt Lake versus Sports Salt Lake, and if Sports Salt Lake is under the Visit Salt Lake umbrella.

Mr. Partain said there is a very small percentage of the funds that go back towards administrative costs with Visit Salt Lake, otherwise this money would be held completely separate. Sports Salt Lake is just a department under Visit Salt Lake.

Council Member Harris asked if they have identified any other areas in the city, besides what has already been discussed, as targets for additional tourism.

Mr. Partain said the existing assets in the city are nice, including the softball and baseball fields. Softball is one of the hottest sports in the country right now from a tournament standpoint. Sports Salt Lake could bid on more of those tournaments if the South Jordan fields were added to the pot; those tournaments can bring in 500 to 1,000 teams of all ages. He also mentioned Rad Canyon and the Glenmoor Golf Course, which could bid in the future for LPGA events.

Council Member Harris asked if they had looked at the equestrian center.

Mr. Partain served on the equestrian park board for two years, as did Chris Robinson, along with Salt Lake County recently selling it to Utah State. They lost a little bit of momentum with them while the new owners figured out their plans, but they would like to reengage more with them as there are large equestrian events they could definitely bid on.

Council Member Marlors referred back to the \$5,000 contribution and noted that it seems like they might have been pressured to be political, even though they are apolitical as a group. He asked if that is a commitment of continual support.

Mr. Partain said it is not continual, it was a one-time payment for the launch program.

Council Member Marlors asked if Mr. Partain knows what Visit Salt Lake's position is on that organization going forward.

Mr. Partain said they are not funding it in the future.

Manager Whatcott asked if Visit Salt Lake is considered public, and if their budget is required to have a public hearing with public input.

Mr. Partain responded that they are a 501c-6, their budget goes in front of the county council for approval.

Manager Whatcott asked if the Social Offset organization is included in their promotional literature and packaging.

Mr. Partain responded that he is on the sports side of it, and it is not used there. It was something that was used for a specifically targeted convention's business. Their budget is presented to the county council.

Council Member Marlbor asked if they are using that Social Offset organization as a marketing tool in some way.

Mr. Partain assumes it would be used in certain bid packages delivered to specific groups to engage them with Salt Lake and try to win their business. To his knowledge it was only used the one time and they don't have plans to continue with funding.

Council Member Zander asked what group they were trying to actively engage with that association.

Mr. Partain was unsure but will get back to Council Member Zander with that information.

Manager Whatcott discussed where the additional tax from hotels goes, and if the 2% being proposed gets directed back to the track funds with the county then redistributed back to his group, or does he collect that directly to his organization.

Mr. Partain responded they are collected separately from the track funds.

Manager Whatcott noted that most tax revenues have a public hearing or some type of accountability, and he's wondering how that funnels back to the organization if there is no public hearing.

Mr. Partain said there is a current public hearing in progress for the CTAA through the county. He was unsure as to who audits their funds, and noted that they are oversighted by Salt Lake County. The CTAA would be collected by the county treasury, then it would come back to them, separate from the normal funds.

Manager Whatcott noted that he is unable to get a clear understanding of how this money is flowing back to the CTAA and where the public has their input on that.

Mr. Partain said the CTAA funds are split between three different regions, the south valley region is the one South Jordan would be a part of. The normal Sports Salt Lake funds represent the whole county, so there is no limitations on municipalities.

Director Preece noted that his understanding is that the CTAA funds are not comingled with Visit Salt Lake's budget from Salt Lake County.

Mr. Partain agreed and noted they are totally separate, the county is simply acting as the collectors, and they are doing the oversight because they oversight their general funds.

Manager Whatcott is wondering if residents have concerns about where the money goes, is there somewhere they can go see that budget and make public comment.

Council Member Marlor asked if this would be adopted by resolution, or if it would be a public hearing. Will the city be going through a process where the public can share their support or opposition with the council.

Director Preece said that if they decide to move further with this after tonight, they will plan on a public hearing with the resolution.

Attorney Loose hasn't read over the statute, but generally resolutions don't require a public hearing for a vote; however, they can certainly choose to hold a hearing.

Mayor Ramsey has spoken with Mayor Wilson about many of these events coming to Utah and she understands how challenging many of them were to bring here and hold on to them. There is a lot to offer here in Utah, and she doesn't believe in the idea of telling people to still come but that they are welcome to try and change what we are. She thanked Mr. Partain for his presentation and the great information that he shared tonight.

The council discussed it and decided to add this resolution to the agenda in two weeks with a public hearing. Mr. Partain will come back with answers to the previously asked questions before that time.

E.2. 11400 South UDOT Survey (*By Deputy City Engineer Jeremy Nielson and UDOT's Grant Farnsworth*).

Grant Farnsworth reviewed his prepared online presentation from the following link: [11400 South; Bangerter Highway to I-15 \(arcgis.com\)](https://arcgis.com/webapp/viewer/index.html?appid=11400SouthBangerterHighwaytoI15&appid=11400SouthBangerterHighwaytoI15).

ADJOURNMENT

Council Member McGuire motioned to adjourn the May 2, 2023 City Council Study Meeting. Council Member Zander seconded the motion; vote was unanimous in favor.

The May 2, 2023 City Council Study meeting adjourned at 6:25 p.m.

SOUTH JORDAN CITY
COMBINED CITY COUNCIL AND
REDEVELOPMENT AGENCY MEETING

May 2, 2023

Present: Mayor Dawn Ramsey, Council Member Patrick Harris, Council Member Tamara Zander, Council Member Brad Marlor, Council Member Jason McGuire, City Manager Gary Whatcott, Deputy City Manager Dustin Lewis, City Attorney Ryan Loose, Director of Recreation Janell Payne, Communications Manager Rachael Van Cleave, CFO Sunil Naidu, Director of Strategy & Budget Don Tingey, Director of Commerce Brian Preece, Director of Public Works Jason Rasmussen, Director of Administrative Services Melinda Seager, GIS Coordinator Matt Jarman, Senior IS Tech Phill Brown, Director of Planning Steven Schaefermeyer, City Engineer Brad Klavano, Fire Chief Chris Dawson, Police Chief Jeff Carr, City Recorder Anna Crookston, Meeting Transcriptionist Diana Baun, Strategy & Budget Analyst Abigail Patonai

Absent:

Others:

6:45 P.M.
REGULAR MEETING

A. Welcome, Roll Call, and Introduction to Electronic Meeting - *By Mayor Dawn Ramsey*

Mayor Ramsey welcomed everyone and introduced the meeting.

B. Thought – *By Resident Britt Montemayor*

C. Pledge of Allegiance – *By Council Member Patrick Harris*

Council Member Harris led the audience in the Pledge of Allegiance.

D. Minute Approval

D.1. April 18, 2023 City Council Study Meeting Minutes

D.2. April 18, 2023 City Council Meeting Minutes

Council Member Marlor motioned to approve the April 18, 2023 City Council Study Meeting Minutes and the April 18, 2023 City Council Meeting Minutes as published. Council Member McGuire seconded the motion; vote was unanimous in favor.

Council Member Shelton motioned to amend the agenda, adding an Item I. Executive Closed Session to discuss reasonably imminent litigation. Council Member Harris seconded the motion; vote was unanimous in favor.

E. Mayor and Council Reports

Council Member Don Shelton was unable to attend the conference with the others unfortunately. He attended the city's Senior Advisory Committee meeting today. The staff surveyed the seniors regarding their most desired activities; the number one choice was a trip to Wendover, with the second most desired activity being a class on computers and cell phones. They have also started a Spanish class, a crochet and knitting class, and Community Center Supervisor, Jamie Culbertson will be touring the Orem Senior Center which is apparently doing a wonderful job. They could use some more members on the Senior Advisory Committee, and he shared that a former member, Cheryl Staley, passed away April 4.

Council Member Patrick Harris attended the South Valley Sewer District meeting and everything is going well. He was invited to attend the Salt Lake Chamber's Giant City, and it was a packed house. The Utah League of Cities and Towns Conference was wonderful, and he thinks our city probably participated more than any other city in the state with staff doing presentations, teaching classes and working behind the scenes.

Council Member Brad Marlor shared some photos from a family event at our city's all abilities park, and he specifically noted that he got to see a wheelchair user enjoying the merry go round in the park, laughing and having tons of fun. It was wonderful to see her enjoying the park along with everyone else that day. He echoes Council Member Harris comments on the UCLT Conference, and was able to see some of the presentations given by members of our city staff. There was an Architectural Review Committee meeting this past week, where they approved the architecture for two new buildings; one is a preschool/daycare facility, the other is a business condo building. He recently responded to a resident with concerns regarding Jordan Ridge Park, and he believes Director of Recreation Janell Payne is dealing with that individual currently. Apparently there are individuals from multiple states without permits playing there, and he thanked staff for working on getting that straightened out. He met with Doug Young today over lunch to discuss some of the things he is doing for South Jordan, and he is very impressed with everything shared.

Council Member Tamara Zander said on April 20 she was asked by the HOA at Springhouse Village to come and talk about the upcoming potential annexation, some of the growth on the west side and Downtown Daybreak. She met with about 20 residents that night at the 55+ community, and it was a great opportunity to engage with those residents and show that Daybreak is a part of South Jordan. On April 27, the mayor asked Council Member Zander to represent her and the city at an ARPA funds event. She shared some photos from that event where there was a marketing/news opportunity for seven cities in the southwest part of the valley; most of those in attendance were mayors with a few council members. The ARPA funds have been given to cities and many cities have chosen to use those funds to conserve water and "flip the strip". She shared a picture from the event of them standing on a grassy area in West

Jordan that is not used between parking areas, where it was announced that they were flipping those strips. Something shared with her in that press release was that this project will total 9,000,000 gallons of water saved, 412,000 square feet of turf removed, and over \$1.1 million of grant money approved and used. On April 29, she and her husband went for a ride on their eBikes from their home to the west side of Daybreak. They used trails and looped all over the west side of Daybreak, west of Mountain View Corridor. She encouraged everyone who hasn't been out there recently to go for a drive and see it, as it is different every two weeks. She was surprised by how much there is out there, and they had a wonderful time. As she was riding back, she and her husband stopped at small shop called Happy Teriyaki for food where they met a gentleman named Javier who didn't speak any English. She was so proud of his courage to start a business, buying a franchise in South Jordan City, and she was able to give him some words of encouragement from one business owner to another.

Council Member Jason McGuire thanked the Public Works Department for their quick work on the morning of April 21. During his commute, he discovered some graffiti at the bridges on Oquirrh Lake Road, and within about two hours they had it all cleaned up. He attended an Arts Master Plan Committee meeting, where they are already starting to receive some great feedback from the Spring Spectacular. There was a booth where residents could give input, and it appeared that a lot of input was received with whole families participating; that same opportunity will be available at Saturday's Art on the Town event as well. He also congratulated Herriman High School who got third place at a recent poetry slam.

Mayor Dawn Ramsey discussed the League Conference and shared some pictures from the event. She had a good conversation with President Randall, who had some questions and asked to meet with her another time to get some collaborative advice on things he has never dealt with at the University. Tim Shriver, the keynote speaker, gave an amazing presentation. She attended some of the presentations by our staff members, and she was so proud of the wonderful city representation. She attended the Jordan Valley Water Conservancy District Member Agency Meeting, which she attended as a trustee, and she shared a picture of the agency experts that help to run things there. She was invited to attend the signing of the Growth and Transportation bill with the governor, as well as an event to commemorate the one year anniversary of the passing of a young man in West Jordan who was hit and killed by a drunk driver on his bicycle. An Angel Bike was donated at the event, and his friends were able to paint and place it there as a memorial. His grandfather lives here in South Jordan and has spent the last year working on legislation to hold bars accountable for serving excessive alcohol and putting some responsibility back on them. She attended the Women in Local Government lunch as part of the conference. Last Thursday night she had the chance to accept an award on behalf of Wasatch Front Regional Council, who was named Employer of the Year for the Women in Transportation Network Organization. She was asked to be the one to attend and speak as she is the first woman chair. She did an interview with a researcher from Utah State University for an hour about our city's efforts to promote water conservation, air quality and protection of the climate and environment. She met with some residents and had some great conversations. Today she attended the ONE Utah Summit, held in Davis County for the first time, where she heard some great presentations

on what is happening in the state of Utah and what the future could look like. She had some meetings with the Larry H. Miller team to discuss some current projects and strategies. She took her family for a tour of the Rio Tinto Kennecott Copper Mine, where they got to see a blast happen. Lastly, she was able to attend her own graduation last week at BYU. Both KSL and the Salt Lake Tribune reached out and asked to do profile pieces on her graduation, and she is happy to be an example for women all over.

