

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at [MileHighOrdinance@DenverGov.org](mailto: MileHighOrdinance@DenverGov.org) by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: **October 25, 2024**

Please mark one: Bill Request or Resolution Request

Please mark one: The request directly impacts developments, projects, contracts, resolutions, or bills that involve property and impact within .5 miles of the South Platte River from Denver's northern to southern boundary? (Check map [HERE](#))

Yes No

1. Type of Request:

Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment

Dedication/Vacation Appropriation/Supplemental DRMC Change

Other: Approve the 2025 Annual Plan and Budget for the Denver Tourism Improvement District

2. Title: A bill for an ordinance approving the 2025 Annual Plan and Operating Budget for the Denver Tourism Improvement District.

3. Requesting Agency: Department of Finance

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Dennis Wegienek	Name: Carolina Flores
Email: dennis.wegienek@denvergov.org	Email: Carolina.flores@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

The Denver Tourism Improvement District (the "TID") creation ordinance requires the TID to submit to City Council an Annual Plan and Operating Budget for the upcoming year which will outline the TID's revenues, expenditures, projects, and goals. This ordinance represents the City's approval of the Annual Plan and Operating Budget for the District.

See executive summary for more detail.

6. City Attorney assigned to this request (if applicable): Bradley Neiman

7. City Council District: Citywide

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: _____

Date Entered: _____

EXECUTIVE SUMMARY

The Denver Tourism Improvement District (the “TID”) was created when City Council passed ordinance number 2017-0883 and subsequently the TID electors approved the ability of the TID to levy a 1% tax on the purchase of lodging in the City and County of Denver within hotels that contain 50 or more rooms. The TID creation ordinance requires the TID to create an Annual Plan and Operating Budget and seek approval from City Council. The Annual Plan and Operating Budget is the TID Board of Directors’ annual report outlining the TID’s revenues, expenditures, projects, and goals. The Annual Plan and Operating Budget for the TID is submitted annually.

General Description of District and Location: The TID boundaries are coterminous with the boundaries of the City and County of Denver and includes all lodging businesses with 50 or more rooms in the City.

District Purpose: The TID was created with three primary purposes 1) to pledge up to \$3.8 million per year in support of the City’s certificate of participation financing for the Colorado Convention Center (“CCC”) expansion and improvement; 2) to fund future capital improvements and maintenance for the CCC; and 3) to generate revenues for marketing and promotional use by Visit Denver to bring convention and leisure visitors to Denver.

District Structure: The Board of Directors oversees the operations of the TID. The Board has contracted with Visit Denver to provide management functions for the TID. The Board is comprised of seven members. After holding a public hearing, the Board has put forth the TID’s 2025 Annual Plan and Operating Budget. The 2025 Operating Budget proposes total expenditures of \$11,700,000, of which \$6,693,000 are for marketing and promotions, \$3,450,000 are for payments in support of the City’s outstanding CCC certificates of participation, \$1,170,000 to fund future capital expansions and maintenance of the CCC, and \$117,000 is for administration. The TID has no debt and will continue to assess a 1% tax on lodging purchases in 2025 within hotels that contain 50 or more rooms.

Schedule by Legislative Action

2025 BID/TID Ordinances and GID Resolution Calendar:	
Date	Item
11/6/2024	BIDs, TID and GIDs Presentation at BIZ Committee or Consent
11/12/2024	BIDs, TID and GIDs at Mayor-Council
11/13/2024	Deadline for CAO to file BIDs and TID Ordinances
11/18/2024	BIDs and TID Ordinances - First Reading
11/20/2024	Deadline for CAO to file GID Resolutions
11/25/2024	BIDs and TID Ordinances - Second Reading; GIDs Resolutions - Only Reading and Public Hearings

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