

11101513D

## SENATE BILL NO. 1344

Offered January 12, 2011

Prefiled January 12, 2011

A *BILL to amend and reenact § 58.1-3823 of the Code of Virginia, relating to the additional transient occupancy tax for advertising the Historic Triangle area; membership of the Williamsburg Area Destination Marketing Committee.*

Patron—Norment

Referred to Committee on Finance

**Be it enacted by the General Assembly of Virginia:****1. That § 58.1-3823 of the Code of Virginia is amended and reenacted as follows:**

§ 58.1-3823. Additional transient occupancy tax for certain counties.

A. In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822, Hanover County, Chesterfield County and Henrico County may impose:

1. An additional transient occupancy tax not to exceed four percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for promoting tourism, travel or business that generates tourism or travel in the Richmond metropolitan area; and

2. An additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for expanding the Richmond Centre, a convention and exhibition facility in the City of Richmond.

3. An additional transient occupancy tax not to exceed one percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for the development and improvement of the Virginia Performing Arts Foundation's facilities in Richmond, for promoting the use of the Richmond Centre and for promoting tourism, travel or business that generates tourism and travel in the Richmond metropolitan area.

B. In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822, any county with the county manager plan of government may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied, provided the county's governing body approves the construction of a county conference center. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for the design, construction, debt payment, and operation of such conference center.

C. 1. In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822, the Counties of James City and York may impose an additional transient occupancy tax not to exceed \$2 per room per night for the occupancy of any overnight guest room. The revenues collected from the additional tax shall be designated and expended solely for advertising the Historic Triangle area, which includes all of the City of Williamsburg and the Counties of James City and York, as an overnight tourism destination by the members of the Williamsburg Area Destination Marketing Committee of the Greater Williamsburg Chamber and Tourism Alliance. The tax imposed by this subsection shall not apply to travel campground sites or to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days.

2. The Williamsburg Area Destination Marketing Committee shall consist of the members as provided in this subdivision. The governing bodies of the City of Williamsburg, the County of James City, and the County of York shall each designate one of their members to serve as members of the Williamsburg Area Destination Marketing Committee. These three members of the Committee shall have two votes apiece.

Further, one member of the Committee shall be selected by the Board of Directors of the Williamsburg Hotel and Motel Association; one member of the Committee shall be from The Colonial Williamsburg Foundation and shall be selected by the Foundation; one member of the Committee shall be an employee of Busch Gardens Europe/Water Country USA and shall be selected by Busch Gardens

INTRODUCED

SB1344

59 Europe/Water Country USA; one member of the Committee shall be from the Jamestown-Yorktown  
60 Foundation and shall be selected by the Foundation; one member of the Committee shall be selected by  
61 the Executive Committee of the Greater Williamsburg Chamber and Tourism Alliance; and one member  
62 of the Committee shall be the President and Chief Executive Officer of the Virginia Tourism Authority  
63 who shall serve ex officio. Each of these six members of the Committee shall have one vote apiece. The  
64 President of the Greater Williamsburg Chamber and Tourism Alliance shall serve ex officio with  
65 nonvoting privileges unless chosen by the Executive Committee of the Greater Williamsburg Chamber  
66 and Tourism Alliance to serve as its voting representative. The Executive Director of the Williamsburg  
67 Hotel and Motel Association shall serve ex officio with nonvoting privileges unless chosen by the Board  
68 of Directors of the Williamsburg Hotel and Motel Association to serve as its voting representative.

69 *In no case shall more than one person (i) of the same local government, including the governing*  
70 *body of the locality, or (ii) of the same organization serve as a member of the Committee at the same*  
71 *time.*

72 3. The Williamsburg Area Destination Marketing Committee shall maintain all authorities granted by  
73 this section. The Greater Williamsburg Chamber and Tourism Alliance shall serve as the fiscal agent for  
74 the Williamsburg Area Destination Marketing Committee with specific responsibilities to be defined in a  
75 contract between such two entities. The contract shall include provisions to reimburse the Greater  
76 Williamsburg Chamber and Tourism Alliance for annual audits and any other agreed-upon expenditures.  
77 The Williamsburg Area Destination Marketing Committee shall also contract with the Greater  
78 Williamsburg Chamber and Tourism Alliance to provide administrative support services as the entities  
79 shall mutually agree.

80 4. The provisions in subdivision 2 relating to the composition and voting powers of the Williamsburg  
81 Area Destination Marketing Committee shall be a condition of the authority to impose the tax provided  
82 herein.

83 For purposes of this subsection, "advertising the Historic Triangle area" as an overnight tourism  
84 destination means advertising that is intended to attract visitors from a sufficient distance so as to  
85 require an overnight stay of at least one night.

86 D. The county tax limitations imposed pursuant to § 58.1-3711 shall apply to any tax levied under  
87 this section, mutatis mutandis.