

## **RESOLUTION NO. 33-25**

### **A RESOLUTION TO PROVIDE FOR A SECOND EXTENSION OF THE TRAVEL AND TOURISM MEMORADUM 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 expired on December 31, 2024; however, by and with Resolution 4-25 the City Council extended the Agreement and with this Resolution authorizes and approves a second extension of the Agreement for up to 6 additional months from the date of this Resolution. During the extension the City Staff will continue to work with the Air Service


Alliance and the Sports Commission Agreement and as necessary or required develop a draft agreement to amend and restate the Agreement 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 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

JUNCTION:

The Recitals are incorporated herein and in consideration of the same the City Council extends the Travel and Tourism Memorandum of Understanding (Agreement) for up to an additional 6 months from the date of this Resolution (Second Extended Term). During the Second Extended Term the City Staff and the GJRASA and GGJSC will continue to 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 18<sup>th</sup> day of June 2025.

  
Cody Kennedy  
President of the City Council

Attest:  
  
Selestina Sandoval  
City Clerk

