22103724D 1 **SENATE BILL NO. 438** 2 Offered January 12, 2022 3 Prefiled January 11, 2022 4 A BILL to amend and reenact §§ 58.1-603.2, 58.1-638, and 58.1-3823 of the Code of Virginia, relating 5 to sales tax; Historic Triangle regional tax; dedication of funds. 6 Patrons-Norment and Mason 7 8 Referred to Committee on Finance and Appropriations 9 10 Be it enacted by the General Assembly of Virginia: 1. That §§ 58.1-603.2, 58.1-638, and 58.1-3823 of the Code of Virginia are amended and reenacted 11 12 as follows: 13 § 58.1-603.2. (For contingent expiration date, see Acts 2018, c. 850) Additional state sales and 14 use tax in certain counties and cities of historic significance; Historic Triangle Marketing Fund. 15 A. For purposes of this section. "Historic Triangle" means all of the City of Williamsburg and the Counties of James City and York. 16 "Historic Triangle Recreational Facilities Authority" means a regional government entity created by 17 the City of Williamsburg and the Counties of James City and York for the purpose of developing and 18 19 managing recreational facilities for the benefit of such localities' residents and visitors. 20 B. In addition to the sales tax imposed pursuant to §§ 58.1-603 and 58.1-603.1, there is hereby 21 levied and imposed in the Historic Triangle a retail sales tax at the rate of one percent. Such tax shall 22 not be levied upon food purchased for human consumption and essential personal hygiene products, as 23 such terms are defined in § 58.1-611.1. Such tax shall be added to the rate of the state sales tax imposed 24 pursuant to §§ 58.1-603 and 58.1-603.1 in each such county and city and shall be subject to all the 25 provisions of this chapter and the rules and regulations published with respect thereto. No discount under § 58.1-622 shall be allowed for the tax imposed under this section. Such tax shall be administered 26 27 and collected by the Tax Commissioner in the same manner and subject to the same penalties as 28 provided for the state sales tax under § 58.1-603. 29 C. In addition to the use tax imposed pursuant to §§ 58.1-604 and 58.1-604.01, there is hereby levied 30 and imposed in the Historic Triangle a retail use tax at the rate of one percent. Such tax shall not be 31 levied upon food purchased for human consumption and essential personal hygiene products, as such terms are defined in § 58.1-611.1. Such tax shall be added to the rate of the state use tax imposed 32 33 pursuant to §§ 58.1-604 and 58.1-604.01 in each such county and city and shall be subject to all the 34 provisions of this chapter and the rules and regulations published with respect thereto. No discount 35 under § 58.1-622 shall be allowed for the tax imposed under this section. Such tax shall be administered 36 and collected by the Tax Commissioner in the same manner and subject to the same penalties as 37 provided for the state use tax under § 58.1-604. 38 D. The revenue generated and collected pursuant to the tax authorized under this section, less the 39 applicable portion of any refunds to taxpayers, shall be deposited by the Comptroller as follows: 40 1. Fifty percent of the revenues shall be deposited into the Historic Triangle Marketing Fund created 41 pursuant to subsection \mathbf{E} F and used for the purposes set forth therein; and 2. Fifty percent of the revenues shall be deposited into a special fund hereby created on the books of 42 the Comptroller under the name "Collections of Historic Triangle Sales Tax" and distributed to the 43 locality in which the sales or use tax was collected. The revenues received by a locality pursuant to this 44 45 subsection shall not be used to reduce the amount of other revenues appropriated by such locality to or 46 for use by the Greater Williamsburg Chamber and Tourism Alliance below the amount provided in fiscal 47 year 2018 funding dedicated by the recipient localities to regional tourism promotion and product 48 development. 49 E. 1. The revenues received by a locality pursuant to subsection D shall not be used to reduce such 50 locality's funding dedicated to regional tourism promotion and product development. In meeting the 51 requirements of this subsection, each locality shall annually allocate the following minimum amounts, to 52 be distributed as provided in subdivision 2: 53 a. The City of Williamsburg shall allocate at least \$800,000; 54 b. James City County shall allocate at least \$740,000; and 55 c. York County shall allocate at least \$438,600. 2. As determined by agreement among the City of Williamsburg and the Counties of James City and 56 York, the amounts allocated under subdivision I shall be appropriated so that each of the recipients 57 58 identified in this subdivision receive the following minimum amounts:

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a. The Williamsburg Tourism Council shall receive at least \$126,600;

60 b. The Greater Williamsburg Chamber of Commerce shall receive at least \$402,000; and

61 c. The Historic Triangle Recreational Facilities Authority shall receive at least \$1,450,000.