F. Public Comment

Mayor Ramsey opened the public comment portion of the meeting. There were no comments and public comments were closed.

G. Public Hearing Items

G.1. Resolution R2023-10, Regarding the Station Area Plan requirements for the UTA Trax 4800 W. Old Bingham Hwy station. RCV (*By Director of Planning Steven Schaefermeyer*)

Director of Planning Steven Schaefermeyer reviewed background information from the Council Report.

Mayor Ramsey opened the public hearing for comments. There were no comments and the public hearing was closed.

Council Member Shelton motioned to approve Resolution R2023-10, Regarding the Station Area Plan requirements at the location above. Council Member Marlor seconded the motion. Roll Call Vote was 5-0, unanimous in favor.

G.2. Ordinance 2023-07, Amending Section 17.130.050 (PD Zone Requirements) of the South Jordan City Municipal Code creating an exception to the requirement that the applicant enter into a Development Agreement in those instances where the applicant is the City of South Jordan. RCV (*By Director of Planning Steven Schaefermeyer and City Attorney Ryan Loose*)

Director of Planning Steven Schaefermeyer reviewed background information from the Council Report.

Mayor Ramsey opened the public hearing for comments. There were no comments and the public hearing was closed.

Council Member McGuire motioned to approve Ordinance 2023-07, Amending the above section of the South Jordan Municipal Code. Council Member Zander seconded the motion. Roll Call Vote was 5-0, unanimous in favor.

G.3. Resolution R2023-24, Adopting a final budget; making appropriations for the support of the City of South Jordan for the fiscal year commencing July 1, 2023 and

ending June 30, 2024 and determining the rate of tax, and levying taxes upon all real and personal property within South Jordan City, Utah made taxable by law for the years 2023. RCV *(By CFO Sunil Naidu)*

CFO Sunil Naidu reviewed background information from the Council Report. He addressed questions from some of the council members and shared his responses, which are included in Attachment A.

Council Member Harris asked for more details on the power poles owned by Rocky Mountain Power.

Director of Public Works Jason Rasmussen shared that Rocky Mountain Power was not taking good care of their poles, and the city was paying them a monthly fee. The city decided a few years ago to start acquiring those poles from Rocky Mountain. We pay them a small fee and we replace their fiberglass poles with the standard poles used in neighborhoods.

Mayor Ramsey opened the public hearing for comments. There were no comments and the public hearing was closed.

Council Member Harris asked if the \$4 million associated with the fleet includes the selling of existing vehicles on the public surplus auction site.

CFO Naidu responded that the numbers he makes available are the net total of funding.

Council Member Shelton motioned to approve Resolution R2023-24, Adopting a final budget for the City of South Jordan. Council Member Harris seconded the motion. Roll Call Vote was 5-0, unanimous in favor.

Council Member Zander motioned to recess the City Council Meeting and move to the Redevelopment Agency Meeting. Council Member McGuire seconded the motion; vote was unanimous in favor.

RECESS CITY COUNCIL MEETING AND MOVE TO REDEVELOPMENT AGENCY MEETING

G.4. Resolution RDA 2023-02, Adopting a final budget for the Redevelopment Agency of the City of South Jordan, Utah, for the fiscal year 2023-2024. RCV *(By CFO Sunil Naidu)*

CFO Sunil Naidu reviewed background information from the Council Report.

Chair Ramsey opened the public hearing for comments. There were no comments and the public hearing was closed.

Board Member Harris motioned to approved Resolution RDA 2023-02, Adopting a final budget for the Redevelopment Agency of the City of South Jordan. Board Member Zander seconded the motion. Roll Call Vote was 5-0, unanimous in favor.

Board Member Marlor motioned to adjourn the Redevelopment Agency Meeting and return to the City Council Meeting. Board Member Zander seconded the motion; vote was unanimous in favor.

ADJOURN REDEVELOPMENT AGENCY MEETING AND RETURN TO CITY COUNCIL MEETING

H. Staff Reports and Calendaring Items

Deputy City Manager Dustin Lewis recognized Police Chief Jeff Carr, who was selected by the Chiefs of Police to represent the City of South Jordan on a new committee being formed for the safety of our kids in schools.

Chief Carr shared that House Bill 61 by Ryan Wilcox created this taskforce with many duties. One of those duties includes developing the qualification duties and scope of authority of the State Security Chief. They will also be looking at many aspects of School Resource Officers. Lieutenant Pennington did a lot of work during the legislative session representing Wilcox on this bill, and our police department felt they needed to stay involved.

Manager Lewis noted that the Art's Council would like to meet with the City Council for some input, and he has reserved some time during the work session on May 16 for that.

Director of Recreation Janell Payne said there are a lot of preparations going on for Summerfest. Based on feedback from a previous study session, they are moving forward with a parade preview event on Tuesday, May 30 at Highland Park. They will be promoting the rest of the Summerfest activities at that event, and the dunk team from Spring Spectacular will be there along with some kite flying activities and a windmill craft for families. That will be from 6:00 to 8:00 p.m.

City Manager Whatcott and City Attorney Ryan Loose attended a special luncheon for the Mayor to celebrate her college graduation, he appreciated the invitation and enjoyed the event.

City Attorney Ryan Loose shared a conversation he had with some members of the League. They were discussing who should attend what meetings, and it was mentioned that many of the cities will not allow their staff to be as involved as they need them "back home" and don't want to commit to sharing those resources. He thanked our city for allowing staff to be a part of the conference and other committees, which allows our city to be a part of many conversations that help us at the legislature and many other places. He is going to the Municipal Attorney's Meeting and something that will be discussed in the closed meeting is what's going with social media. He asked staff to watch the videos shared with them, as what is discussed may affect how council members used their social media. Some courts are deeming that any public posts done on

an account then make it a public forum, which means people cannot be blocked and you can no longer use it as your personal account.

Council Member Zander motioned to move to Executive Closed Session to discuss pending or reasonably imminent litigation. Council Member Marlor second the motion; vote was unanimous in favor.

RECESS CITY COUNCIL STUDY MEETING AND MOVE TO EXECUTIVE CLOSED SESSION

I. Executive Closed Session

I.1. Discuss pending or reasonably imminent litigation.

ADJOURN EXECUTIVE CLOSED SESSION AND RETURN TO CITY COUNCIL STUDY MEETING

Council Member McGuire motioned to adjourn the Executive Closed Session and return to the City Council Meeting. Council Member Zander seconded the motion; vote was unanimous in favor.

Council Member McGuire motioned to adjourn the City Council meeting. Council Member Zander seconded the motion; vote was unanimous in favor.

ADJOURNMENT

The May 2, 2023 City Council Meeting adjourned at 8:45 p.m.

Proclamation
of the
City of South Jordan

National Public Works Week Proclamation

May 21–27, 2023

“Connecting the World Through Public Works”

Whereas, public works professionals focus on infrastructure, facilities and services that are of vital importance to sustainable and resilient communities and to the public health, high quality of life and well-being of the people of the City of South Jordan; and,

Whereas, these infrastructure, facilities and services could not be provided without the dedicated efforts of public works professionals, who are engineers, managers, and employees at all levels of government who are responsible for rebuilding, improving, and protecting our nation’s transportation, water supply, water treatment and solid waste systems, public buildings, and other structures and facilities essential for our citizens; and,

Whereas, it is in the public interest for the citizens, civic leaders and children in City of South Jordan to gain knowledge of and to maintain an ongoing interest and understanding of the importance of public works and public works programs in their respective communities; and,

Whereas, the year 2023 marks the 63rd annual National Public Works Week sponsored by the American Public Works Association be it now, RESOLVED, I, Mayor Dawn R. Ramsey, do hereby designate the week May 21–27, 2023 as National Public Works Week; I urge all citizens to join with representatives of the American Public Works Association and government agencies in activities, events, and ceremonies designed to pay tribute to our public works professionals, engineers, managers, and employees and to recognize the substantial contributions they make to protecting our national health, safety, and quality of life.

Signed this 16th Day of May, 2023

Dawn R. Ramsey, Mayor

ATTEST:

Anna Crookston, City Recorder

**SOUTH JORDAN CITY
CITY COUNCIL REPORT**
Council Meeting Date: May 16, 2023

Issue: Potential Adoption of a Resolution (see Attachment 1) Granting Consent to Salt Lake County to form the Salt Lake County Convention and Tourism Assessment Area (SLCo CTAA) and to Include the City of South Jordan in the SLCo CTAA Boundaries.

Submitted By: Brian A. Preece

Department: City Commerce

Staff Recommendation (Motion Ready): Adopt Resolution No. R2023-19, granting consent to the Salt Lake County to form the Salt Lake County Convention and Tourism Assessment Area (“SLCo CTAA”) and to include the City of South Jordan in the SLCo CTAA.

BACKGROUND:

Assessment Area Details

Convention and Tourism Assessment Areas (CTAAs) are formed pursuant to the Convention and Tourism Business Assessment Area Act, UCA Title 11, Chapter 42b. This State law allows for the creation of CTAAs in order to raise funds within a specific geographic area.

The proposed Salt Lake County Convention and Tourism Assessment Area (“SLCo CTAA”) is a benefit assessment district, that would create a revenue source to provide specific benefits to payers by funding brand development and sales promotional efforts for assessed hotel businesses. An assessment would be levied upon benefitted property, identified as lodging businesses as defined in the SLCo CTAA Management Plan (see Attachment 2). 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.

A majority of lodging business owners within the proposed CTAA boundary 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 is estimated to generate \$7,500,000 in the initial year of operation for promotion of travel and tourism specific to Salt Lake.

Purpose and creation of 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. The two percent fee collected by the lodging business owners within the CTAA boundary funds the CTAA, and these monies are used to provide services that are desired by and that benefit the lodging businesses within the CTAA.

Management Plan

The Management Plan (see Attachment 2) includes the proposed boundary of the SLCo CTAA, a service plan and budget and a proposed means of governance. As previously mentioned, the SLCo CTAA will include all lodging businesses, existing and in the future, located within the boundaries 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.

By adopting Resolution R2023-19, lodging business within South Jordan City would be part of the SLCo CTAA designated assessment area and would be formed for a five (5) year life, beginning July 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 for termination of the CTAA.

FISCAL IMPACT:

None immediately. Because the SLCo CTAA programs are intended to increase room night sales for assessed businesses within the SLCo CTAA, it is anticipated that there will be an increase in tax collections.

Salt Lake County will be paid a fee equal to one percent (1%) of the amount of assessment collected, or the actual cost, to cover their costs of collection and administration.

TEAM FINDINGS, CONCLUSIONS & RECOMMENDATIONS:

FINDINGS & CONCLUSIONS:

Increased events to the area will likely increase the room night sales for South Jordan Hotels and increased sales to many of its associated businesses, thus increasing sales tax to the City.

RECOMMENDATIONS:

Adopt Resolution R2023-19

ALTERNATIVES:

1. Deny passage of Resolution R2023-19; or
2. Table the item for additional information to be gathered and presented.

SUPPORT MATERIALS:

1. Attachment 1: Resolution R2023-19, Granting Consent to the County of Salt Lake to Form the SLCo CTAA and Include the City of South Jordan in the SLCo CTAA
2. Attachment 2: Salt Lake County Adopted Resolution No. 6083 Requesting Consent to form the SLCo CTAA--(Includes the SLCo CTAA Management Plan).

