

Town of West Yellowstone
Special Town Council Meeting
Tuesday, July 9, 2019
West Yellowstone, Montana
Town Hall, 440 Yellowstone Avenue
6:00 PM
Agenda

Public Comment Period/Council Comment

Resort Tax Election Services Proposal, Taylor Luther Group

Discussion/Action ∞



Mark R. Taylor
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TAYLOR
LUTHER
GROUP PLLC

July 1, 2019

Town of West Yellowstone
Daniel Sabolsky, Town Manager
440 Yellowstone Ave.
West Yellowstone, MT 59758

RE: Proposal for Resort Tax Election Services

Dear Mr. Sabolsky,

Please accept this proposal on behalf of the West Yellowstone Town Council for services related to the extension of the existing 3% resort tax and submission of an additional 1% resort tax for infrastructure to the voters for election. We enjoyed working with you, the Town, and other resort communities and areas during the 2019 Legislative Session and were very excited that we were able to enact an increase in the resort tax for these communities/areas.

Taylor Luther Group, PLLC ("TLG") proposes to assist the Town of West Yellowstone in the extension of the existing resort tax and adding 1% to its existing resort tax through two phases. The first phase is a development phase, and the second phase is a campaign phase. The phases and deliverables which include legal work necessary to the submittal of the resolutions for the ballot as well as campaign advice are detailed below. We propose a flat fee engagement for the services provided, split into payments based on the phases described below.

Development Phase – to be completed no later than August 12, 2019

Proposed Fee: \$12,500

- Confirmation of election procedures and requirements.
- Drafting the resolution for extension.
- Drafting the resolution for the new 1% and specifying the infrastructure project(s) that will be funded.
- Completion of all associated documentation required to be submitted for the questions to appear on the November 2019 ballot.
- Due to changes in campaign finance laws and allowable activities since 2015, the development phase will also produce a legal memorandum reviewing and updating the applicable election and campaign finance laws to inform the Town of allowable activities, expenditures and disclosure requirements.
- Proposed timeline working backward from the November election with internal deadlines for certain activities.

Campaign Phase – to be completed no later than November 5, 2019

Proposed Fee: \$7,500

- Execution of the campaign plan established during the development phase.
- Day-to-day action items executed by the local team that really target the voters within the boundaries of the resort tax to educate and encourage support of the issue.
- Should any reporting/disclosure be required for compliance with state laws, we will be advising on campaign finance questions as they arise, advising on accounting of expenses, and coordinating timely and accurate filings with the appropriate agency.

Clearly, there is much work to do over the next 6 weeks from a planning perspective and then working to ensure success on the ballot in November. As we often bet on ourselves and our ability to achieve our clients' goals, should we be successful in West Yellowstone in obtaining the additional 1% resort tax, we propose a success bonus of \$5,000. Thank you for the opportunity to continue our relationship with the Town of West Yellowstone.

Sincerely,



Mark R. Taylor
Jessie L. Luther

Taylor Luther Group, PLLC