62 F. 1. There is hereby created in the state treasury a special nonreverting fund to be known as the 63 Historic Triangle Marketing Fund, referred to in this section as "the Fund," to be managed and 64 administered by the Williamsburg Tourism Council of the Greater Williamsburg Chamber and Tourism 65 Alliance. The Fund shall be established on the books of the Comptroller. All revenues generated pursuant to this section shall be paid into the state treasury and credited to the Fund. Interest earned on 66 moneys in the Fund shall remain in the Fund and be credited to it. Any moneys remaining in the Fund, 67 including interest thereon, at the end of each fiscal year shall not revert to the general fund but shall 68 remain in the Fund. Moneys in the Fund shall be used solely for the purposes of marketing, advertising, 69 70 and promoting the Historic Triangle area as an overnight tourism destination, with the intent to attract 71 visitors from a sufficient distance so as to require an overnight stay of at least one night, as set forth in this subsection. Expenditures and disbursements from the Fund shall be made by the State Treasurer on 72 warrants issued by the Comptroller upon written request signed by the Secretary of Finance. 73

74 2. The Williamsburg Tourism Council of the Greater Williamsburg Chamber and Tourism Alliance 75 (the Council) is established as an advisory board in the legislative branch of state government. The Council shall consist of members as follows: one member of the James City County Board of 76 77 Supervisors, one member of the York County Board of Supervisors; one member of the Williamsburg 78 City Council, one representative of the Colonial Williamsburg Foundation, one representative of the 79 Jamestown-Yorktown Foundation, one representative of Busch Gardens Williamsburg, one representative 80 of Historic Jamestowne, one representative of the Williamsburg Hotel and Motel Association, and one representative of the Williamsburg Area Restaurant Association. The Chief Executive Officer of the Virginia Tourism Alliance Chair of the Greater Williamsburg Chamber of Commerce and the Chief 81 82 Executive Officer of the Virginia Tourism Corporation shall serve as ex officio, non-voting nonvoting 83 84 members of the Council.

85 3. The Council shall establish the Historic Triangle Office of Marketing and Promotion (the Office) 86 to administer a program of marketing, advertising, and promotion to attract visitors to the Historic 87 Triangle area, as required by this subsection. The Council shall use moneys in the Fund to fund the pay 88 for necessary expenses of the Office and to fund the activities of the Office. The Office shall be 89 overseen by a professional with extensive experience in marketing or advertising and in the tourism 90 industry. The Office shall be responsible for (i) developing and implementing, in consultation with the 91 Council, long-term and short-term strategic plans for advertising and promoting the numerous facilities, 92 venues, and attractions devoted to education, historic preservation, amusement, entertainment, and dining 93 in the Historic Triangle as a cohesive and unified travel destination for local, national, and international 94 travelers; (ii) assisting, upon request, with the coordination of cross-advertising and cross-marketing 95 efforts between various tourism venues and destinations in the Historic Triangle region; (iii) identifying 96 strategies for both increasing the number of overnight visitors to the region and increasing the average 97 length of stay of tourists in the region; and (iv) performing any other function related to the promotion 98 of the Historic Triangle region as may be identified by the Council.

99 4. The Council shall report annually on its long-term and short-term strategic plans and the implementation of such plans; marketing efforts; metrics regarding tourism in the Historic Triangle region; use of the funds in the Fund; and any other details relevant to the work of the Council and the Office. Such report shall be delivered no later than December 1 of each year to the managers or chief executive officers of the City of Williamsburg and the Counties of James City and York, and to the Chairmen of the House Committees on Finance and Appropriations and the Senate Committee on Finance and Appropriations.