City Council Action Requested: Brian A. Preece 05/11/2023
Brian A. Preece (May 11, 2023 16:37 MDT)
Department Head Date

ATTACHMENT 1
Resolution R2023-19

RESOLUTION R2023 - 19**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOUTH JORDAN, UTAH, CONSENTING TO INCLUSION IN SALT LAKE COUNTY'S PROPOSED CONVENTION AND TOURISM BUSINESS ASSESSMENT AREA.**

WHEREAS, Utah Code Title 11, Chapter 42b, the Convention and Tourism Business Assessment Area Act (the "Act") authorizes a county of the first or second class to designate and create a convention and tourism business assessment area for the purpose described in the Act; and

WHEREAS, Utah Code Section 11-42b-102(2)(b)(iv)(A) provides that an Assessment Area may not include any area of land that is included within the geographic boundaries of a municipality unless the legislative body of the municipality adopts an ordinance or resolution consenting to the municipality's inclusion in the proposed assessment area; and

WHEREAS, on April 4, 2023, the Salt Lake County Council passed Resolution No. 6038, requesting that the South Jordan City Council pass a resolution consenting to the inclusion of land (the "City Area") within the geographic area of South Jordan City in the Salt Lake County Convention and Tourism Assessment Area (the "County Assessment Area"); and

WHEREAS, the South Jordan City Council finds it in the best interest of the City to consent to the inclusion of the City Area in the County Assessment Area.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOUTH JORDAN, UTAH:

SECTION 1. Consent. The City of South Jordan hereby consents to the inclusion of its geographic boundaries in the Salt Lake County Convention and Tourism Assessment Area.

SECTION 2. Effective Date. This Resolution shall become effective immediately upon passage.

<<Signatures on Following Page.>>


**APPROVED BY THE CITY COUNCIL OF THE CITY OF SOUTH JORDAN, UTAH,
ON THIS _____ DAY OF _____, 2023 BY THE FOLLOWING VOTE:**

	YES	NO	ABSTAIN	ABSENT
Patrick Harris	_____	_____	_____	_____
Bradley Marlor	_____	_____	_____	_____
Donald Shelton	_____	_____	_____	_____
Tamara Zander	_____	_____	_____	_____
Jason McGuire	_____	_____	_____	_____

Mayor: _____
Dawn R. Ramsey

Attest: _____
City Recorder

Approved as to form:



Office of the City Attorney

ATTACHMENT 2
Salt Lake County Resolution No. 6083
(Includes adopted CTAA Management Plan)



April 4, 2023

COUNTY COUNCIL

Aimee Winder Newton,
Chair
District #3

Laurie Stringham
At-Large A

Suzanne Harrison
At-Large B

Jim Bradley
At-Large C

Arlyn Bradshaw
District #1

Dave Alvord
District #2

Ann Granato
District #4

Sheldon Stewart
District #5

Dea Theodore
District #6

Mayor Jennifer Wilson
Mayor's Office
Rm. N2-100, Government Center
Salt Lake City, Utah

Dear Mayor Wilson:

The Salt Lake County Council, at its meeting held this day, approved the attached RESOLUTION NO. 6083 requesting consent from the cities of West Valley, Taylorsville, West Jordan, Sandy, South Jordan, Riverton, Draper, and Salt Lake, and the Kearns Metro Township to create the Salt Lake County Convention and Tourism Assessment Area, approving the notice of the proposed assessment area, and setting a public hearing.

Pursuant to the above action, you are hereby authorized to effect the same.

Respectfully yours,

SALT LAKE COUNTY COUNCIL

LANNIE CHAPMAN, COUNTY CLERK

By KSC
Deputy Clerk

ks

pc: Darrin Casper/Mayor Finance
Ashley Perry/Mayor's Office

RESOLUTION NO. 6083DATE: April 4th 2023

RESOLUTION REQUESTING CONSENT OF THE CITIES OF WEST VALLEY CITY, TAYLORSVILLE, WEST JORDAN, SANDY, SOUTH JORDAN, RIVERTON, DRAPER, SALT LAKE CITY, AND TOWNSHIP OF KEARNS TO CREATE THE SALT LAKE COUNTY CONVENTION AND TOURISM ASSESSMENT AREA, APPROVAL OF THE NOTICE OF PROPOSED ASSESSMENT AREA AND SETTING A PUBLIC HEARING

The Legislative Body of Salt Lake County resolves as follows:

WHEREAS, the County Council of the County of Salt Lake (the "Council") desires to begin proceedings to form the Salt Lake County Tourism Business Improvement District ("SLCO CTAA") under the Convention and Tourism Business Assessment Area Act, Title 11, Chapter 42b; and

WHEREAS, certain property owners have petitioned the Council to create the SLCO CTAA; and

WHEREAS, a portion of the territory proposed to be included in the SLCO CTAA lies within the boundaries of the jurisdictions of West Valley City, Taylorsville, West Jordan, Sandy, South Jordan, Riverton, Draper, and zip codes 84103, 84101 and 84111 in Salt Lake City, and Township of Kearns ("cities and townships"), as shown on the Management Plan attached hereto as Exhibit A and assessment area map attached hereto as Exhibit B, both of which are incorporated herein; and

WHEREAS, the area of the cities and townships which lie within the boundaries of the proposed SLCO CTAA will, in the opinion of the Council, be benefited by the improvements and activities, and the purpose sought to be accomplished can best be accomplished by a single comprehensive scheme of work.

NOW, THEREFORE, be it resolved by the Council that:

Section 1: Consent of the cities and townships, through their respective legislative body, is hereby requested to create the SLCO CTAA, and to grant to the Council jurisdiction for all the purposes in connection with creation and operation of the proposed SLCO CTAA.

Section 2: The Mayor is hereby directed to transmit a certified copy of this Resolution to the clerks of the cities and townships.

Section 3: The notice of proposed assessment area attached hereto as Exhibit C is hereby approved.

Section 4: The public hearing required by Utah Code Ann. § 11-42b-106 is hereby set for May 2, 2023.

[Council Signature Page To Follow]

APPROVED and ADOPTED this 4th day of April, 2023.

SALT LAKE COUNTY COUNCIL

By: Aimee Winder Newton
Aimee Winder Newton, Chair

ATTEST:

Lannie Chapman
Lannie Chapman
Salt Lake County Clerk

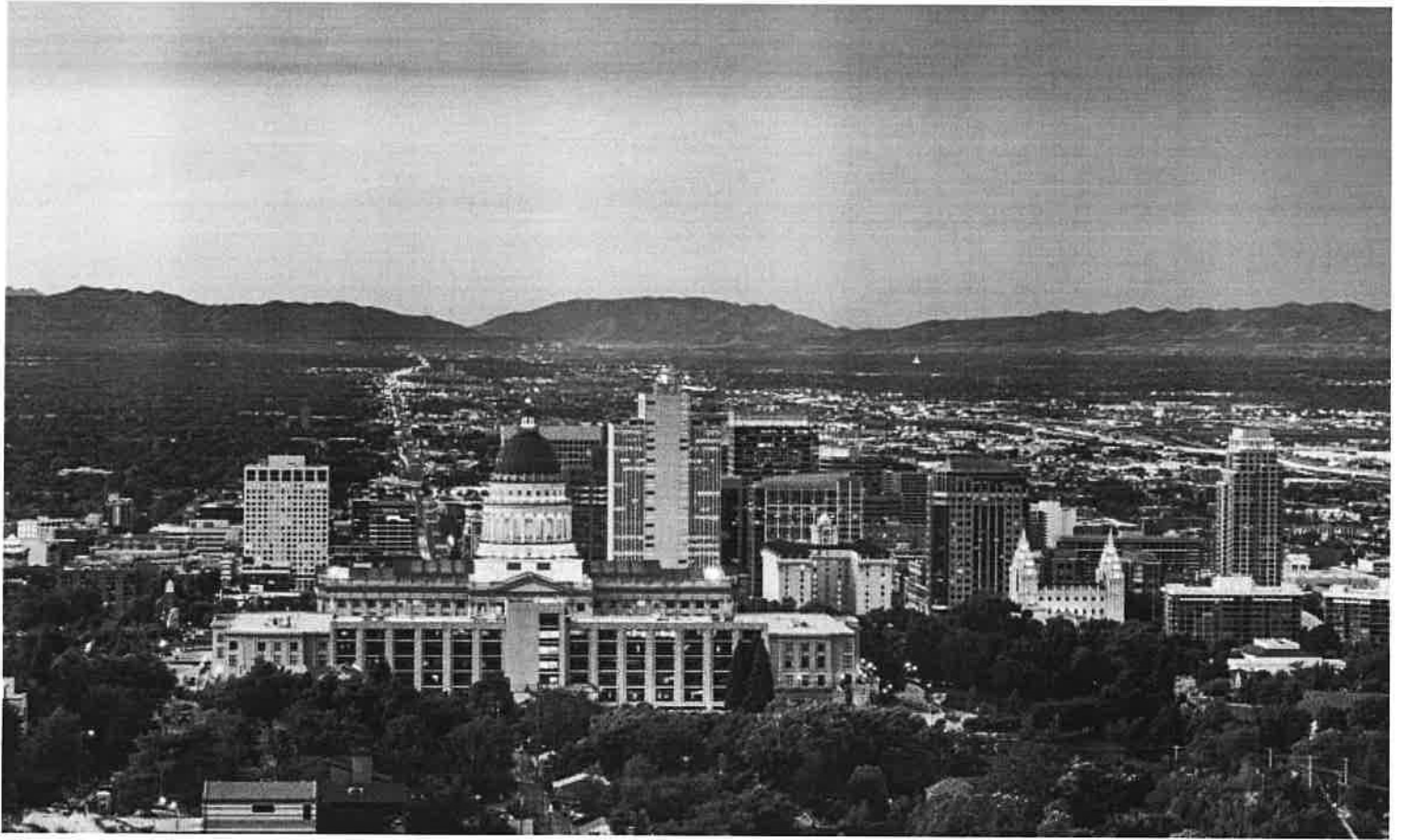
Reviewed and Advised
as to Form and Legality

Craig J. Wangsgard
Digitally signed by Craig J. Wangsgard
Date: 2023.03.17 11:32:15 -0600

Deputy District Attorney

Council Member Alvord voting	<u>Nay</u>
Council Member Bradley voting	<u>Aye</u>
Council Member Bradshaw voting	<u>Aye</u>
Council Member Granato voting	<u>Absent</u>
Council Member Harrison voting	<u>Aye</u>
Council Member Stewart voting	<u>Nay</u>
Council Member Stringham voting	<u>Aye</u>
Council Member Theodore voting	<u>Absent</u>
Council Member Winder Newton voting	<u>Aye</u>

EXHIBIT A



SALT LAKE COUNTY CONVENTION AND TOURISM ASSESSMENT AREA MANAGEMENT PLAN

*Created pursuant to the Convention and Tourism Business Assessment Area Act,
Utah Code Title 11, Chapter 11-42b*

January 16, 2023

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Prepared by



(800)999-7781

www.civitasadvisors.com



CONVENTION
& TOURISM
ASSESSMENT AREA

SLCo CTAA Management Plan
January 16, 2023

I. Overview

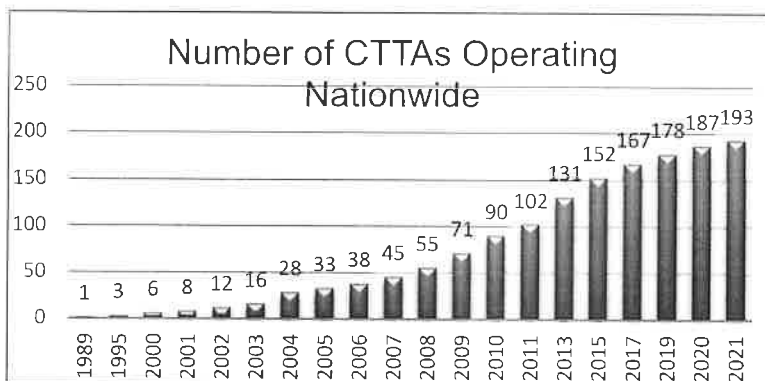
Developed by Salt Lake County lodging establishments in partnership with Visit Salt Lake, the Salt Lake County Convention and Tourism Assessment Area ("SLCo CTAA") is an assessment area proposed to provide specific benefits to payors, by funding districtwide development & programming, and community and sales development with regional incentives programs for assessed lodging establishments.

