

Presented by: The Manager
Introduced: 07/25/88
Drafted by: B.J.B.

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 1319

A RESOLUTION ESTABLISHING ASSEMBLY INTENT REGARDING THE USE OF THE PROCEEDS OF THE PROPOSED TWO PERCENT INCREASE IN THE HOTEL-MOTEL ROOM RENTAL TAX.

WHEREAS, the Assembly supports the development and promotion of tourism as a major basic industry in Juneau, and

WHEREAS, Ordinance No. 88-17, adopted on June 6, 1988, proposes a two percent increase (from the current five percent to seven percent) in the hotel-motel room rental tax, and

WHEREAS, the proposed two percent increase in the hotel-motel room rental tax was recommended by the Juneau Convention and Visitors Bureau, and

WHEREAS, the hotel-motel room rental tax serves as an appropriate source of revenue for funding a variety of programs and activities which promote and enhance the image of Juneau and thereby further the development of the tourism and visitor industry in our community, and

WHEREAS, it is intended that the proposed two percent increase in the existing hotel-motel room rental tax will provide an additional source of revenue for tourism-related programs;


NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

1. That the Assembly recognizes that the hotel-motel room rental tax is paid primarily by visitors to Juneau and is an appropriate source of revenue to undertake programs which will increase the number of visitors and tourists to Juneau and thereby expand the tourism industry and its contribution to the local economy.

2. That it is the intent of the Assembly to utilize the proceeds of the proposed two percent increase in the hotel-motel room rental tax to be submitted to the voters at the regular municipal election on October 4, 1988, for programs which are directly related to the development and promotion of the tourism industry in Juneau, including but not limited to partial funding of the Juneau Convention and Visitors Bureau upon Assembly approval of a specific budget, activity program, and reporting system for the bureau relating to the fiscal year of the city and borough, and funding of tourism marketing programs.

3. Effective Date. This resolution shall be effective immediately upon adoption.

Adopted this 25th day of July, 1988.


Deputy Mayor

Attest:


Clerk