

TOWN OF PINETOP-LAKESIDE

ORDINANCE NO. 19-424

AN ORDINANCE OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, ESTABLISHING PROCEDURES AND CRITERIA FOR THE ADMINISTRATION AND USES FOR THE LODGING PRIVILEGE TAX REVENUES GENERATED BY ORDINANCE NO. 01-195 AND RESCINDING THE REQUIREMENT FOR AN ADVERTISING AND PROMOTION COMMITTEE.

WHEREAS, the Town Council adopted Ordinance No. 01-195 on October 4, 2001 establishing a hospitality tax rate at three percent (3%) on transient lodging by adding Section 8A.444.1 to the Town Code, Chapter 3.04, Appendix A; and

WHEREAS, the Town Council adopted Ordinance No. 18-411 on April 19, 2018 continuing the establishment of the Advertising and Promotion Committee; and

WHEREAS, the Town Council desires to repeal the authority to establish and operate the Advertising and Promotion Committee.

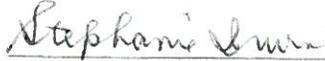
NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA AS FOLLOWS:

1. Repeal of Ordinance No. 18-411: Ordinance No. 18-411 is hereby repealed in its entirety.
2. Three Percent Hospitality Tax Uses: The three percent (3%) hospitality tax established by Ordinance No. 01-195 shall be used as follows:
 - A. All of the amount up to \$180,000.00 shall be expended for advertising and promotion for tourism and other visitor-related functions for the Pinetop-Lakeside area.
 - B. All funds exceeding \$180,000.00 shall be utilized by the Town for advertising and promotion for tourism and/or the acquisition and development of community and recreational facilities.
 - C. The Town Council shall review the allocations at least annually as a part of the budget process and at other times as needed.
3. Control of Funds: Financial and administrative control of the funds allocated pursuant to Section Two, above, shall be vested solely with the Town Council.
4. Automatic Repeal of Section Two: In the event that the Town's hospitality tax of three percent (3%) established by Ordinance No. 01-195 is repealed, then Section Two of this Ordinance shall be automatically repealed, and the allocations set forth in Section Two of this Ordinance shall no longer be required.

5. Effective Date: The effective date of this Ordinance shall be the 8th day of December, 2019.

PASSED AND ADOPTED by the Mayor and Town Council of the Town of Pinetop-Lakeside this 7th day of November, 2019.

TOWN OF PINETOP-LAKESIDE



Stephanie Irwin
Mayor

ATTEST:

APPROVED AS TO FORM:



Jill Akins
Town Clerk



William J. Sims, III
Town Attorney

