

MEMORANDUM – TOURISM IMPROVEMENT DISTRICT

TO:	Mayor Mike Johnston
FROM:	Office of Boards & Commissions
DATE:	08/28/2025
PURPOSE:	Appointments for Tourism Improvement District
PROCESS:	Mayor's Approval followed by City Council Confirmation

Staff Liaison: Richard Scharf, Visit Denver

Scope of Board/Commission: In 2017, VISIT DENVER The Convention and Visitors Bureau, with the Colorado Hotel & Lodging Association (CHLA) and the City and County of Denver, worked together to ensure Denver's tourism industry remains competitive through the creation of a Tourism Improvement District (TID). A Tourism Improvement District is similar to other forms of improvement districts where businesses agree to assess a tax/fee in order to pay for specific projects. The Denver TID is the first of its kind in the state of Colorado, though there are approximately 100 TIDs in California, including in many of Denver's top competitor cities such as San Diego, San Francisco and Anaheim. Other states with TIDs include Texas, Washington, Oregon, South Dakota and Montana. The TID was created for several reasons: 1. To close the funding gap for the expansion of the Colorado Convention Center (CCC) 2. Fund future improvements at the CCC 3. Support additional marketing efforts The TID adds a 1 percent tax to the guest folio of hotels with 50 or more rooms in the City and County of Denver. There is no cost to the hotel properties. Denver City Council passed the creation ordinance (17-0883) for the TID in August 2017 and in November 2017 voting TID-eligible hotels supported creation of the TID with 96 percent support (50-2).

Appointment Process:

The Mayor appoints 2 out of 7 members for a term of 3 years. City Council Confirms.

Appointment Candidate:

Term: 10/01/2025 – 09/30/2028 or until a successor is duly appointed

Keith Siebenaler (Male)(Caucasian)

Pre-Opening General Manager, Kimpton Claret



BIO: With over two decades of experience in hospitality management, Keith has led successful teams at Kimpton Hotels and Restaurants, Hyatt, and Fairmont Hotels and Resorts. For the past 10 years, at Kimpton Hotels & Restaurants, he has driven operational performance and guest satisfaction in the luxury and lifestyle space. As a General Manager, he has worked in various markets, leading multi-unit teams and have led commercial marketing efforts. He's been the opening Assistant General Manager/General Manager/Director of Operations for 3 recent properties and facilitated the grand opening of Aire rooftop bar at the Hyatt Centric the Loop Chicago. He is passionate about employee engagement, marketing efforts to showcase our properties and anything he can do to be an ambassador to the neighborhood, city and state where his properties reside.

He is confident that his expertise in hospitality management will contribute significantly to the success of our Tourism Improvement Board.

RECOMMENDATION NOTES: Recommended for appointment by Richard Scharf

CURRENT BOARD
TERM END DATE

Cheryl Biggins (CHLA) 08-31-2027

Siiri Lobe (CHLA) 08-31-2027

Greg Leonard (M)(C) (MAYOR) 08-31-2026

Walter Isenberg (F)(C) (VISIT DENVER) 08-31-2026

Amanda Parsons (F)(C) (CHLA) 08-31-2026

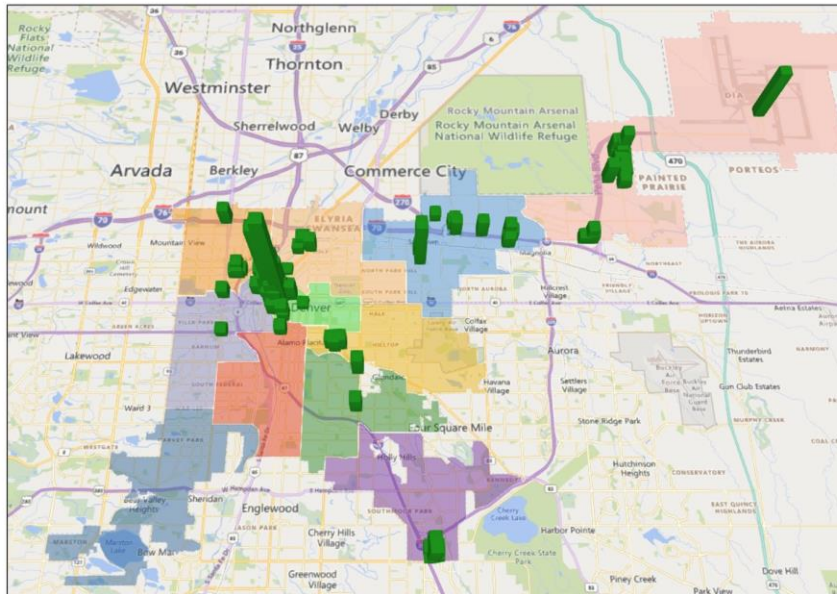
Chris Cheney (M)(C) (VISIT DENVER) 08-31-2025

