



Legislation Text

File #: 21-0054R, **Version:** 1

RESOLUTION AUTHORIZING AN AGREEMENT WITH VISIT DULUTH IN THE AMOUNT OF \$1,500,000.

CITY PROPOSAL:

WHEREAS; the city council approved \$1,500,000 for advertising and publicity in resolution 20-0884R passed on December 14, 2020 that appropriated the estimated 2021 hotel-motel and food and beverage tourism taxes.

RESOLVED, that the proper city officials are hereby authorized to enter into an agreement, substantially in the form of that attached as Exhibit A, with Visit Duluth, in an amount not to exceed \$1,500,000, payable from 258-030-5436-02; (Tourism Taxes Fund, Finance, Tourism Tax Allocations, Visit Duluth).

STATEMENT OF PURPOSE: This resolution authorizes an agreement with Visit Duluth for 2021 to provide services in connection with developing and carrying out the City's advertising and promotion program promoting the City of Duluth as a visitor, tourist and convention destination. This agreement is funded by tourism tax collections, and may be reduced or terminated in the event that insufficient proceeds are derived from hotel-motel and food and beverage tourism taxes.