- Location:* The proposed SLCo CTAA includes all lodging establishments with more than thirty-five (35) rooms, existing and in the future, in the following municipalities in the West Region and South Valley Region, (West Valley City, Taylorsville, West Jordan, Township of Kerns, Sandy, South Jordan, Riverton, and Draper), as well as all lodging establishments within zip codes 84103, 84101 and 84111 within the City of Salt Lake, as shown on the map in Section III.
- Services:* The SLCo CTAA is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Districtwide development & programming, and community and sales development with regional incentives programs will increase demand for overnight tourism and market payors as visitor, meeting, and event destinations, thereby increasing demand for room night sales.
- Budget:* The total SLCo CTAA annual budget for the first year of its five (5) year operation is anticipated to be \$7,500,000. This budget is expected to fluctuate as hotel room occupancy and average daily rates fluctuate over the SLCo CTAA's term.
- Cost:* The annual assessment rate is two percent (2%) of gross short-term guest room rental revenue on stays of twenty-nine (29) days or less at lodging establishments within the SLCo CTAA. Based on the benefits received, assessments will not be collected on stays of thirty (30) or more consecutive days, or on stays for use for an essential government function; and paid directly by a federal government agency or a foreign diplomat with U.S. issued tax exemption. Utah State and Utah local government representatives must pay the assessment at the time of purchase and request a refund from Salt Lake County or the Third-Party Administrator. State and local government entities of other states are not exempt from the assessment.
- Collection:* The County of Salt Lake will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging establishment business assessed within the SLCo CTAA. Salt Lake County shall take all reasonable efforts to collect the assessments from each lodging establishment. The County shall forward the assessments collected to the third-party administrator.
- Duration:* The SLCo CTAA will have 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 SLCo CTAA formation there is a 30-day period in which lodging establishment owners paying more than sixty percent (60%) of the assessment may protest and initiate a County Commission hearing on the termination of the SLCo CTAA.
- Management:* The SLCo CTAA shall be managed by a non-profit organization, primarily engaged in the

marketing and promotion of Salt Lake County, which shall enter into a contract with Salt Lake County to provide the beneficial activities in accordance with this Management Plan. The third-party administrator shall establish a SLCo CTAA Committee (“Committee”).

II. Background

CTTAs are an evolution of the traditional Business Improvement District. The first CTTA was formed in West Hollywood, California in 1989. Since then, nearly 200 destinations throughout the United States have followed suit. In recent years, other states have begun adopting this model – Montana, South Dakota, Washington, Colorado, Texas, Massachusetts, Virginia, Louisiana, and Utah have adopted CTTA laws. Several other states are in the process of adopting their own legislation. The cities of Wichita, Kansas, Newark, New Jersey, and Newport, Rhode Island used an existing business improvement district law to form a CTTA. And, some cities, like Portland, Oregon, Memphis, Tennessee, and Tampa, Florida have utilized their home rule powers to create CTTAs without a state law.



Nationwide, CTTAs collectively raise over \$440 million for local destination marketing. With competitors raising their budgets, and increasing competition for visitor dollars, it is important that Salt Lake County lodging establishments invest in stable, lodging-specific marketing programs.

CTTAs utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. CTTAs allow lodging establishment owners to organize their efforts to increase room night sales. Lodging establishment owners within the CTTA pay an assessment and those funds are used to provide services that increase room night sales.

In Utah, CTTAs are formed pursuant to the Convention and Tourism Assessment Area Act, Utah Code Title 11, Chapter 42b. This law allows for the creation of a benefit district to raise funds within a specific geographic area. *The key difference between CTTAs and other benefit districts is the funds raised will be managed by a non-profit organization, primarily engaged in the marketing and promotion of Salt Lake County, which will enter into a contract with Salt Lake County to provide the beneficial activities in accordance with this Management Plan.*

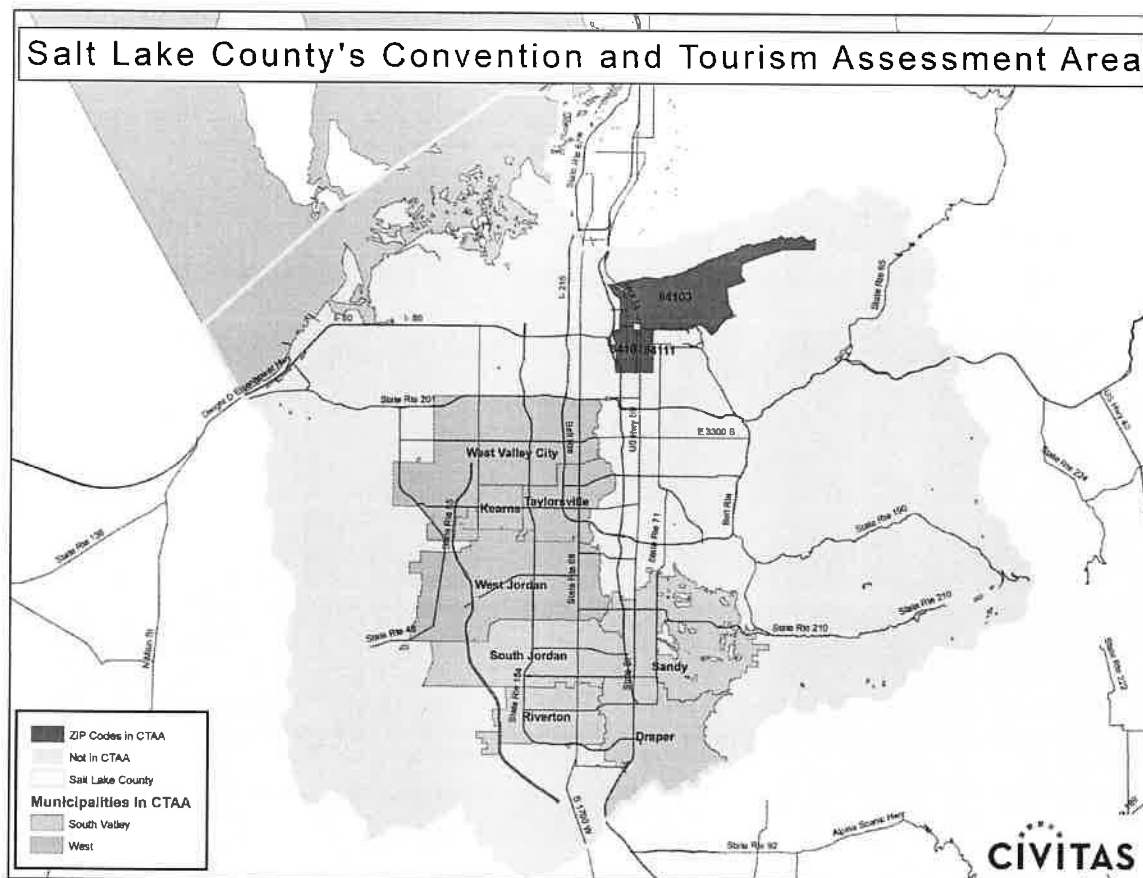
There are many benefits to CTTAs:

- Funds must be spent on services and improvements that provide a specific benefit to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are ***designed, created and governed by those who will pay*** the business improvement assessment; and
- They provide a stable, long-term funding source for tourism promotion.

III. Boundary

The proposed SLCo CTAA includes all lodging establishments with more than thirty-five (35) rooms, existing and in the future, in the following municipalities in the West Region and South Valley Region, (West Valley City, Taylorsville, West Jordan, Township of Kerns, Sandy, South Jordan, Riverton, and Draper), as well as all lodging establishments within zip codes 84103, 84101 and 84111 within the City of Salt Lake, as shown on the map below.

The term “lodging establishment” as used herein means the same as the term is defined in section 29-2-102 with more than thirty-five (35) rooms.



IV. Services

Annual Service Plan

Assessment funds will be spent to provide specific benefits to the payors. The services provided with the SLCo CTAA funds include districtwide development & programming, and community and sales development with regional incentives programs for assessed lodging establishments.

A service plan assessment budget has been developed to deliver services that benefit the assessed lodging establishments. A detailed annual assessment budget will be developed by lodging establishments in Salt Lake County. The total assessment budget for the first year of its five (5) year operation is anticipated to be \$7,500,000. The total assessment budget for the first year shall allocate fifty percent (50%) to districtwide development & programming, thirty percent (30%) to community & sales development – regional incentives, ten percent (10%) to contingency, reserves & major event impact fund, and ten percent (10%) for administration.

Although actual revenues will fluctuate due to market conditions and assessment rate changes, the proportional allocations of the budget shall remain the same. However, the SLCo TTA Committee shall have the authority to adjust budget allocations between the categories by no more than fifteen percent (15%) of the total budget per year. A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the SLCo CTAA, any and all assessment funds may be used for the costs of defending the SLCo CTAA.

Each assessment budget category includes all costs related to providing that service. For example, the districtwide development & programming budget includes the cost of staff time dedicated to overseeing and implementing districtwide development & programming. Staff time dedicated purely to administrative tasks is allocated to the administrative portion of the budget.

The costs of an individual staff member may be allocated to multiple budget categories. The staffing levels necessary to provide the services below will be determined by the third-party administrator and the SLCo CTAA Committee on an as-needed basis.

Assessment Budget Category	Budget Percentage	Budget Amount
Districtwide Development & Programing	50%	\$3,750,000
Community and Sales Development – Regional Incentives	30%	\$2,250,000
Administration	10%	\$750,000
Contingency/Reserves & Major Impact Fund	10%	\$750,000
Total SLCo CTAA Budget	100%	\$7,500,000

Districtwide Development & Programming

Fifty percent (50%) of the assessment budget, shall be used for districtwide development & programming that shall promote assessed lodging establishments as tourist, meeting, and event destinations with the central theme of promoting the district as a desirable place for overnight visits. The program shall have the goal of increasing demand for overnight visitation, room night sales, and an increase of average daily rate and revenue per available room at assessed lodging establishments.

Increased demand shall be generated through enhanced programming in existing markets and developing new opportunity markets for leisure and business traveler segments with brand-led creative advertising and tactical content development and promotion highlighting the key strengths of specific regions.

Programming may include, but is not limited to:

- New visitor profile research program development;
Domestic and international marketing campaigns;
- Marketing communication channel expansion;
- Global travel trade and media reach growth;
- Tourism experience development and promotion to widen visitor distribution, increase spend, and length of stay;
- Districtwide event booking incentives and sale co-op programming;
- Inclusive, Diversity, Equity, Accessibility programs;
- Workforce, Education, and Visitor Economy Champion & Volunteer programs; and
- Environment, sustainability, & community health programs.

Community & Sales Development - Regional Incentives

Thirty percent (30%) of the budget, shall be dedicated to individual regions for region-specific visitor economy improvement activities. The community & sales development – regional incentives funds will be used to benefit each region through enhanced community incentive and sales programming to stimulate demand for leisure, sports, and business traveler segments. The Third-Party Administrator's SLCo CTAA Committee shall identify the entity or entities within each region that shall receive thirty percent (30%) of the amount collected within the region to fund eligible programs and activities. The programs are an exclusive privilege and shall provide a direct benefit to assessed lodging establishments in the region.

The community & sales development - regional incentives funding is designed to support region-based activities that can demonstrate plans to achieve economic impact, through the promotion, support and enhanced demand for overnight visitation, room night sales, and an increase of average daily rate and revenue per available room at assessed lodging establishments. Funding shall be leveraged for new and existing events that demonstrate economic impact growth or demonstrate innovation in delivery and/or content.

Programming may include, but is not limited to:

- Guest experience programming; including placemaking activities and investments, clean and safe activities, and tourism infrastructure and facility enhancement;
- Sports, meeting, & convention growth through booking incentives and sales co-op programming; and
- Brand-led creative advertising and tactical content development.

Contingency, Reserves & Major Event Impact Fund

The budget for contingency, reserves, and a major event impact fund shall be ten percent (10%) of the assessment budget. The budget includes a contingency line item to account for uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration, or renewal costs at the discretion of the Third-Party Administrator's SLCo CTAA Committee.

Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Third-Party Administrator's SLCo CTAA Committee. The reserve fund may be used for the costs of renewing the Tourism Assessment Area.

The major event impact fund is for individual or ongoing major events for Salt Lake County. Major events shall have the capacity to attract large scale visitation from core markets, are of national or international significance, deliver national and/or international profile to Salt Lake County due to the scale of the event, are for professional and elite sports, and may not be used for amateur or junior events. Event support can also be considered for events that rebuild tourism in regions of the SLCo CTAA impacted by natural disaster or designated by a state of emergency.

