

CITY OF GRAND JUNCTION, COLORADO

RESOLUTION NO. 04-25

A RESOLUTION EXTENDING THE TRAVEL AND TOURISM MEMORANDUM OF UNDERSTANDING REGARDING THE ALLOCATION OF THE 2018 VOTER APPROVED INCREASED LODGERS TAX

RECITALS:

In November 2018 City voters adopted an additional 3% increased lodgers tax lodging tax to promote and market travel and tourism related activities in the Grand Junction area. Those activities include destination marketing, additional direct airline service, and sporting events and activities.

By and with Resolution 45-18 the City Council committed to annually consider and allocate until modified by action of the Council, 1% of the lodging tax increase to the Grand Junction Regional Air Service Alliance, .75% to the Greater Grand Junction Sports Commission and the remaining 1.25% of the lodging tax increase to Visit Grand Junction. The City Council may amend the allocations so long as the revenue derived from the lodging tax increase is used solely for the purpose of promoting and marketing travel, tourism and tourism related activities, as determined by the Council.


Beginning on January 1, 2019, the City began to collect, budget and expend the revenue generated from the lodgers tax increase to fund promotions and marketing for travel and tourism related activities. In order to promote, market and obtain travel and tourism and tourism related activities, all as generally described above and in Measure 2A. At the same time the City, the Grand Junction Regional Air Service Alliance (GJRASA), the Greater Grand Junction Sports Commission (GGJSC) and Visit Grand Junction executed the Travel and Tourism Memorandum of Understanding (Agreement) regarding the use of allocated funds. The Agreement, a copy of which is Attached, was for a total period of 5 years. The Agreement expired on December 31, 2024; however, by and with this Resolution the City Council agrees to extend the Agreement, for up to 6 months from the date of this Resolution. During the extension the City Council and the GJRASA, GGJSC and Visit Grand Junction will review the

certain operational practices and relationships to ensure that the revenue derived from the lodgers tax increase is being collected, retained and most appropriately spent for the purpose(s) of promoting and marketing travel, tourism and tourism related activities, as provided in Measure 2A.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION:

The Recitals are incorporated herein and in consideration of the same the City Council extends the attached Travel and Tourism Memorandum of Understanding (Agreement) by and between the GJRASA, GGJSC and Visit Grand Junction for up to 6 months from the date of this Resolution (Extended Term). During the Extended Term the City Council and the GJRASA, GGJSC and Visit Grand Junction will meet and discuss amending and restating the Agreement as deemed necessary or required to confirm certain operational practices and relationships to ensure that the revenue derived from the lodgers tax increase is being collected, retained and most appropriately allocated and spent for the purpose(s) of promoting and marketing travel, tourism and tourism related activities, as provided in Measure 2A and Resolution 45-18 as amended.

PASSED and ADOPTED this 15th day of January 2025.



Abram Herman
President of the City Council

Attest:


Selestina Sandoval
City Clerk

