

**Columbus Consolidated Government
Council Meeting Agenda Item**

TO:	Mayor and Councilors
AGENDA SUBJECT:	Contract Extension with Columbus Convention and Visitors Bureau
AGENDA SUMMARY:	Approval is requested to extend the intergovernmental agreement between the Columbus Consolidated Government and the Columbus Convention and Visitors Bureau (CCVB) for an additional five-year period.
INITIATED BY:	City Manager's Office

Recommendation: Approval is requested to extend the intergovernmental agreement between the Columbus Consolidated Government and the Columbus Convention and Visitors Bureau (CCVB) for an additional five-year period.

Background: Pursuant to O.C.G.A. §48-13-50 et seq., the Columbus Council levies and collects a tax upon the occupancy of hotel rooms and motel rooms within Columbus which is currently levied at a rate of 8% effective August 1, 2009 per Ordinance 09-33. Since the CCVB has been established by Columbus, as allowed by State Legislature, to provide professional services to Columbus for the promotion of conventions, trade shows, and tourism, CCVB currently receives funding from the hotel-motel taxes levied and collected for said services. On August 25, 2009, Columbus Council also approved Resolution No. 294-09 which designated the CCVB as the official destination marketing organization for Columbus as well as the exclusive provider of conventions, trade shows, and tourism promotion services for Columbus. On October 13, 2015, Columbus Council approved Resolution No. 282-15 which extended the intergovernmental agreement for an additional five-year period. According to State Legislature, Council must appropriate no less than 4 of the 8% hotel-motel tax proceeds for the limited purpose of promoting conventions, trade shows, and tourism. The contract between Columbus and the CCVB ensures compliance with Georgia law as it relates to the use of hotel-motel tax proceeds.

Analysis: The attached resolution addresses compliance with Georgia law for the use of hotel-motel tax proceeds.

Financial Considerations: The 8% hotel-motel tax is currently distributed as follows: 4% CCVB, 2% Civic Center, 1% Trade Center, and 1% Performing Arts.

Legal Considerations: Extension of the intergovernmental agreement meets the requirements of the hotel-motel tax law.

Recommendation/Action: Approve a resolution authorizing the City Manager to extend the intergovernmental agreement between the Columbus Consolidated Government and the Columbus Convention and Visitors' Bureau for an additional five-year period as originally authorized in Resolution No. 294-09 and extended by Resolution No. 282-15.

A RESOLUTION

NO.

A RESOLUTION OF THE COUNCIL OF COLUMBUS, GEORGIA AUTHORIZING A FIVE-YEAR CONTRACT EXTENSION WITH THE COLUMBUS CONVENTION AND VISITORS BUREAU (CCVB) UNDER THE SAME CONTRACT TERMS AND CONDITIONS SET FORTH PREVIOUSLY WITH THE APPROVAL OF RESOLUTION NO. 294-09 AND EXTENDED BY RESOLUTION NO. 282-15.

WHEREAS, the City's contract with the Columbus Convention and Visitors Bureau (CCVB) has ended, the Finance Department, after consultation with the City Manager, requests to extend the contract for an additional five year period for several reasons which are in the best interests of the City;

WHEREAS, the CCVB has been established by Columbus, as allowed by State Legislature, to provide professional services to Columbus for the promotion of conventions, trade shows, and tourism; and,

WHEREAS, the CCVB has been designated by Council as the official destination marketing organization for Columbus per Resolution No. 294-09 and extended by Resolution No. 282-15; and

WHEREAS, the CCVB is the exclusive provider of conventions, trade shows, and tourism promotion services for Columbus per Resolution No. 294-09 and extended by Resolution No. 282-15; and,

WHEREAS, no less than 4 of the 8% hotel-motel tax proceeds must be appropriated by the Council for the limited purpose of promoting conventions, trade shows, and tourism; and,

WHEREAS, it is the current practice of Columbus to provide funding of hotel-motel taxes levied and collected to the CCVB in order to comply with Georgia law; and,

WHEREAS, the CCVB will continue to promote the benefits and advantages of Columbus and the surrounding Columbus metropolitan area, for conventions, trade shows, and tourism for the purpose of stimulating economic growth on behalf of Columbus.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF COLUMBUS, GEORGIA, AS FOLLOWS:

That the City Manager is hereby authorized to execute a five-year contract extension of the intergovernmental agreement as authorized with Resolution No. 294-09 and extended by

Resolution No. 282-15 between the Columbus Consolidated Government and the Columbus Convention and Visitors Bureau.

Introduced at a regular meeting of the Council of Columbus, Georgia held on the _____ day of _____ October 2020 and adopted at said meeting by the affirmative vote of ten members of said Council.

Councilor Allen voting _____.
Councilor Barnes voting _____.
Councilor Crabb voting _____.
Councilor Davis voting _____.
Councilor Garrett voting _____.
Councilor House voting _____.
Councilor Huff voting _____.
Councilor Thomas voting _____.
Councilor Tucker voting _____.
Councilor Woodson voting _____.

Sandra T. Davis, Clerk of Council

B.H. "Skip" Henderson, Mayor