§ 58.1-638. Disposition of state sales and use tax revenue.

A. The Comptroller shall designate a specific revenue code number for all the state sales and use taxrevenue collected under the preceding sections of this chapter.

The sales and use tax revenue generated by the one-half percent sales and use tax increase enacted by the 1986 Special Session of the General Assembly shall be paid, in the manner hereinafter provided in this section, to the Commonwealth Transportation Fund established pursuant to § 33.2-1524. The Fund's share of such net revenue shall be computed as an estimate of the net revenue to be received into the state treasury each month, and such estimated payment shall be adjusted for the actual net revenue received in the preceding month. All payments shall be made to the Fund on the last day of each month.

116 B. The sales and use tax revenue generated by a one percent sales and use tax shall be distributed 117 among the counties and cities of the Commonwealth in the manner provided in subsections C and D.

118 C. The localities' share of the net revenue distributable under this section among the counties and
119 cities shall be apportioned by the Comptroller and distributed among them by warrants of the
120 Comptroller drawn on the Treasurer of Virginia as soon as practicable after the close of each month

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during which the net revenue was received into the state treasury. The distribution of the localities' share
of such net revenue shall be computed with respect to the net revenue received into the state treasury
during each month, and such distribution shall be made as soon as practicable after the close of each
such month.

125 D. The net revenue so distributable among the counties and cities shall be apportioned and 126 distributed upon the basis of the latest yearly estimate of the population of cities and counties ages five 127 to 19, provided by the Weldon Cooper Center for Public Service of the University of Virginia. Such 128 population estimate produced by the Weldon Cooper Center for Public Service of the University of 129 Virginia shall account for persons who are domiciled in orphanages or charitable institutions or who are 130 dependents living on any federal military or naval reservation or other federal property within the school 131 division in which the institutions or federal military or naval reservation or other federal property is 132 located. Such population estimate produced by the Weldon Cooper Center for Public Service of the University of Virginia shall account for members of the military services who are under 20 years of age 133 134 within the school division in which the parents or guardians of such persons legally reside. Such population estimate produced by the Weldon Cooper Center for Public Service of the University of 135 Virginia shall account for individuals receiving services in state hospitals, state training centers, or 136 137 mental health facilities, persons who are confined in state or federal correctional institutions, or persons 138 who attend the Virginia School for the Deaf and the Blind within the school division in which the 139 parents or guardians of such persons legally reside. Such population estimate produced by the Weldon 140 Cooper Center for Public Service of the University of Virginia shall account for persons who attend 141 institutions of higher education within the school division in which the student's parents or guardians 142 legally reside. To such estimate, the Department of Education shall add the population of students with disabilities, ages two through four and 20 through 21, as provided to the Department of Education by 143 144 school divisions. The revenue so apportionable and distributable is hereby appropriated to the several counties and cities for maintenance, operation, capital outlays, debt and interest payments, or other 145 146 expenses incurred in the operation of the public schools, which shall be considered as funds raised from 147 local resources. In any county, however, wherein is situated any incorporated town constituting a school 148 division, the county treasurer shall pay into the town treasury for maintenance, operation, capital outlays, 149 debt and interest payments, or other expenses incurred in the operation of the public schools, the proper 150 proportionate amount received by him in the ratio that the school population of such town bears to the 151 school population of the entire county. If the school population of any city or of any town constituting a 152 school division is increased by the annexation of territory since the last estimate of school population 153 provided by the Weldon Cooper Center for Public Service, such increase shall, for the purposes of this 154 section, be added to the school population of such city or town as shown by the last such estimate and a 155 proper reduction made in the school population of the county or counties from which the annexed 156 territory was acquired.