Administration & Operations

The administration and operations budget shall be ten percent (10%) of the assessment budget and be utilized for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees. Salt Lake County shall be paid a fee equal to one percent (1%) of the amount of assessment collected, or the actual cost, to cover their costs of collection and administration.

V. Assessment

1. Assessment Rate

The annual assessment rate is two percent (2%) of gross short-term guest room rental revenue on stays of twenty-nine (29) days or less and shall be collected from the lodging establishment businesses within the SLCo CTAA. Based on the benefits received, assessments will not be collected on stays of thirty (30) or more consecutive days, or on stays for use for an essential government function; and paid directly by a federal government agency or a foreign diplomat with a U.S. issued tax exemption. Utah State and Utah local government entities must pay the assessment at the time of purchase and request a refund from the County of Salt Lake or the Third-Party Administrator. State and local government entities of other states are not exempt from the assessment.

The term “gross guest room rental revenue” as used herein means the consideration charged, whether or not received, for the occupancy of space in an assessed lodging establishment. Gross guest room rental revenue shall not include any federal, state, or local taxes collected, including but not limited to transient room taxes and sales and use taxes. The assessment shall not be considered a part of lodging establishments revenue for any purposes, including but not limited to collection of transient room taxes and sales and use taxes.

Assessed lodging establishments have the right to impose a surcharge equal to the assessment on their guests. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged, and each transient shall receive a receipt for payment from the lodging establishment. The assessment shall be disclosed as the “SLCo Tourism Assessment.” The assessment is imposed solely upon, and is the sole obligation of, the assessed lodging establishment, even if it is passed on to transients. The assessment shall not be considered revenue for any purposes, including calculation of transient room taxes.

2. Annual Budget

The total sum collected for the five (5) year term is expected to be \$39,818,519 through 2027. The \$39,818,519 estimate includes a three percent (3%) increase to the budget per year due to effectiveness of SLCo CTAA programs. The actual revenue will vary based on the market conditions and effectiveness of the programs. This budget is expected to fluctuate as hotel room occupancy and average daily rates fluctuate over the SLCo CTAA’s term.

Fiscal Year	District Development & Programing	Community & Sales Development	Contingency/Reserves & Major Impact Fund	Administration	Total
2023-24	\$3,750,000	\$2,250,000	\$750,000	\$750,000	\$7,500,000
2024-25	\$3,862,500	\$2,317,500	\$772,500	\$772,500	\$7,725,000
2025-26	\$3,978,375	\$2,387,025	\$795,675	\$795,675	\$7,956,750
2026-27	\$4,097,726	\$2,458,636	\$819,545	\$819,545	\$8,195,453
2027-28	\$4,220,658	\$2,532,395	\$844,132	\$844,132	\$8,441,316
Total	\$19,909,259	\$11,945,556	\$3,981,852	\$3,981,852	\$39,818,519

3. Penalties & Interest

- a. The interest rate for a calendar year for the collection of the assessment administered by Salt Lake County shall be calculated based on the federal short-term rate determined by the Secretary of the Treasury under Section 6621, Internal Revenue Code, in effect for the preceding fourth calendar quarter.
- b. The interest rate calculation shall be as follows:
 - i. In the case of an overpayment or refund, simple interest shall be calculated at the rate of two percentage (2%) above the federal short-term rate; or
 - ii. In the case of an underpayment, deficiency, or delinquency, simple interest shall be calculated at the rate of two percentage (2%) points above the federal short-term rate.
- c. Interest on any underpayment, deficiency, or delinquency of the assessment shall be computed from the time the original return is due, excluding any filing or payment extensions, to the date the payment is received.
- d. Interest may not be allowed on an overpayment of the assessment if the overpayment is refunded within 90 days after the last date prescribed for filing the return.
 - i. Interest on any overpayment of the assessment shall be computed from the date the original return was filed; or
 - ii. The due date for the original return not including any extensions for filing the original return; and
 - iii. That ends on the date Salt Lake County receives the amended return.

4. Collection

The SLCo CTAA assessment will be implemented beginning August 1, 2023, or as soon as possible thereafter and end five (5) years from its start date. Salt Lake County will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging establishment business. Salt Lake County shall take all reasonable efforts to collect the assessments from each lodging establishment. The County shall forward the assessments collected to the third-party administrator.

VI. Governance

1. Third-Party Administrator

The SLCo CTAA shall be managed by a non-profit organization, primarily engaged in the marketing and promotion of Salt Lake County, which shall enter into a contract with Salt Lake County to provide the beneficial activities in accordance with this Management Plan. The third-party administrator is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The third-party administrator shall establish a CTAA Management Committee ("Committee").

2. County Oversight - Modifications, Renewal, Dissolution

The legislative body, pursuant to the Convention and Tourism Assessment Area Act, Utah Code Title 11, Chapter 42b-108, may amend the management plan at the written request of the third-party administrator to the legislative body.

The legislative body may, for a period not to exceed ten (10) years, renew the SLCo CTAA as provided in the Convention and Tourism Assessment Area Act section 11-42b-109.

The legislative body may not dissolve the SLCo CTAA, pursuant to the Convention and Tourism Assessment Area Act, section 11-42b-110, unless: 1) the legislative body determines there has been a misappropriation of funding, malfeasance, or a violation of law in connection with the management of the SLCo CTAA; or 2) a petition is signed by owners, or authorized agents, of lodging establishment businesses representing sixty percent (60%) or more of the total assessment amount levied against all lodging establishment businesses. The petition shall be submitted to the legislative body within a 30-day period that begins after the day which the SLCo CTAA is designated and within the same 30-day period each subsequent year in which the SLCo CTAA exists.

3. Expiration

The SLCo CTAA will have a five (5) year life, beginning August 1, 2023, or as soon as possible thereafter and end five (5) years from its start date.

4. Specific Benefit

SLCo CTAA services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by a third-party administrator, and reports submitted on an annual basis to the County. Assessed lodging establishments will be featured in marketing materials, receive sales leads generated from SLCo CTAA-funded activities, be featured in advertising campaigns, and benefit from other SLCo CTAA-funded services.

VII. Appendix One – List of Lodging Establishments

Name of Establishment	Address	City & State	Zip Code	Number of Rooms
Fairfield Inn Salt Lake City Draper	12117 S State St, Draper, UT 84020	Draper, UT	84020	66
Hampton by Hilton Draper Salt Lake City	13711 S 200 W, Draper, UT 84020	Draper, UT	84020	123
Homewood Suites by Hilton Salt Lake City Draper	473 W 13490 S, Draper, UT 84020	Draper, UT	84020	121
Quality Inn Draper	12033 S State St, Draper, UT 84020	Draper, UT	84020	60
Ramada Limited Draper	12605 Minuteman Dr, Draper, UT 84020	Draper, UT	84020	51
SpringHill Suites Salt Lake City Draper	12111 S State St, Draper, UT 84020	Draper, UT	84020	124
TownePlace Suites Salt Lake City Draper	13690 100 E, Draper, UT 84020	Draper, UT	84020	126
Comfort Inn Downtown Salt Lake City	171 W 500 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	85
Crystal Inn Hotel & Suites Salt Lake City	230 W 500 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	175
DoubleTree by Hilton Suites Salt Lake City Downtown	110 W 600 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	241
Fairfield Inn & Suites Salt Lake City Downtown	130 W 400 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	120
Hampton by Hilton Inn Salt Lake City-Downtown	425 S 300 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	158
Hilton Garden Inn Salt Lake City Downtown	250 W 600 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	132
Hilton Salt Lake City Center	255 S W Temple St, Salt Lake City, UT 84101	Salt Lake City, UT	84101	499
Holiday Inn Express Salt Lake City Downtown	206 S W Temple St, Salt Lake City, UT 84101	Salt Lake City, UT	84101	212
Homewood Suites by Hilton Salt Lake City Downtown	423 W 300 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	137
Kimpton Hotel Monaco Salt Lake City	15 W 200 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	225
Little America Salt Lake City	500 Main St, Salt Lake City, UT 84101	Salt Lake City, UT	84101	850
Marriott Salt Lake Downtown at City Creek	75 S W Temple St, Salt Lake City, UT 84101	Salt Lake City, UT	84101	510
Metropolitan Inn	524 S W Temple St, Salt Lake City, UT 84101	Salt Lake City, UT	84101	61
Radisson Hotel Salt Lake City Downtown	215 W S Temple, Salt Lake City, UT 84101	Salt Lake City, UT	84101	381
Residence Inn Salt Lake City Downtown	285 W Broadway, Salt Lake City, UT 84101	Salt Lake City, UT	84101	189
Salt Lake Plaza Hotel SureStay Collection by Best Western	122 W S Temple, Salt Lake City, UT 84101	Salt Lake City, UT	84101	150
Sheraton Salt Lake City Hotel	150 W 500 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	362
SpringHill Suites Salt Lake City Downtown	625 S 300 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	86

Tapestry Collection by Hilton The Peery Salt Lake City Downtown	110 W Broadway, Salt Lake City, UT 84101	Salt Lake City, UT	84101	73
The Grand America Hotel	555 Main St, Salt Lake City, UT 84111	Salt Lake City, UT	84111	775
Le Meridien Salt Lake City Downtown	131 S 300 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	144
Hyatt House Salt Lake City/Downtown	140 S 300 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	159
Hyatt Place Salt Lake City Downtown The Gateway	55 N 400 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	128
Hyatt Regency Salt Lake City	170 S W Temple St, Salt Lake City, UT 84101	Salt Lake City, UT	84101	700
Salt Lake City Marriott City Center	220 S State St, Salt Lake City, UT 84111	Salt Lake City, UT	84103	359
element Salt Lake City Downtown	145 S 300 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	126
evo Hotel	660 S 400 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	50
Quality Inn Downtown Salt Lake City	616 S 200 W, Salt Lake City, UT 84101	Salt Lake City, UT	84101	113
Asher Adams, an Autograph Collection Hotel	*Set to open and receive address 2024*	Salt Lake City, UT	84103	225
TownePlace Suites Salt Lake City Downtown	135 W 200 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	95
Courtyard Salt Lake City Downtown	345 W 100 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	175
AC Hotels by Marriott Salt Lake City Downtown	225 W 200 S, Salt Lake City, UT 84101	Salt Lake City, UT	84101	164
The Kimball at Temple Square	150 N Main St, Salt Lake City, UT 84103	Salt Lake City, UT	84103	45
City Creek Inn & Suites	1009 S Main St, Salt Lake City, UT 84111	Salt Lake City, UT	84111	62
Motel 6 SLC Downtown	176 W 600 S, Salt Lake City, UT 84101	Salt Lake City, UT	84111	109
Best Western West Valley Inn	3540 S 2200 W, West Valley City, UT 84119	Salt Lake City, UT	84119	58
Comfort Inn West Valley Salt Lake City South	2229 City Center Ct, West Valley City, UT 84119	Salt Lake City, UT	84119	105
Country Inn & Suites West Valley City	3422 Decker Lake Dr, West Valley City, UT 84119	Salt Lake City, UT	84119	81
Crystal Inn Hotel & Suites West Valley City	2254 W, City Center Ct, West Valley City, UT 84119	Salt Lake City, UT	84119	122
Extended Stay America Salt Lake City - West Valley Center	2310 W, City Center Ct, West Valley City, UT 84119	Salt Lake City, UT	84119	122
Sleep Inn West Valley City-Salt Lake City South	3440 Decker Lake Dr, Salt Lake City, UT 84119	Salt Lake City, UT	84119	73
Home2 Suites by Hilton Salt Lake City West Valley City	4028 Parkway Blvd, West Valley City, UT 84120	Salt Lake City, UT	84120	90
Best Western Plus Cotton Tree Inn	10695 S Auto Mall Dr, Sandy, UT 84070	Sandy, UT	84070	111

