

**AGENDA MATERIAL**

DATE 6/6/23 ITEM NO. KA 31



**PIMA COUNTY**  
BOARD OF SUPERVISORS

# Attractions & Tourism

## AGENDA ITEM 31

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## Attractions & Tourism: **AGENDA ITEM 31**

- A.R.S. 42-6108 provides for the levy and collection of tax on the gross proceeds of businesses within transient lodging of 6%. The County receives bed tax only from hotel and resort venues located in unincorporated areas of Pima County. 50% of the revenue from the tax must be used by the County to promote tourism through our recognized agency.
- Visit Tucson, (Metropolitan Tucson Convention and Visitor Bureau, MTCVB) is the official recognized Tourism Promotion Agency for Pima County (Resolution No. 1991-18)

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- Each year Pima County & Visit Tucson signs a 1-year agreement for a not-to-exceed dollar amount based on revenue forecasts provided by Visit Tucson and Pima County Department of Finance and Risk Management. In addition, a scope of work and deliverables for the year are agreed upon. Deliverables have included Convention Sales & Services, marketing of County assets, Public Relation stories, Sports Marketing, International marketing, Hotel bookings and film projects.

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- Since May of 2019, the Arizona Department of Revenue (ADOR) has conducted audits at the behest of Pima County Finance & Risk Management's Tax Assessment Staff to identify any unpaid or incorrectly paid taxes.
- Pima County continues to receive unpaid or incorrectly paid taxes. Each time we receive additional revenue due to back taxes, 50% of those back taxes is paid to Visit Tucson. We continue to add amendments to our Visit Tucson Contract to disperse the additional payments.



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