

1                   **CONVENTION AND TOURISM BUSINESS ASSESSMENT**

2                                   **AREA ACT**

3   2022 GENERAL SESSION

4   STATE OF UTAH

5                                   **Chief Sponsor: Robert M. Spendlove**

6   Senate Sponsor: David G. Buxton

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**LONG TITLE**

8 **General Description:**

9                   This bill enacts the Convention and Tourism Business Assessment Area Act.

10 **Highlighted Provisions:**

11                   This bill:

12                   ▶ defines terms;

13                   ▶ allows the legislative body of ~~H~~→ [a county of the first class] certain counties ←~~H~~ to

14a designate a convention

15 and tourism business assessment area to levy an assessment on certain lodging

16 establishments to pay for certain activities that benefit lodging establishments;

17                   ▶ establishes requirements for a county legislative body to designate an assessment

18 area, including procedures for filing a petition to designate an assessment area,

19 giving notice of the proposed assessment area, hearing protests, and holding a

20 public meeting to adopt an ordinance or resolution designating the assessment area;

21                   ▶ establishes requirements for a county legislative body to amend, renew, or dissolve

22 the assessment area; and

23                   ▶ establishes requirements for a person to contest the levying of an assessment or the

24 designation of an assessment area.

25 **Money Appropriated in this Bill:**

26                   None

27 **Other Special Clauses:**



59 (ii) sponsor or incentivize a cultural or sports event, festival, conference, or  
 60 convention;

61 (iii) facilitate economic or workforce development for the lodging industry, including  
 62 workforce recruitment or retention; or

63 (iv) promote placemaking, visitor management, or destination enhancement.

64 (4) "Benefitted property" means a lodging establishment that directly or indirectly  
 65 benefits from a beneficial activity.

66 (5) "Guest" means an individual for whom a lodging establishment provides lodging  
 67 accommodations for compensation.

68 (6) "Lodging establishment" means the same as that term is defined in Section  
 69 29-2-102.

70 (7) "Municipality" means a city, town, or metro township.

70a **H→ (8) "Owner" means the owner of a benefitted property, or the authorized agent or**  
 70b **employee of the owner. ←H**

71 **H→ [(8)] (9) ←H "Qualified number of owners" means a number of owners of benefitted**  
 71a **properties**

72 **that represents S→ [50%] 60% ←S or more of the total assessment amount levied against all**  
 72a **benefitted**

73 **properties within a proposed or existing assessment area, provided that if an owner of one or**  
 74 **more benefitted properties represents 40% or more of the total assessment amount levied**  
 75 **against all benefitted properties within a proposed or existing assessment area, no more than**  
 76 **40% of the total assessment amount shall be attributed to that owner.**

77 **H→ [(9)] (10) ←H "Specified county" means a county of the first H→ or second ←H class.**

78 **H→ [(10)] (11) ←H "Third party administrator" means a private nonprofit organization,**  
 78a **primarily**

79 **engaged in destination marketing and promotion, that enters into a contract with a specified**  
 80 **county to provide beneficial activities within an assessment area in accordance with the**  
 81 **management plan.**

82 Section 2. Section **11-42b-102** is enacted to read:

83 **11-42b-102. Designating an assessment area -- Levying and paying an assessment**  
 84 **- Requirements and prohibitions.**

85 **(1) Subject to the requirements of this part, the legislative body of a specified county**  
 86 **intending to levy an assessment on benefitted properties to pay for beneficial activities shall**  
 87 **adopt an ordinance or resolution designating an assessment area.**

88 **(2) A specified county that levies an assessment under this chapter for beneficial**  
 89 **activities:**