Courtyard Salt Lake City Sandy	10701 Holiday Park Dr, Sandy, UT 84070	Sandy, UT	84070	123
Econo Lodge Inn & Suites Sandy	8955 S 255 W, Sandy, UT 84070	Sandy, UT	84070	85
Extended Stay America Salt Lake City - Sandy	10715 S Auto Mall Dr, Sandy, UT 84070	Sandy, UT	84070	122
Hampton by Hilton Inn Salt Lake City/Sandy	10690 Holiday Park Dr, Sandy, UT 84070	Sandy, UT	84070	130
Hilton Garden Inn Salt Lake City Sandy	277 W Sego Lily Dr, Sandy, UT 84070	Sandy, UT	84070	150
Holiday Inn Express & Suites Sandy South Salt Lake City	10680 S Auto Mall Dr, Sandy, UT 84070	Sandy, UT	84070	88
Hyatt House Salt Lake City Sandy	9685 Monroe St, Sandy, UT 84070	Sandy, UT	84070	137
Residence Inn Salt Lake City Sandy	270 W 10000 S, Sandy, UT 84070	Sandy, UT	84070	153
Embassy Suites by Hilton South Jordan Salt Lake City	10333 S Jordan Gateway, South Jordan, UT 84095	South Jordan, UT	84095	192
Holiday Inn South Jordan SLC South	10499 S Jordan Gateway, South Jordan, UT 84095	South Jordan, UT	84095	127
Home2 Suites by Hilton Salt Lake City South Jordan	10704 S River Front Pkwy, South Jordan, UT 84095	South Jordan, UT	84095	125
La Quinta Inns & Suites South Jordan	511 S Jordan Pkwy, South Jordan, UT 84095	South Jordan, UT	84095	104
Sleep Inn South Jordan-Sandy	10676 Frontage Rd, South Jordan, UT 84095	South Jordan, UT	84095	67
SpringHill Suites Salt Lake City-South Jordan	11280 River Heights Dr, South Jordan, UT 84095	South Jordan, UT	84095	111
Super 8 S Jordan/Sandy SLC Area	10722 Frontage Rd, South Jordan, UT 84095	South Jordan, UT	84095	61
HomeTowne Studios Salt Lake City Mid Valley	5683 S Redwood Rd, Salt Lake City, UT 84123	Taylorsville, UT	84123	139
My Place Hotel West Jordan	7424 S Campus View Dr, West Jordan, UT 84084	West Jordan, UT	84084	63
Hampton by Hilton Inn Salt Lake City-West Jordan	3923 W Center Park Dr, West Jordan, UT 84084	West Jordan, UT	84084	106
Residence Inn Salt Lake City - West Jordan	7558 S Plz Ctr Dr, West Jordan, UT 84084	West Jordan, UT	84084	99
TownePlace Suites Salt Lake City West Valley	5473 High Market Dr, West Valley City, UT 84120	West Valley City, UT	84120	87
Embassy Suites by Hilton Salt Lake West Valley City	3524 Market St, West Valley City, UT 84119	West Valley City, UT	84119	162
Holiday Inn Express & Suites Salt Lake City West Valley	3036 Decker Lake Dr, West Valley City, UT 84119	West Valley City, UT	84119	94
My Place Hotel West Valley City	3074 Decker Lake Dr, West Valley City, UT 84119	West Valley City, UT	84119	63
Hampton Inn West Valley Salt Lake City	2659 High Commons Way, West Valley City, UT 84120	West Valley City, UT	84120	100
SpringHill Suites Salt Lake City West Valley	3662 S 2400 W, West Valley City, UT 84119	West Valley, UT	84119	133
Staybridge Suites Salt Lake - West Valley City	3038 Decker Lake Dr, West Valley City, UT 84119	West Valley, UT	84119	97

WoodSpring Suites Salt Lake City (converted to Extended Stay America)	1646 W 3500 S, West Valley City, UT 84119	West Valley, UT	84119	121
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VIII. Appendix Two – Legislation

Chapter 42b Convention and Tourism Business Assessment Area Act

11-42b-101 Definitions.

As used in this chapter:

- (1) "Assessment" means the assessment that a specified county levies on benefitted properties under this chapter to pay for beneficial activities.
- (2) "Assessment area" means a convention and tourism business assessment area designated under this chapter.
- (3)
 - (a) "Beneficial activity" means any activity or service that increases hotel room rates or occupancy levels at lodging establishments.
 - (b) "Beneficial activity" includes an activity to:
 - (i) promote tourism;
 - (ii) sponsor or incentivize a cultural or sports event, festival, conference, or convention;
 - (iii) facilitate economic or workforce development for the lodging industry, including workforce recruitment or retention; or
 - (iv) promote placemaking, visitor management, or destination enhancement.
- (4) "Benefitted property" means a lodging establishment that directly or indirectly benefits from a beneficial activity.
- (5) "Guest" means an individual for whom a lodging establishment provides lodging accommodations for compensation.
- (6) "Lodging establishment" means the same as that term is defined in Section 29-2-102.
- (7) "Municipality" means a city, town, or metro township.
- (8) "Owner" means the owner of a benefitted property, or the authorized agent or employee of the owner.
- (9) "Qualified number of owners" means a number of owners of benefitted properties that represents 60% or more of the total assessment amount levied against all benefitted properties within a proposed or existing assessment area, provided that if an owner of one or more benefitted properties represents 40% or more of the total assessment amount levied against all benefitted properties within a proposed or existing assessment area, no more than 40% of the total assessment amount shall be attributed to that owner.
- (10) "Specified county" means a county of the first or second class.
- (11) "Third party administrator" means a private nonprofit organization, primarily engaged in destination marketing and promotion, that enters into a contract with a specified county to provide beneficial activities within an assessment area in accordance with the management plan.

Enacted by Chapter 376, 2022 General Session

11-42b-102 Designating an assessment area -- Levying and paying an assessment - Requirements and prohibitions.

- (1) Subject to the requirements of this part, the legislative body of a specified county intending to levy an assessment on benefitted properties to pay for beneficial activities shall adopt an ordinance or resolution designating an assessment area.
- (2) A specified county that levies an assessment under this chapter for beneficial activities:
 - (a) shall:
 - (i) levy an assessment on each benefitted property within the assessment area;
 - (ii) use an assessment method that, when applied to a benefitted property, reflects an equitable portion of the benefit the benefitted property will receive for the beneficial activities for which the assessment is levied;
 - (iii) levy and collect an assessment in accordance with a management plan that meets the requirements of Subsection 11-42b-103(2)(a); and
 - (iv) contract with a third party administrator to implement beneficial activities within the assessment areas;
 - (b) may:
 - (i) levy an assessment only on lodging establishments located within the geographical boundaries of the specified county;
 - (ii) establish benefit zones that divide the assessment area into multiple types or classifications to:
 - (A) levy a different level of assessment; or
 - (B) use a different assessment method in each classification to reflect more fairly the benefits that property within the different types or classifications is expected to receive because of the proposed beneficial activities;
 - (iii) rely on estimated benefits from an increase in:
 - (A) retail sales rates;
 - (B) customer base;
 - (C) public perception;
 - (D) hotel room rates and occupancy levels;
 - (E) the commercial environment from enhanced services;
 - (F) another articulable method of estimating benefits; or
 - (G) a combination of the methods described in Subsections (2)(b)(iii)(A) through (F); and
 - (iv) may not:
 - (A) include, within an assessment area, any area of land that is included within the geographic boundaries of a municipality unless the legislative body of the municipality adopts an ordinance or resolution consenting to the municipality's inclusion in the assessment area; or
 - (B) levy an assessment for a period longer than 10 years, unless the assessment area is renewed in accordance with Section 11-42b-109.
- (3) The legislative body of a specified county may not adopt a designation ordinance or resolution under Subsection (1) unless the legislative body:
 - (a) receives a petition that meets the requirements of Section 11-42b-103;
 - (b) gives notice as provided in Section 11-42b-104;
 - (c) receives and considers all protests filed under Section 11-42b-105;
 - (d) holds a public **hearing** as **provided** in Section 11-42b-106; and
 - (e) holds a public **meeting** as **provided** in Section 11-42b-107.

- (a) The owner of a benefitted property that pays an assessment under this chapter may place the assessment as a mandatory surcharge on guest receipts.
- (b) A surcharge under this Subsection (4):
 - (i) shall be disclosed on all information and communication platforms of the benefitted property in the same manner as other surcharges, hotel and occupancy taxes, and sales and use taxes as required by applicable laws and regulations; and
 - (ii) may not:
 - (A) be used to calculate a benefitted property's gross receipts or gross revenues for any purpose, including the calculation of sales revenue, occupancy taxes, or state income taxes; or
 - (B) be considered as part of income pursuant to any lease or operator agreement.
- (5) The payment of an assessment under this chapter may not be taken as a deduction from income for state income tax purposes.

Enacted by Chapter 376, 2022 General Session

11-42b-103 Petition to designate assessment area -- Requirements -- Management plan contents.

- (1) The process for a specified county to designate an assessment area is initiated by the filing of a petition with the legislative body of the specified county.
- (2) A petition under Subsection (1) shall:
 - (a) include a proposed management plan that:
 - (i) describes:
 - (A) the boundaries and duration of the proposed assessment area;
 - (B) each benefitted property proposed to be assessed;
 - (C) the total estimated amount of assessment to be levied against all benefitted properties for each year an assessment is levied;
 - (D) the method by which the proposed assessment is calculated;
 - (E) the beneficial activities to be paid by assessments for each year an assessment is levied;
 - (F) the total estimated amount of assessment to be expended on beneficial activities for each year an assessment is levied;
 - (G) the proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each owner of benefitted property to calculate the amount of the assessment to be levied against the owner's benefitted property;
 - (H) any proposed benefit zones as described in Subsection 11-42b-102(2)(b)(ii); and
 - (I) the interest, penalties, and costs or other requirements of the proposed assessment;
 - (ii) establishes procedures for collecting the proposed assessment;
 - (iii) requires the legislative body to contract with a third party administrator to implement the proposed beneficial activities within the assessment area;
 - (iv) includes a statement regarding the right of a benefitted property to impose a surcharge on guests of the benefitted property as provided in Subsection 11-42b-102(4); and
 - (b) be signed by a qualified number of owners.

Enacted by Chapter 376, 2022 General Session

11-42b-104 Notice of proposed assessment area -- Requirements.

- (1) If the legislative body of a specified county receives a petition that meets the requirements of Section 11-42b-103, the legislative body shall give notice of the proposed assessment area.
- (2) The notice under Subsection (1) shall:
 - (a) include the following information:

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- (i) a statement that the legislative body received a petition to designate an assessment area under Section 11-42b-103;
 - (ii) a statement that the specified county proposes to:
 - (A) designate one or more areas within the specified county's geographic boundaries as an assessment area;
 - (B) contract with a third party administrator to provide beneficial activities within the proposed assessment area; and
 - (C) finance some or all of the cost of providing beneficial activities by an assessment on benefitted properties within the assessment area;
 - (iii) a summary of the contents of the proposed management plan, including the information described in Subsection 11-42b-103(2)(a)(i);
 - (iv) a statement explaining how an individual can access the petition described in Subsection (2)(a), including the contents of the proposed management plan;
 - (v) a statement that contains:
 - (A) the date described in Section 11-42b-105 and the location at which a protest under Section 11-42b-105 may be filed;
 - (B) the method by which the legislative body will determine the number of protests required to defeat the designation of the proposed assessment area or implementation of the proposed beneficial activities, subject to Subsection 11-42b-107(1)(b); and
 - (C) a statement in large, boldface, and conspicuous type explaining that an owner of a benefitted property must protest the designation of the assessment area in writing if the owner objects to the area designation or being assessed for the proposed beneficial activities;
 - (vi) the date, time, and place of the public hearing required in Section 11-42b-106; and
 - (vii) any other information the legislative body considers appropriate; (b)
 - (i) be posted in at least three public places within the specified county's geographic boundaries at least 20 but not more than 35 days before the day of the hearing required in Section 11-42b-106; and
 - (ii) be published on the Utah Public Notice Website described in Section 63A-16-601 for four weeks before the deadline for filing protests specified in the notice under Subsection (2)(a) (v); and
 - (c) be mailed, postage prepaid, within 10 days after the first publication or posting of the notice under Subsection (2)(b) to each owner of benefitted property within the proposed assessment area at the owner's mailing address.
- (3)
- (a) The legislative body may record the version of the notice that is published or posted in accordance with Subsection (2)(b) with the office of the county recorder.
 - (b) The notice recorded under Subsection (3)(a) expires and is no longer valid one year after the day on which the legislative body records the notice if the legislative body has failed to adopt the designation ordinance or resolution under Section 11-42b-102 designating the assessment area for which the notice was recorded.