157 E. Beginning July 1, 2000, of the remaining sales and use tax revenue, the revenue generated by a 158 two percent sales and use tax, up to an annual amount of \$13 million, collected from the sales of 159 hunting equipment, auxiliary hunting equipment, fishing equipment, auxiliary fishing equipment, wildlife-watching equipment, and auxiliary wildlife-watching equipment in Virginia, as estimated by the most recent U.S. Department of the Interior, Fish and Wildlife Service and U.S. Department of 160 161 Commerce, Bureau of the Census National Survey of Fishing, Hunting, and Wildlife-Associated 162 Recreation, shall be paid into the Game Protection Fund established under § 29.1-101 and shall be used, 163 164 in part, to defray the cost of law enforcement. Not later than 30 days after the close of each quarter, the 165 Comptroller shall transfer to the Game Protection Fund the appropriate amount of collections to be dedicated to such Fund. At any time that the balance in the Capital Improvement Fund, established 166 167 under § 29.1-101.01, is equal to or in excess of \$35 million, any portion of sales and use tax revenues that would have been transferred to the Game Protection Fund, established under § 29.1-101, in excess 168 169 of the net operating expenses of the Board, after deduction of other amounts which accrue to the Board 170 and are set aside for the Game Protection Fund, shall remain in the general fund until such time as the 171 balance in the Capital Improvement Fund is less than \$35 million.

172 F. 1. Of the net revenue generated from the one-half percent increase in the rate of the state sales 173 and use tax effective August 1, 2004, pursuant to enactments of the 2004 Special Session I of the 174 General Assembly, the Comptroller shall transfer from the general fund of the state treasury to the 175 Public Education Standards of Quality/Local Real Estate Property Tax Relief Fund established under 176 § 58.1-638.1 an amount equivalent to one-half of the net revenue generated from such one-half percent 177 increase as provided in this subdivision. The transfers to the Public Education Standards of 178 Quality/Local Real Estate Property Tax Relief Fund under this subdivision shall be for one-half of the 179 net revenue generated (and collected in the succeeding month) from such one-half percent increase for 180 the month of August 2004 and for each month thereafter.

181 2. Beginning July 1, 2013, of the remaining sales and use tax revenue, an amount equal to the

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182 revenue generated by a 0.125 percent sales and use tax shall be distributed to the Public Education 183 Standards of Quality/Local Real Estate Property Tax Relief Fund established under § 58.1-638.1, and be 184 used for the state's share of Standards of Quality basic aid payments.

185 3. For the purposes of the Comptroller making the required transfers under subdivision 1 and 2, the Tax Commissioner shall make a written certification to the Comptroller no later than the twenty-fifth of 186 187 each month certifying the sales and use tax revenues generated in the preceding month. Within three 188 calendar days of receiving such certification, the Comptroller shall make the required transfers to the 189 Public Education Standards of Quality/Local Real Estate Property Tax Relief Fund.

190 G. (Contingent expiration date) Beginning July 1, 2020, of the remaining sales and use tax revenue, 191 an amount equal to 20 percent of the revenue generated by a one-half percent sales and use tax, such as 192 that paid to the Commonwealth Transportation Fund as provided in subsection A, shall be paid to the Commonwealth Transportation Fund established pursuant to § 33.2-1524. 193

194 The Commonwealth Transportation Fund's share of the net revenue distributable under this subsection 195 shall be computed as an estimate of the net revenue to be received into the state treasury each month, 196 and such estimated payment shall be adjusted for the actual net revenue received in the preceding 197 month. All payments shall be made to the Fund on the last day of each month.

198 H. (Contingent expiration date) 1. The additional revenue generated by increases in the state sales 199 and use tax from Planning District 8 pursuant to §§ 58.1-603.1, 58.1-604.01, 58.1-604.1, and 58.1-614 200 shall be deposited by the Comptroller in the fund established under § 33.2-2509.

201 2. The additional revenue generated by increases in the state sales and use tax from Planning District 23 pursuant to §§ 58.1-603.1, 58.1-604.01, 58.1-604.1, and 58.1-614 shall be deposited by the 202 203 Comptroller in the fund established under § 33.2-2600.

3. (For contingent expiration date, see Acts 2020, c. 1235) The additional revenue generated by 204 increases in the state sales and use tax from Planning District 15 pursuant to §§ 58.1-603.1, 58.1-604.01, 205 206 58.1-604.1, and 58.1-614 shall be deposited by the Comptroller in the fund established under 207 § 33.2-3701.

208 4. The additional revenue generated by increases in the state sales and use tax in any other Planning 209 District pursuant to §§ 58.1-603.1, 58.1-604.01, 58.1-604.1, and 58.1-614 shall be deposited into special 210 funds that shall be established by appropriate legislation.