Laura Lojas (MAYOR) – Terming Off

Richard Scharf VISIT DENVER

TOURISM IMPROVEMENT DISTRICT (TID) HOTEL LOCATION BY CITY COUNCIL DISTRICT

April 2025



	<u>Hotels</u>	<u>Rooms</u>
1 Amanda Sandoval	6	738
2 Kevin Flynn	0	0
3 Jamie Torres	7	987
4 Diane Romero Campbell	11	2,322
5 Amanda Sawyer	10	2,434
6 Paul Kashmann	1	240
7 Flor Alvidrez	0	0
8 Shontel M. Lewis	4	511
9 Darrell Watson	6	847
10 Chris Hinds	40	11,079
11 Stacie Gilmore	43	5,812
At-Large	128	24,970
Serena Gonzales-Gutierrez		
Sarah Parady		

TOURISM IMPROVEMENT DISTRICT (TID)

HOTEL LIST BY CITY COUNCIL DISTRICT

April 2025

Hotel Name	Address	Zip	# of Rooms	District/Rep
Fairfield Inn & Suites Denver Downtown	2347 Wycliff St	80211	871	Amanda Sandbrook
Hampton by Hilton Inn & Suites Denver-Spencer Boulevard	2725 Zuni St	80211	771	Amanda Sandbrook
Quality Inn Denver Downtown	2801 Zuni St	80211	1301	Amanda Sandbrook
Residence Inn Denver Downtown	2777 Zuni St	80211	1601	Amanda Sandbrook
Spunker at Skyline	2600 Bryant St	80211	601	Amanda Sandbrook
Hotel & Denver Central - Federal Boulevard	2000 W 46th Ave	80221	1911	Amanda Sandbrook
Comfort Suites Near Denver Downtown	625 Federal Blvd Bldg A	80204	802	James Tames
Courtyard by Marriott Denver Stadium Area	1800 Federal Blvd	80204	1163	James Tames
element Denver Downtown East	1314 N. East St	80204	1573	James Tames
Springside Suites Denver Downtown	1190 Aurora Platy Suite A	80204	1503	James Tames
element Denver Downtown East	1314 N. East St	80204	1573	James Tames
The Stone Denver - Tapestry Collection by Hilton	1250 Welton St	80204	237	James Tames
TownPlace Suites Denver Downtown	885 Speer Blvd	80204	1223	James Tames
AC Hotel Denver RINO	1660 Brighton Blvd	80216	1484	Diana Ramona Campbell
Canterra Hotel Denver Downtown RINs	3601 Brighton Blvd	80216	1503	Diana Ramona Campbell
Courtyard Denver Central Park	7410 E 41st Ave	80216	1484	Diana Ramona Campbell
The Source Hotel	3330 Brighton Blvd	80216	1003	Diana Ramona Campbell
Via Hotel by East Western Denver RINs	3560 Brighton Blvd	80216	1484	Diana Ramona Campbell
Fairfield Inn & Suites Denver Tech Center North	1671 S. Syracuse St	80227	844	Diana Ramona Campbell
Hampton by Hilton Inn & Suites Denver Tech Center	5001 S Union Ave	80227	1234	Diana Ramona Campbell
Hilton Garden Inn Denver Tech Center	7878 E Union Ave	80227	1884	Diana Ramona Campbell
Hyatt Regency Denver Tech Center	1600 S Yale Ave	80227	4513	Diana Ramona Campbell
Kimpton Denver Tech Center	4600 S Valley Way	80227	1994	Diana Ramona Campbell
Hampton Denver Tech Center	4600 S Syracuse St	80227	8034	Diana Ramona Campbell
Clayton Hotel	3331 Clayton St	80209	635	Amanda Sawyer
Holiday Inn Denver Cherry Creek	245 N. Columbine	80209	1545	Amanda Sawyer
Hotel City & Lounge Collection Hotel, Denver Cherry Creek	150 Clayton St	80209	1983	Amanda Sawyer
MORV Denver Cherry Creek	240 Josephine St	80209	1795	Amanda Sawyer
The Insignia, Autograph Collection	1002 Wewatta St	80209	207	Amanda Sawyer
DoubleTree by Hilton Hotel Denver	1601 Quebec St	80202	5853	Amanda Sawyer
Holiday Inn Denver East Shoptown	3333 Quebec St	80202	2995	Amanda Sawyer
Renaissance Denver Stapleton Hotel	1801 Quebec St	80202	4003	Amanda Sawyer
Super 8 Stapleton	7201 E 38th Ave	80202	1193	Amanda Sawyer
DoubleTree by Hilton Denver Cherry Creek	430 S. Colorado Blvd	80209	2705	Amanda Sawyer
Courtyard Denver Cherry Creek	1475 S Colorado Blvd	80202	2457	Pat Kaufman
Drury Inn & Suites Denver Central Park	4500 Central Park Blvd	80238	1803	Shirley Lewis
Home2 Suites by Hilton Denver Northfield	11501 E 47th Pl	80238	1174	Shirley Lewis
Residence Inn Denver Stapleton	4667 North Central Park Blvd	80238	1128	Shirley Lewis
Springbridge Suites Denver Stapleton	8101 E Northfield Blvd	80238	1034	Shirley Lewis
11th Avenue Hotel & Hostel	1113 Broadway	80203	1093	Darrell Watson
Hampton by Hilton Inn & Suites Denver-Downtown	1845 Sherman St	80203	1319	Darrell Watson
The Inn Hotel	1201 Broadway St	80203	1659	Darrell Watson
Wanick Denver Hotel	1770 Grant Street	80203	2193	Darrell Watson
Cardinal Hotel	1770 Walnut St	80203	1836	Darrell Watson
The Ramble Hotel	1280 25th St	80203	509	Darrell Watson

