

ENDORSEMENTS

The following companies, organizations and governments have endorsed this proposal:

Southern Arizona Lodging &
Resort Association
Tucson Airport Authority
Visit Tucson

Doubletree Hotel Tucson at Reid Park
Focus Hospitality Management
Comfort Suites at Tucson Mall
DoubleTree by Hilton Suites—
Tucson Airport

The Lodging Company
Marriott University Park Hotel
Red Rock Hotel Group
Ramada Tucson Foothills
Red Lion Inn & Suites
The Westin La Paloma Resort & Spa

**YOUR ORGANIZATION,
COMPANY OR
GOVERNMENT ENTITY
SHOULD BE HERE!**



For more information, contact

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**2015
Legislative
Agenda**
*A plan to promote
tourism in
southern Arizona,
attract air service
to Tucson, and
support youth &
amateur sports in
Pima County.*



What is the plan offered by SALARA?

The Southern Arizona Lodging and Resort Association will be asking the Tucson Airport Authority and Pima County to support legislation that will re-purpose the Pima County Sports & Tourism Authority. This authority, passed in 2009, was enabling legislation for Pima County to raise funds to support major league sports, specifically intended for major league baseball spring training. While the law continues on the books, the purpose for which it was designed, has long since gone. SALARA, the Airport Authority, and Pima County would like to see the Authority change its purpose to promote sponsorship of market-wide sporting events, to promote the tourist destination of southern Arizona, to support non-stop air routes to Tucson International Airport, and the support the operations of the Pima County Sports Park specifically to support youth & amateur sports.

A new Sports Authority Board will be appointed consisting of seven members. The tax rates that were originally established for the 2009 Authority will remain the same. And the funds will be divided among the three areas mentioned above.

Should the legislation pass, the voters of Pima County will need to approve the imposition of the tax to fund the new Sports and Tourism Authority.

SALARA sees this legislation as a job creation bill, a tax revenue enhancement for government, and a major source of income to increase tourism in southern Arizona!

SUMMARY of the proposed new legislation . . .

Use of Funds Raised (new purpose)

- 50% to the duly recognized DMO—Visit Tucson, used first to sponsor market-wide events and second, to market the destination, southern Arizona.
- 25% to support air service to the destination
- 25% to assist with operational expenses of the youth & amateur sports facilities.

New Sports and Tourism Authority Board of Directors (similar to current law)

One member appointed by each of the Board of Supervisors members consisting of:

- One from lodging industry
- One from the car rental industry
- One from the restaurant industry
- One from the retail segment
- One from the duly recognized DMO—Visit Tucson

PLUS

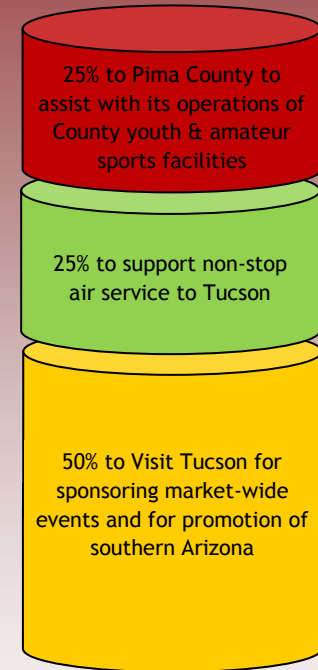
Two members appointed by the Pima County Administrator

- Both at-large representative

Excise Tax (no change from current law)

- Hotels/motels—0.45 percent (45¢ for a \$100 room night)
- Car rentals—0.35 percent (35¢ for a \$100 vehicle rental)
- Restaurants & bars—0.25 percent (25¢ for a \$100 dinner)
- Retail segment—0.15 percent (15¢ for a \$100 retail purchase)

Proceeds from the assessment will be allocated as follows:



Estimated Annual Revenue in 2015 \$\$\$

\$2 million to youth and amateur sports
\$2 million for airline flights
\$4 million to tourism marketing and event promotion