



2024 PARTNER BRIEFING SHEET

Tourism Marketing Performance Fund (TMPF)

- Received a \$200K ongoing and \$106K one-time budget cut from \$22.8 M
- There are still additional risks of cuts at the Executive Appropriation Committee (EAC)

ACTION: Message to Executive Appropriation Committee (EAC) members the importance of the TMPF to the industry and your community.

Transient Room Tax (TRT) - protect investments made into the visitor economy including establishing and promoting the visitor economy as well as visitor management.

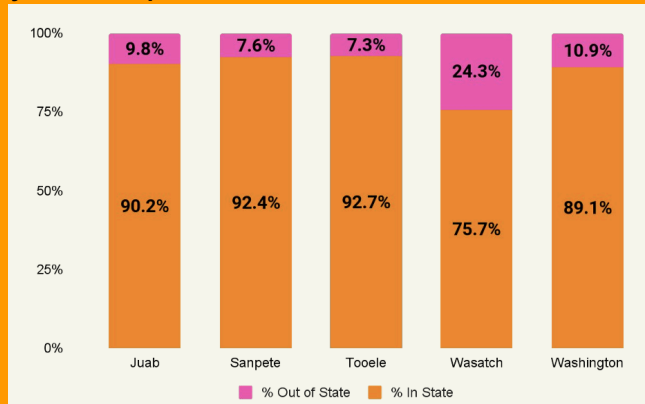
- Multiple proposals surfacing around TRT increases and/or expanded uses

ACTION: Continue to message to your legislators the importance of investing in destination spenders and the overall economic impact the industry provides.

Outdoor Recreation Management

- As a mid-sized state, Utah attracts many recreation minded residents
- A majority of trail users on many trails around the state are Utahns
- Recreation management for residents requires investments beyond Transient Room Tax
- To date, state investments in the recreation economy are in physical assets, not services to recreationalists who require public safety and emergency services
- Good recreation management policy is essential for all

Many of the People You See on Trails are Residents, Not Visitors:



Alcohol Policy

1. Support portability in hotels
2. Support increasing licenses associated with a census formula

Short Term Rentals - The industry is supportive of Representative Whyte's Request for Appropriation (RFA). This would allow the tax commission to use a restricted account for the purpose of funding state-wide address identification to surface any non-tax paying STRs. Business, Economic Development and Labor (BEDL) did not recommend funding the RFA.

ACTION: Message to Executive Appropriation Committee (EAC) members the importance of the statewide address identification in creating parity between all lodging properties.