Hotel Name	Address	Zip	# of Rooms	District/Rep
AC Hotels by Marriott Denver Downtown	750 16th St	80202	223	Chris Hinds
Adlon Hotel Denver Downtown	803 16th St	80202	148	Chris Hinds
Courtyard Denver Downtown	934 16th St	80202	177	Chris Hinds
Embassy Suites by Hilton Denver Downtown Convention Center	1420 Stout St	80202	481	Chris Hinds
Four Seasons Denver	1111 14th St	80202	239	Chris Hinds
Grand Hyatt Denver	1750 Welton St	80202	518	Chris Hinds
Hampton Inn Denver Downtown Convention Center	550 16th St	80202	181	Chris Hinds
Hilton Denver City Center	1701 California St	80202	613	Chris Hinds
Hilton Garden Inn Denver Downtown	1400 Welton St	80202	221	Chris Hinds
Hilton Garden Inn Denver Union Station	1986 Chestnut Pl	80202	238	Chris Hinds
Holiday Inn Express Denver Downtown	401 17th St	80202	231	Chris Hinds
Home2 Suites by Hilton Denver Downtown Convention Center	801 16th St	80202	298	Chris Hinds
Homewood Suites by Hilton Denver Downtown Convention Center	550 15th St 6th to 12th Fl	80202	183	Chris Hinds
Hotel Indigo Denver Downtown	1801 Wewatta St	80202	189	Chris Hinds
Hotel Teatro	1100 14th St	80202	118	Chris Hinds
Hyatt Centric Downtown Denver	1776 Champa St	80202	264	Chris Hinds
Hyatt House Denver Downtown	440 14th St	80202	113	Chris Hinds
Hyatt Place Denver Downtown	440 14th St	80202	248	Chris Hinds
Hyatt Regency Denver at Colorado Convention Center	650 15th St	80202	1106	Chris Hinds
Kimpton Hotel Monaco Denver	1717 Champa St	80202	188	Chris Hinds
Le Meridien Denver Downtown	1476 California St	80202	273	Chris Hinds
Luminate Denver	1600 Wewatta St	80202	208	Chris Hinds
Magnolia Hotel Denver - A Tribute Portfolio Hotel	318 17th St	80202	297	Chris Hinds
Paradox	270 14th St	80202	268	Chris Hinds
Renaissance Denver Downtown City Center Hotel	14th St	80202	238	Chris Hinds
Residence Inn Denver City Center	1725 Champa St	80202	238	Chris Hinds
Ritz-Carlton Denver	1681 Curtis St	80202	265	Chris Hinds
Sentral Union Station	1770 Champa Pl	80202	58	Chris Hinds
Shelton Hotel Denver	1556 Court Pl	80202	328	Chris Hinds
Sonesta Denver Downtown	1450 Glenasm Pl	80202	380	Chris Hinds
The Brown Palace Hotel and Spa	321 17th St	80202	242	Chris Hinds
The Crawford Hotel	1703 Wycliff St	80202	112	Chris Hinds
The Curtis Denver - a DoubleTree by Hilton Hotel	1408 Curtis St	80202	398	Chris Hinds
The Maven	1850 Wazee St	80202	173	Chris Hinds
The Oxford Hotel	1600 17th St	80202	85	Chris Hinds
The Raily Hotel	1901 Wazee St	80202	182	Chris Hinds
Thompson Denver	1600 Market St	80202	218	Chris Hinds
Tu by Hilton Denver Downtown Convention Center	801 16th St	80202	176	Chris Hinds
Westin Denver Downtown	1672 Lawrence St	80202	433	Chris Hinds
Days Inn Denver Downtown	938 E Colfax Ave	80118	58	Chris Hinds