Enacted by Chapter 376, 2022 General Session

11-42b-105 Protests.

- (1) An owner of a benefitted property that is proposed to be assessed and who does not want the benefitted property to be included in the assessment area may, within 30 days after the day of the hearing described in Section 11-42b-106, file a written protest with the legislative body:

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- (a) against:
 - (i) the designation of an assessment area;
 - (ii) the inclusion of the owner's benefitted property in the proposed assessment area; or
 - (iii) the proposed beneficial activities to be implemented; or
- (b) protesting:
 - (i) whether the assessment meets the requirements of Section 11-42b-102; or
 - (ii) any other aspect of the proposed designation of an assessment area.
- (2) Each protest under Subsection (1) shall:
 - (a) describe or otherwise identify the benefitted property owned by the person filing the protest; and
 - (b) include the signature of the owner of the benefitted property.
- (3) An owner subject to assessment may withdraw a protest at any time before the expiration of the 30-day period described in Subsection (1) by filing a written withdrawal with the legislative body.
- (4) If the legislative body intends to assess benefitted properties within the proposed assessment area by establishing benefit zones, as described in Subsection 11-42b-102(2)(b)(ii), and the legislative body has clearly noticed the legislative body's intent, the legislative body shall:
 - (a) in determining whether adequate protests have been filed, aggregate the protests by the type of beneficial activity or by classification; and
 - (b) apply to and calculate for each type of beneficial activity or classification the threshold requirements of adequate protests.
- (5) The failure of an owner of a benefitted property within the proposed assessment area to file a timely written protest constitutes a waiver of any objection to:
 - (a) the designation of the assessment area;
 - (b) any beneficial activity to be implemented within the assessment area;
 - (c) the inclusion of the owner's benefitted property within the assessment area; and
 - (d) the fact, but not amount, of benefit to the owner's benefitted property.
- (6) The legislative body shall post the total and percentage of the written protests the legislative body receives under this section on the legislative body's website, or, if no website is available, at the legislative body's place of business at least five days before the public meeting described in Section 11-42b-106.

Enacted by Chapter 376, 2022 General Session

11-42b-106 Public hearing.

- (1) On the date and at the time and place specified in the notice under Section 11-42b-104, the legislative body shall hold a public hearing.
- (2)
 - (a) The legislative body:
 - (i) subject to Subsection (2)(a)(ii), may continue the public hearing from time to time to a fixed future date and time; and
 - (ii) may not hold a public hearing that is a continuance less than five days before the deadline for filing protests described in Section 11-42b-105.
 - (b) The continuance of a public hearing does not restart or extend the protest period described in Subsection 11-42b-105.
- (3) At the public hearing, the legislative body shall hear all:
 - (a) objections to the designation of the proposed assessment area or the beneficial activities proposed to be implemented within the assessment area;

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- (b) objections to whether the assessment will meet the requirements of Section 11-42b-102; and
- (c) persons desiring to be heard.

Enacted by Chapter 376, 2022 General Session

11-42b-107 Public meeting -- Adoption of ordinance or resolution regarding proposed assessment area -- Limitations.

- (1)
 - (a) After holding a public hearing under Section 11-42b-106 and within 90 days after the day that the protest period expires in accordance with Section 11-42b-105, the legislative body shall:
 - (i) count the written protests filed or withdrawn in accordance with Section 11-42b-105 and calculate whether adequate protests have been filed; and
 - (ii) hold a public meeting to announce the protest tally and whether adequate protests have been filed.
 - (b) Adequate protests are filed under Subsection (1)(a) if protests have been filed by a qualified number of owners.
 - (c) If adequate protests are not filed, the legislative body at the public meeting may adopt a resolution or ordinance:
 - (i) abandoning the proposal to designate an assessment area; or (ii)
 - (A) designating an assessment area; and
 - (B) approving a management plan as proposed under Section 11-42b-103, or with changes under Subsection (1)(e).
 - (d) If adequate protests are filed, the legislative body at the public meeting:
 - (i) may not adopt a resolution or ordinance designating the assessment area; and
 - (ii) may adopt a resolution or ordinance to abandon the proposal to designate the assessment area.
 - (e) In the absence of adequate protests upon the expiration of the protest period and subject to Subsection (1)(e)(ii), the legislative body may make changes to:
 - (i) a beneficial activity proposed for implementation under the proposed management plan; or
 - (ii) the area or areas proposed to be included within the assessment area under the proposed management plan.
- (2) A legislative body may not make a change in accordance with Subsection (1)(c)(i) if the change would result in:
 - (a) a change in the nature of a beneficial activity or reduction in the estimated amount of benefit to a benefitted property, whether in size, quality, or otherwise, than that described in the proposed management plan;
 - (b) an estimated total assessment to any benefitted business within the assessment area that exceeds the estimate described in the proposed management plan; or
 - (c) a financing term that extends beyond the estimated term of financing under the proposed management plan.
- (3) After the adoption of an ordinance or resolution described in Subsection (1)(c)(ii), the legislative body may contract with a third party administrator to provide beneficial activities within the assessment area.

Enacted by Chapter 376, 2022 General Session

11-42b-108 Amendments to management plan -- Procedure -- Notice requirements.

- (1) After the legislative body adopts an ordinance or resolution approving a management plan as provided in Subsection 11-42b-107(1)(c)(ii) and contracts with a third party administrator to provide beneficial activities within the assessment area, the legislative body may amend the management plan if:
 - (a) the third party administrator submits to the legislative body a written request for amendments;
 - (b) subject to Subsection (2), the legislative body gives notice of the proposed amendments;
 - (c) the legislative body holds a public meeting no more than 90 days after the day on which the legislative body gives notice under Subsection (1)(b); and
 - (d) at the public meeting described in Subsection (1)(c), the legislative body adopts an ordinance or resolution approving the amendments to the management plan.
- (2) The notice described in Subsection (1)(b) shall:
 - (a) describe the proposed amendments to the management plan;
 - (b) state the date, time, and place of the public meeting described in Subsection (1)(c); and (c)
 - (i) be posted in at least three public places within the specified county's geographic boundaries at least 20 but not more than 35 days before the day of the public meeting described in Subsection (1)(c); and
 - (ii) be published on the Utah Public Notice Website described in Section 63A-16-601 for four weeks before the public meeting described in Subsection (1)(c); and
 - (d) be mailed, postage prepaid, within 10 days after the first publication or posting of the notice under Subsection (2)(c) to each owner of benefitted property within the assessment area at the owner's mailing address.

Enacted by Chapter 376, 2022 General Session

11-42b-109 Renewal of assessment area designation -- Procedure -- Disposition of previous revenues.

- (1) Upon the expiration of an assessment area, the legislative body may, for a period not to exceed 10 years, renew the assessment area as provided in this section.
- (2)
 - (a) If there are no changes to the management plan or the designation of the third party administrator, the legislative body may not renew the assessment area unless:
 - (i) subject to Subsection (2)(c), the legislative body gives notice of the proposed renewal;
 - (ii) the legislative body holds a public meeting no more than 90 days after the day on which the legislative body gives notice under Subsection (2)(a)(i); and
 - (iii) at the public meeting described in Subsection (2)(a)(ii), the legislative body adopts an ordinance or resolution renewing the assessment area designation.
 - (b) If there are changes to the management plan or the designation of the third party administrator, the legislative body may not renew the assessment area unless the legislative body:
 - (i) gives notice of the proposed renewal in accordance with Section 11-42b-104;
 - (ii) receives and considers all protests filed under Section 11-42b-105;
 - (iii) holds a public hearing as provided in Section 11-42b-106;
 - (iv) holds a public meeting as provided in Section 11-42b-107; and
 - (v) at the public meeting described in Subsection (2)(b)(iv), adopts an ordinance or resolution renewing the assessment area.
 - (c) The notice described in Subsection (2)(a)(i) shall:
 - (i) state:
 - (A) that the legislative body proposes to renew the assessment area with no changes; and

- (B) the date, time, and place of the public meeting described in Subsection (2)(a)(ii);
- (ii)
 - (A) be posted in at least three public places within the specified county's geographic boundaries at least 20 but not more than 35 days before the day of the public meeting described in Subsection (2)(a)(ii); and
 - (B) be published on the Utah Public Notice Website described in Section 63A-16-601 for four weeks before the public meeting described in Subsection (2)(a)(ii); and
- (iii) be mailed, postage prepaid, within 10 days after the first publication or posting of the notice under Subsection (2)(c)(ii) to each owner of benefitted property within the assessment area at the owner's mailing address.
- (3)
 - (a) Upon renewal of an assessment area, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed assessment area.
 - (b) If the renewed assessment area includes a benefitted property that was not included in the previous assessment area, the third party administrator may only expend revenues described in Subsection (3)(a) on benefitted properties that were included in the previous assessment area.
 - (c) If the renewed assessment area does not include a benefitted property that was included in the previous assessment area, the third party administrator shall refund to the owner of the benefitted property the revenues described in Subsection (3)(a) attributable to the benefitted property.

Enacted by Chapter 376, 2022 General Session

11-42b-110 Dissolution of assessment area -- Procedure -- Disposition of revenues.

- (1) The legislative body may dissolve an assessment area before the assessment area expires as provided in this section.
- (2) The legislative body may not dissolve an assessment area under Subsection (1) unless: (a)
 - (i) the legislative body determines there has been a misappropriation of funds, malfeasance, or a violation of law in connection with the management of the assessment area; or
 - (ii) a petition to dissolve the assessment area:
 - (A) is signed by a qualified number of owners; and
 - (B) is submitted to the legislative body within the period described in Subsection (3);
 - (b) subject to Subsection (4), the legislative body gives notice of the proposed dissolution;
 - (c) the legislative body holds a public meeting; and
 - (d) at the public meeting described in Subsection (2)(c), the legislative body adopts an ordinance or resolution dissolving the assessment area.
- (3) The owners of benefitted properties may submit to the legislative body a petition described in Subsection (2)(a)(ii):
 - (a) within a 30-day period that begins after the day on which the assessment area is designated by ordinance or resolution under Section 11-42b-107; or
 - (b) within the same 30-day period during each subsequent year in which the assessment area exists.
- (4) The notice described in Subsection (2)(b) shall:
 - (a) state:
 - (i) the reasons for the proposed dissolution; and
 - (ii) the date, time, and place of the public meeting described in Subsection (2)(c);
 - (b)
 - (i) be posted in at least three public places within the specified county's geographic boundaries at

- least 20 but not more than 35 days before the day of the public meeting described in Subsection (2)(c); and
- (ii) be published on the Utah Public Notice Website described in Section 63A-16-601 for four weeks before the public meeting described in Subsection (2)(c); and
- (c) be mailed, postage prepaid, within 10 days after the first publication or posting of the notice under Subsection (4)(b) to each owner of benefitted property within the assessment area at the owner's mailing address.
- (5) Upon the dissolution of an assessment area, the third party administrator shall return to the owner of each benefitted property any remaining revenues attributable to the benefitted property.

Enacted by Chapter 376, 2022 General Session

11-42b-111 Action to contest assessment or proceeding.

