

## **RESOLUTION NO. 12387**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE A THREE YEAR AGREEMENT BETWEEN THE CITY OF MESA AND VISIT MESA, INC. FOR THE DISTRIBUTION OF A PORTION OF THE CITY'S TRANSIENT LODGING TAX PROCEEDS TO VISIT MESA, INC. FOR THE PROMOTION OF TOURISM AND DESTINATION MARKETING IN MESA, ARIZONA.

WHEREAS, in accordance with Mesa City Code Section 5-10-447, the City imposes a transient lodging tax ("TLT") on hotels and lodging for the use of lodging space; and

WHEREAS, Arizona Revised Statute 9-500.06 requires that a certain portion of the TLT be expended for the promotion of tourism either directly by the City or by a nonprofit organization that promotes tourism; and

WHEREAS, Visit Mesa is a nonprofit corporation organized as a Destination Marketing Organization whose mission is the promotion of tourism in Mesa, Arizona, including the promotion of sporting and community events, visitor spending, economic tourism, and cultural exhibits; and

WHEREAS, Visit Mesa represents and warrants that it will expend Mesa's TLT for the promotion of tourism in Mesa, Arizona in compliance with Arizona Revised Statute 9-500.06; and

WHEREAS, in compliance with A.R.S. § 9-500.06, the City desires to transfer a percentage of the transient lodging tax proceeds collected by the City to Visit Mesa for the promotion of tourism in Mesa, Arizona and retain a percentage of the transient lodging tax proceeds received for the tourism activities conducted by the City of Mesa.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, AS FOLLOWS:**

Section 1: That a three-year agreement between the City of Mesa and Visit Mesa, Inc. for the transfer of a portion of the City's transient lodging tax proceeds to Visit Mesa, Inc., in accordance with A.R.S. § 9-500.06, is approved.

Section 2: That the City Manager, or designated representative, is authorized and directed to execute such an agreement on behalf of the City of Mesa, together with any related amendments, modifications, supplements, and any other documents necessary thereto. The City Clerk, or designee, is authorized and directed to attest to the signature of the City Manager or his designated representative thereon.

PASSED AND ADOPTED by the City Council of the City of Mesa, Maricopa County, Arizona, this 16th day of June, 2025.

APPROVED:

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Mayor

ATTEST:

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City Clerk