

# TRANSIENT OCCUPANCY ASSESSMENT

# CVMA

CANYONS VILLAGE  
MANAGEMENT ASSOCIATION

## Frequently Asked Questions

### Who is CVMA?

The Canyons Village Management Association, Inc. (CVMA), formed in 1999, oversees the development and progression of the Canyons Village Specially Planned Area (SPA) and functions as a Master Association. We provide and oversee various services to benefit all members by promoting Canyons Village at Park City Mountain as a four-season, world-class destination community.



### What is the Transient Occupancy Assessment?

To help us provide these services, all Members are subject to the Transient Occupancy Assessment (TOA) that helps fund CVMA operations. **TOA is due each month or quarter at the same time as your sales tax remittance is due to the state. It is applied as 2.5% of all lodging sales, minus retail sales.\***

\*CVMA encourages Members to consult a lawyer or tax professional concerning any obligation they may have to collect and pay any sales or other taxes that may be imposed by state, county or local tax authorities on TOA which Members collect from their customers. Please see official CVMA TOA packet for further details. Disclaimer: This information is cautionary only and does not constitute legal or tax advice by CVMA to any CVMA member.

# Where do Transient Occupancy Assessment dollars go?

CVMA uses Transient Occupancy Assessment funds to contribute to year-round events and activities that drive overnight visitation and community engagement, as well as transportation efforts to boost foot traffic such as the complimentary shuttle service, Canyons Village Connect.



Oktoberfest



Canyons Village Connect



3<sup>rd</sup> of July Celebration

We are constantly promoting Canyons Village as an exciting alpine escape with year-round activities. The Transient Occupancy Assessment has helped us achieve significant economic impact throughout the Village:

- Over 100,000 annual event attendees
- Over 50 annual events
- Over 75,000 annual riders on Canyons Village Connect
- Year-round events and activities that drive overnight visitation and community engagement\*
  - Canyons Village Summer Concert Series
  - 3<sup>rd</sup> of July Celebration
  - Tour of Utah
  - Oktoberfest
  - Park City Wine Festival
  - Spring Gruv
  - Silver Sky Nights

\* These are just some of the current and previous events funded by the Transient Occupancy Assessment.

If you have any questions about CVMA or the Transient Occupancy Assessment, don't hesitate to reach out. Thanks for being part of our efforts to drive guest visitation, increase length of stay and provide economic impact in Canyons Village.