

Effective 5/4/2022

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