- (1) A person who contests an assessment or any proceeding to designate an assessment area may commence a civil action against the specified county to:
 - (a) set aside a proceeding to designate an assessment area; or
 - (b) enjoin the levy or collection of an assessment.
- (2) A person bringing an action under Subsection (1) shall bring the action in the district court with jurisdiction in the specified county.
- (3)
 - (a) Except as provided in Subsection (3)(b), a person may not begin the action against or serve a summons relating to the action on the specified county more than 30 days after:
 - (i) the effective date of the designation ordinance or resolution adopted under Section 11-42b-107, if the action relates to the designation of an assessment area or the levying of an assessment; or
 - (ii) the effective date of the ordinance or resolution adopted under Section 11-42b-108, if the action relates to the levying of an assessment under an amended management plan.
 - (b) If each benefitted property within an assessment area consents to the designation of the assessment area and the levying of an assessment, or if each benefitted property within an assessment area consents to the amendments to the management plan, as applicable, a person may not bring an action against or serve a summons relating to the action on the specified county more than 15 days after:
 - (i) the effective date of the designation ordinance or resolution adopted under Section 11-42b-107, if the action relates to the designation of an assessment area or the levying of an assessment; or
 - (ii) the effective date of the ordinance or resolution adopted under Section 11-42b-108, if the action relates to the levying of an assessment under an amended management plan.
- (4) An action under Subsection (1) is the exclusive remedy of a person who contests an assessment or any proceeding to designate an assessment area.
- (5) A court may not set aside, in part or in whole or declare invalid an assessment, a proceeding to designate an assessment area, or a proceeding to levy an assessment that meets the requirements of Section 11-42b-102 because of an error or irregularity that does not relate to the equity or justice of the assessment or proceeding.
- (6)
 - (a) A person may bring a claim of misuse of assessment funds through a mandamus action regardless of the expiration of the period for bringing an action under Subsection (3).
 - (b) This section does not prohibit the filing of criminal charges against or the prosecution of a

party for the misuse of assessment funds.

Enacted by Chapter 376, 2022 General Session

11-42b-112 No limitation on other county powers.

- (1) This chapter does not limit a power that a specified county has under other applicable law to:
 - (a) make an improvement or provide a service;
 - (b) create a district;
 - (c) levy an assessment or tax; or
 - (d) issue a bond or a refunding bond.
- (2) If there is a conflict between a provision of this chapter and any other statutory provision, the provision of this chapter governs.

Enacted by Chapter 376, 2022 General Session

11-42b-113 Severability.

A court's invalidation of any provision of this chapter does not affect the validity of any other provision of this chapter.

Enacted by Chapter 376, 2022 General Session

EXHIBIT B

District Boundary Map

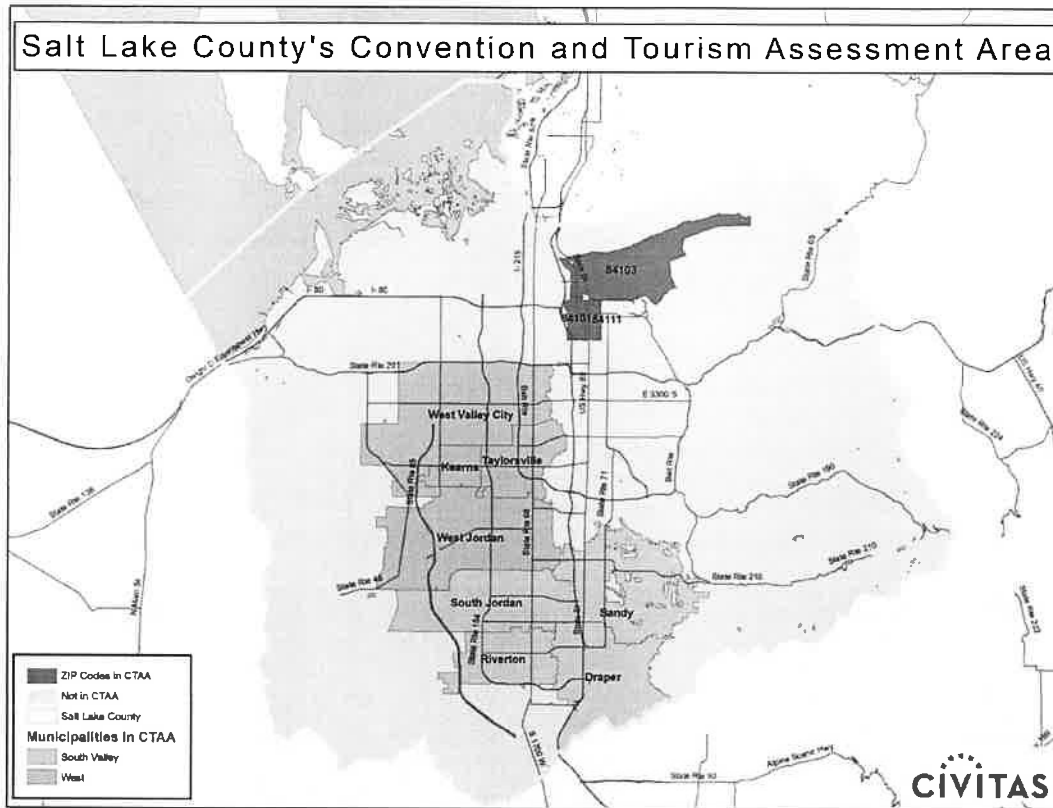


EXHIBIT C

NOTICE OF PROPOSED ASSESSMENT AREA

NOTICE IS HEREBY GIVEN that the County Council (Council) of the County of Salt Lake (County) has received petitions to designate an assessment area under the Convention and Tourism Business Assessment Area Act, Title 11, Chapter 42b, Section 11-42b-103. The proposed name of this assessment area is the Salt Lake County Convention and Tourism Assessment Area (SLCo CTAA). A summary of the Management Plan is included herein as Exhibit A, as well as a full copy of the Management District Plan.

NOTICE IS HEREBY FURTHER GIVEN THAT the Council proposes to:

1. Designate one or more areas within the County's geographic boundaries as an Assessment Area;
2. Contract with a third-party administrator to provide beneficial activities within the proposed SLCo CTAA; and
3. Finance some or all of the cost of providing beneficial activities by an assessment on benefitted properties within the SLCo CTAA.

NOTICE IS HEREBY FURTHER GIVEN that at 4:00 PM on May 2, 2023, at the County Council Chambers, County Government Center, 2001 South State Street #N1100, Salt Lake City, Utah 84114, has been set as the time and place for a public hearing required by Section 11-42b-106.

NOTICE IS HEREBY FURTHER GIVEN that pursuant to Section 11-42b-105, an owner of a benefitted property that is proposed to be assessed and who does not wish to be included within the SLCo CTAA may, within thirty (30) days after the day of the public hearing, file a written protest with the County. Protests may be filed at the County Council Chambers, County Government Center, 2001 South State St., Ste N2-200, Salt Lake City, Utah 84114. Subject to Subsections 11-42b-107(1)(b) and 11-42b-101, a determination shall be made at the public meeting to determine whether adequate protests have been filed to prevent designating an assessment area. A qualified number of owners are owners of benefitted properties that represent 60% or more of the total assessment amount levied against all benefitted properties within the proposed assessment area, provided that if an owner of one or more benefitted properties represents 40% or more of the total assessment amount levied against all benefitted properties, no more than 40% of the total assessment amount shall be attributed to that owner. **An owner of a benefitted property must protest the designation of the assessment area in writing if the owner objects to the area designation or being assessed for the proposed beneficial activities.**

A complete copy of the petition to designate the SLCo CTAA and another copy of proposed Management Plan may be accessed. Requests for access should be made to:

Kaitlin Eskelson
 President & CEO
 Visit Salt Lake
 90 S. West Temple
 Salt Lake City, UT 84101
 801-534-4911

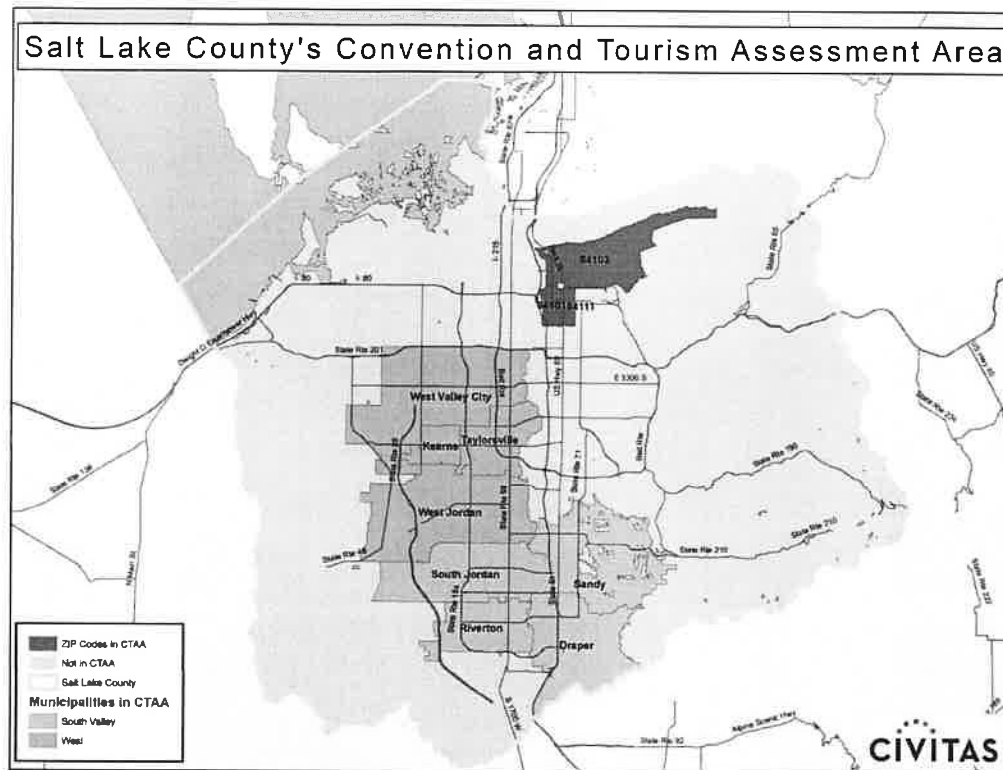
By resolution of the County Council of Salt Lake, Utah, this April 4th, 2023.

ATTEST


Lannie Chapman or Designee
Salt Lake County Clerk

Exhibit A Management District Plan Summary

Location: The proposed SLCo CTAA includes all lodging establishments with more than thirty-five (35) rooms, existing and in the future, in the following municipalities in the West Region and South Valley Region, (West Valley City, Taylorsville, West Jordan, Township of Kerns, Sandy, South Jordan, Riverton, and Draper), as well as all lodging establishments within zip codes 84103, 84101 and 84111 within the City of Salt Lake, as shown on the map below.



Services: The SLCo CTAA is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Districtwide development & programming, and community and sales development with regional incentives programs will increase demand for overnight tourism and market payors as visitor, meeting, and event destinations, thereby increasing demand for room night sales.

Budget: The total SLCo CTAA annual budget for the first year of its five (5) year operation is anticipated to be \$7,500,000. This budget is expected to fluctuate as hotel room occupancy and average daily rates fluctuate over the SLCo CTAA's term.

Cost: The annual assessment rate is two percent (2%) of gross short-term guest room rental revenue on stays of twenty-nine (29) days or less at lodging establishments within the SLCo CTAA. Based on the benefits received, assessments will not be collected on stays of thirty (30) or more consecutive days, or on stays for use for an essential government function; and paid directly by a federal government agency or a foreign diplomat with U.S. issued tax exemption. Utah State and Utah local government representatives must pay the assessment at the time of purchase and request a refund from Salt Lake County or the Third-Party Administrator. State and local government entities of other states are not exempt from the

assessment.

- Collection:* The County of Salt Lake will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging establishment business assessed within the SLCo CTAA. Salt Lake County shall take all reasonable efforts to collect the assessments from each lodging establishment. The County shall forward the assessments collected to the third-party administrator.
- Duration:* The SLCo CTAA will have 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 SLCo CTAA formation there is a 30-day period in which lodging establishment owners paying more than sixty percent (60%) of the assessment may protest and initiate a County Commission hearing on the termination of the SLCo CTAA.
- Management:* The SLCo CTAA shall be managed by a non-profit organization, primarily engaged in the marketing and promotion of Salt Lake County, which shall enter into a contract with Salt Lake County to provide the beneficial activities in accordance with this Management Plan. The third-party administrator shall establish a SLCo CTAA Committee ("Committee").











R2023-19 SLCO Convention and Tourism Assessment Area

Final Audit Report

2023-05-12

Created:	2023-05-11
By:	Anna Ratcliffe (aratcliffe@sjc.utah.gov)
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-  Document created by Anna Ratcliffe (aratcliffe@sjc.utah.gov)
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Signature Date: 2023-05-12 - 2:34:01 PM GMT - Time Source: server
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