Sec. 3-40-50. Use of tax.

(a) The lodging tax shall be used by the City in accordance with the allocation limitations set forth in Subsection (b) hereof for the purpose of supporting economic development endeavors, special events, cultural arts facilities, advertising and marketing, and promoting tourism and other activities that utilize and require public accommodations with the City.

(b) The revenue, interest and investment income from the lodging tax, less applicable administrative expenses incurred by the City for the administration thereof, shall be placed and maintained in a Lodging Tax Fund, allocations therefrom shall be used for the purposes set forth in Subsection (a) hereof, and the allocations from the lodging tax fund shall be made by the City Council solely for those purposes in the budget adopted by the City.

(c) Lodging tax fund revenues shall be allocated each year in the following percentages: Fifty percent (50%) to the Brighton Economic Development ~~Department~~ Corporation for the public purposes of economic development endeavors and marketing of the City and fifty percent (50%) to the City Communications and Engagement Department to promote, support, develop, and organize cultural arts events and activities. Additionally, at any time throughout the year or during the budget approval process, additional allocations may be made to either the Communications and Engagement Department or the Brighton Economic Development Corporation from lodging tax reserve funds for specific authorized purposes or organizations. ~~The~~ Lodging tax funds may only be used for the purpose of supporting economic development, especially any events or activities that promote tourism or market the City, and to support special events and cultural arts facilities and activities. Each of the direct recipients of lodging tax funds are authorized to create a grant process to further distribute funds to community organizations that meet the purposes set forth for lodging tax funds.