

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 ⁴ ~~2~~, 2023.

ATTEST

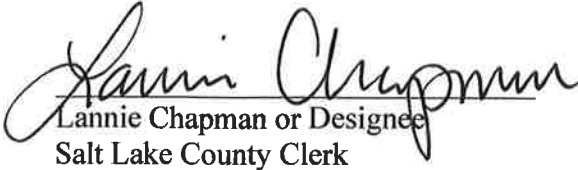
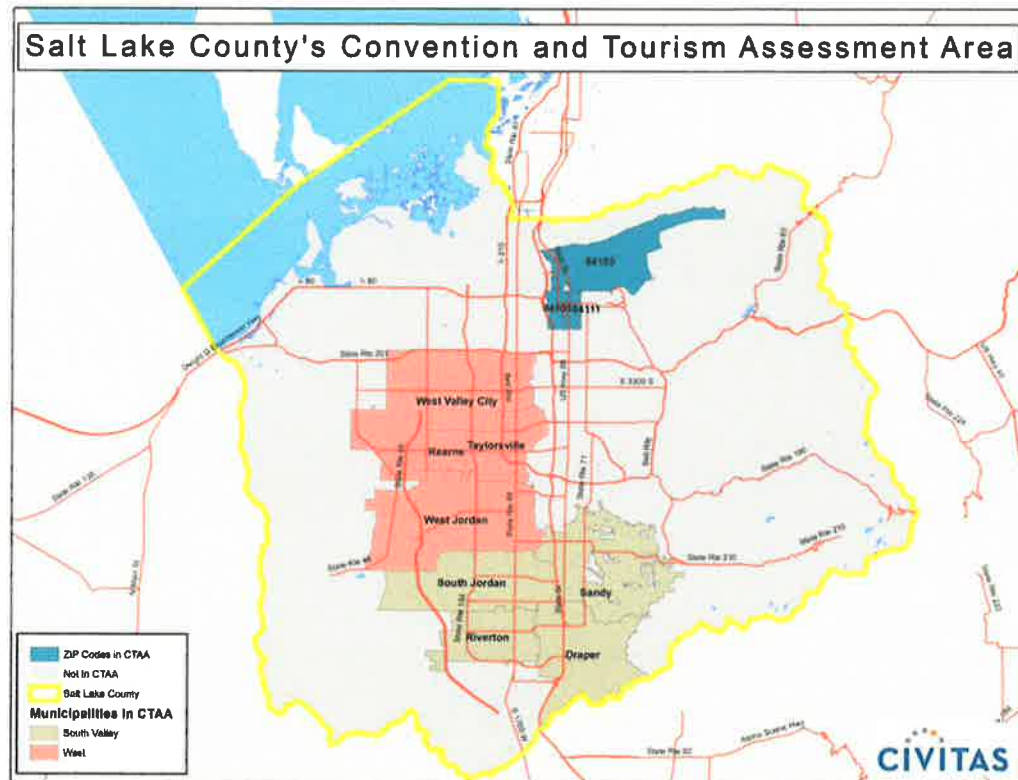

Lannie Chapman or Designee
Salt Lake County Clerk

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").