211 5. The net revenues distributable under this subsection shall be computed as an estimate of the net 212 revenue to be received by the state treasury each month, and such estimated payment shall be adjusted 213 for the actual net revenue received in the preceding month. All payments shall be made to the 214 appropriate funds on the last day of each month.

215 I. (For contingent expiration date, see Acts 2018, c. 850) The additional revenue generated by increases in the state sales and use tax from the Historic Triangle pursuant to § 58.1-603.2 shall be 216 217 deposited by the Comptroller as follows: (i) 50 percent shall be deposited into the Historic Triangle 218 Marketing Fund established pursuant to subsection $\not \equiv F$ of § 58.1-603.2; and (ii) 50 percent shall be deposited in the special fund created pursuant to subdivision D 2 of § 58.1-603.2 and distributed to the 219 220 localities in which the revenues were collected. The net revenues distributable under this subsection shall 221 be computed as an estimate of the net revenues to be received by the state treasury each month, and 222 such estimated payment shall be adjusted for the actual net revenue received in the preceding month. All 223 payments shall be made to the appropriate funds on the last day of each month.

224 J. Beginning July 1, 2020, the first \$40 million of sales and use taxes remitted by online retailers 225 with a physical nexus established pursuant to subsection D of § 58.1-612 shall be deposited into the 226 Major Headquarters Workforce Grant Fund established pursuant to § 59.1-284.31.

227 K. If errors are made in any distribution, or adjustments are otherwise necessary, the errors shall be 228 corrected and adjustments made in the distribution for the next quarter or for subsequent quarters.

L. The term "net revenue," as used in this section, means the gross revenue received into the general fund or the Commonwealth Transportation Fund of the state treasury under the preceding sections of 229 230 231 this chapter, less refunds to taxpayers. 232

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

A. Hanover County, Chesterfield County and Henrico County may impose:

234 1. An additional transient occupancy tax not to exceed four percent of the total price paid by the 235 customer for the use or possession of any room or space occupied in a retail sale. The tax imposed 236 hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual 237 or same group of individuals for 30 or more days. The revenues collected from the additional tax shall 238 be designated and spent for promoting tourism, travel or business that generates tourism or travel in the 239 Richmond metropolitan area; and

2. An additional transient occupancy tax not to exceed two percent of the total price paid by the 240 241 customer for the use or possession of any room or space occupied in a retail sale. The tax imposed 242 hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual 243 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 theCity of Richmond.

3. An additional transient occupancy tax not to exceed one percent of the total price paid by the
customer for the use or possession of any room or space occupied in a retail sale. 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. Any county with the county manager plan of government may impose an additional transient occupancy tax not to exceed two percent of the total price paid by the customer for the use or possession of any room or space occupied in a retail sale, provided that 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.

260 C. (For expiration date, see Acts 2018, c. 850) The Counties of James City and York may impose an 261 additional transient occupancy tax for the use or possession of any overnight guest room in an amount 262 not to exceed \$2 per room per night. The tax imposed by this subsection shall not apply to travel 263 campground sites or to rooms or spaces rented and continuously occupied by the same individual or 264 same group of individuals for 30 or more days. Of the revenues generated by the tax authorized by this subsection, one-half of the revenues generated from each night of occupancy of an overnight guest room 265 266 shall be deposited into the Historic Triangle Marketing Fund, created pursuant to subdivision E 1 subsection \vec{F} of § 58.1-603.2, and one-half of the revenues shall be retained by the locality in which the 267 268 tax is imposed.

269 C. (For effective date, see Acts 2018, c. 850) 1. The Counties of James City and York may impose 270 an additional transient occupancy tax for the use or possession of any overnight guest room in an 271 amount not to exceed \$2 per room per night. The revenues collected from the additional tax shall be 272 designated and expended solely for advertising the Historic Triangle area, which includes all of the City 273 of Williamsburg and the Counties of James City and York, as an overnight tourism destination by the 274 members of the Williamsburg Area Destination Marketing Committee of the Greater Williamsburg 275 Chamber and Tourism Alliance of Commerce. The tax imposed by this subsection shall not apply to 276 travel campground sites or to rooms or spaces rented and continuously occupied by the same individual 277 or same group of individuals for 30 or more days.

