



Cherokee County, Georgia  
Agenda Request

Item # 12.1

**SUBJECT:**  
Agreement with Cherokee County Chamber of  
Commerce for Use of Hotel Motel Excise Tax.

**MEETING DATE:**  
November 19, 2024

**SUBMITTED BY:**  
Bryan Reynolds

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**SUGGESTED ACTION:**

Consider request for an agreement with the Cherokee County Chamber of Commerce for use of Hotel Motel Excise Tax in the amount of \$75,000.00 per year.

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**FACTS AND ISSUES:**

Cherokee County collects an excise tax for the furnishing of accommodations - the Hotel Motel Tax or HMT, in unincorporated portions of the county. Under state law, the County must meet certain expenditure requirements in connection with a portion of the taxes collected from the HMT. In order to meet those requirements, the County has successfully contracted with the Cherokee County Chamber of Commerce for several years for the promotion of tourism, conventions, trade shows, etc.

The scope of services provided by the Chamber of Commerce include:

1. Integrate advertising, public relations, and promotions for the promotion of tourism and conventions in Cherokee County.
2. Market and promote Cherokee County as a year-round destination.
3. Pursue group and individual travelers to visit Cherokee County.
4. Provide credible tracking and accountability data relating to tourism, conventions, and trade shows in Cherokee County.

This agreement increases the annual amount of funding provided to the Chamber from \$50,000.00 to \$75,000.00. This is an annual agreement that renews automatically and is subject to the funding being included in the County's budget each fiscal year. The county has seen substantial increases in HMT revenue over the last several years. The additional funding is included in the FY2025 budget for this increase.

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**ACCOUNT NAME:**

**ACCOUNT NUMBER:**

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**ATTACHMENTS:**

[2024-10-03 - Service Agreement Chamber of Commerce\\_ Clean.pdf](#)