Hotel Name	Address	Zip	# of Rooms	District/Rep
Ameritas Best Value Inn Denver	2975 Peoria Way	80229	112	Stacie Gilmore
Best Western Premier Denver East	4417 Peoria St	80239	202	Stacie Gilmore
Spark by Hilton Denver East I 70	4380 Peoria St	80239	139	Stacie Gilmore
Courtyard Denver Airport Air Gateway Park	4303 Airport Way	80239	192	Stacie Gilmore
Embassy Suites by Hilton Denver Central Park	4444 N Wazee St	80239	216	Stacie Gilmore
Hampton by Hilton Inn & Suites Denver Airport Gateway Park	4310 Airport Way	80239	119	Stacie Gilmore
Holiday Inn Express & Suites Denver East Peoria Street	1714 E 46th Ave	80239	81	Stacie Gilmore
Homewood Suites by Hilton Denver International Airport	4210 Airport Way	80239	117	Stacie Gilmore
La Quinta Inn & Suites Denver Gateway Park	4480 Peoria St	80239	81	Stacie Gilmore
Yale & Denver Airport	1208 E 38th Ave	80239	156	Stacie Gilmore
TownPlace Suites Denver Airport @ Gateway Park	4100 N Emerald St	80239	90	Stacie Gilmore
Americhon Hotel & Suites Denver Airport	7010 Tower Rd	80249	87	Stacie Gilmore
Abwell Denver Airport Tower Road	4400 Tower Rd	80249	96	Stacie Gilmore
Avid Hotel Denver Airport Area	6785 Argonne St	80249	97	Stacie Gilmore
Baymont Inn & Suites Denver International Airport	6605 N Argonne St	80249	128	Stacie Gilmore
Comfort Suites Denver International Airport	1620 Tower Rd	80249	122	Stacie Gilmore
Courtyard Denver Airport	6601 Tower Rd	80249	202	Stacie Gilmore
Days Inn & Suites Denver International Airport	7030 Tower Rd	80249	195	Stacie Gilmore
DoubleTree by Hilton Denver International Airport	6600 Tower Rd	80249	163	Stacie Gilmore
element Denver International Airport	6602 Tower Rd	80249	122	Stacie Gilmore
Embassy Suites by Hilton Denver International Airport	7001 Yampa St	80249	168	Stacie Gilmore
Fairfield Inn & Suites Denver Airport	6601 Tower Rd	80249	160	Stacie Gilmore
Hampton by Hilton Inn Denver International Airport	6290 Tower Rd	80249	122	Stacie Gilmore
Hilton Garden Inn Denver Airport Tower Road	1808 E 68th Ave	80249	124	Stacie Gilmore
Holiday Inn Express & Suites Denver Airport	6900 Tower Rd	80249	142	Stacie Gilmore
Home2 Suites by Hilton Denver International Airport	6782 Tower Rd	80249	111	Stacie Gilmore
Homewood Suites by Hilton Denver Airport Tower Road	6901 N Yampa St	80249	90	Stacie Gilmore
Hyatt House Denver Airport	18741 E 71st Ave	80249	123	Stacie Gilmore
Hyatt Place Denver Plaza Station	8110 N. Panosonic Way	80249	226	Stacie Gilmore
La Quinta Inn & Suites Denver International Airport	6601 Tower Rd	80249	168	Stacie Gilmore
MainStay Suites Denver International Airport	5980 Tower Rd	80249	58	Stacie Gilmore
Microtel Inn & Suites by Wyndham Denver	18800 E 83rd Ave	80249	100	Stacie Gilmore
Quality Inn & Suites Denver International Airport	6600 Tower Rd	80249	122	Stacie Gilmore
Ramada Denver International Airport	6210 Tower Rd	80249	83	Stacie Gilmore
Residence Inn Denver Airport Convention Center	6782 Tower Rd	80249	108	Stacie Gilmore
Swag Inn & Suites Denver International Airport	5980 N. Tower Rd	80249	64	Stacie Gilmore
Spark by Hilton Denver International Airport	7020 Tower Rd	80249	192	Stacie Gilmore
Springbridge Suites Denver Airport	1838 E 68th Ave	80249	125	Stacie Gilmore
Springbridge Suites Denver International Airport	6901 Tower Rd	80249	147	Stacie Gilmore
TownPlace Suites by Marriott Denver Airport Tower Road	6238 N Tower Rd	80249	113	Stacie Gilmore
Tu by Hilton Denver Airport Tower Road	6901 N Yampa St	80249	96	Stacie Gilmore
Westin Denver International Airport	6300 Peña Blvd	80249	519	Stacie Gilmore
Wyndham by Wyndham Denver Airport	6670 Yampa St	80249	123	Stacie Gilmore