2. The Williamsburg Area Destination Marketing Committee shall consist of the members as
provided herein. 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. In no case shall a person who is a member of the Committee by virtue of the designation of a
local governing body be eligible to be selected a member of the Committee pursuant to subdivision a.

284 a. Further, one member of the Committee shall be selected by the Board of Directors of the 285 Williamsburg Hotel and Motel Association; one member of the Committee shall be from The Colonial 286 Williamsburg Foundation and shall be selected by the Foundation; one member of the Committee shall 287 be an employee of Busch Gardens Europe/Water Country USA and shall be selected by Busch Gardens 288 Europe/Water Country USA; one member of the Committee shall be from the Jamestown-Yorktown 289 Foundation and shall be selected by the Foundation; one member of the Committee shall be selected by 290 the Executive Committee of the Greater Williamsburg Chamber and Tourism Alliance of Commerce; and 291 one member of the Committee shall be the President and Chief Executive Officer of the Virginia 292 Tourism Authority who shall serve ex officio. Each of these six members of the Committee shall have one vote apiece. The President of the Greater Williamsburg Chamber and Tourism Alliance of 293 294 *Commerce* shall serve ex officio with nonvoting privileges unless chosen by the Executive Committee of 295 the Greater Williamsburg Chamber and Tourism Alliance of Commerce to serve as its voting 296 representative. The Executive Director of the Williamsburg Hotel and Motel Association shall serve ex 297 officio with nonvoting privileges unless chosen by the Board of Directors of the Williamsburg Hotel and 298 Motel Association to serve as its voting representative.

In no case shall more than one person of the same local government, including the governing bodyof the locality, serve as a member of the Committee at the same time.

301 If at any time a person who has been selected to the Committee by other than a local governing
302 body becomes or is (a) a member of the local governing body of the City of Williamsburg, the County
303 of James City, or the County of York, or (b) an employee of one of such local governments, the person
304 shall be ineligible to serve as a member of the Committee while a member of the local governing body

305 or an employee of one of such local governments. In such case, the body that selected the person to
 306 serve as a member of the Commission shall promptly select another person to serve as a member of the
 307 Committee.

308 3. The Williamsburg Area Destination Marketing Committee shall maintain all authorities granted by 309 this section. The Greater Williamsburg Chamber and Tourism Alliance of Commerce shall serve as the 310 fiscal agent for the Williamsburg Area Destination Marketing Committee with specific responsibilities to 311 be defined in a contract between such two entities. The contract shall include provisions to reimburse the Greater Williamsburg Chamber and Tourism Alliance of Commerce for annual audits and any other 312 313 agreed-upon expenditures. The Williamsburg Area Destination Marketing Committee shall also contract with the Greater Williamsburg Chamber and Tourism Alliance of Commerce to provide administrative 314 315 support services as the entities shall mutually agree. 4. The provisions in subdivision 2 relating to the composition and voting powers of the Williamsburg 316

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

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

D. Bedford County may impose an additional transient occupancy tax not to exceed two percent of
the total price paid by the customer for the use or possession of any room or space occupied in a retail
sale. 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 solely for tourism and travel; marketing of tourism; or initiatives that, as determined after consultation with local tourism industry organizations, including representatives of lodging properties located in the county, attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality.

E. Botetourt County may impose an additional transient occupancy tax not to exceed two percent of the total price paid by the customer for the use or possession of any room or space occupied in a retail sale. 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 revenue generated and collected from the two percent tax rate increase shall be designated and
expended solely for advertising the Roanoke metropolitan area as an overnight tourist destination by
members of the Roanoke Valley Convention and Visitors Bureau. For purposes of this subsection,
"advertising the Roanoke metropolitan area as an overnight tourism destination" means advertising that
is intended to attract visitors from a sufficient distance so as to require an overnight stay.

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

342 G. The authority to impose a tax pursuant to this section shall be in addition to the authority 343 provided by the provisions of § 58.1-3819.