

The Denver Tourism Improvement District

Creation Ordinance, Board Appointments
Operating Plan and Initial Budget.

August 9, 2017





Presentation Objective

To present a summary of the proposed Denver Tourism Improvement District (TID), including board appointments, operating plan and initial budget.

This presentation discusses benefits of the new TID, including enhanced tourism marketing and capital improvements to and an expansion of the Colorado Convention Center.

Steps To TID Formation



Adoption of enabling ordinance authorizing the creation of TIDs in Denver



Submission of a petition signed by at least 30% of the hotels to be included in the TID.



Adoption of a creation ordinance forming the TID and spelling out its powers and duties.



Referral of the TID tax by the TID board to the November 7 election date; approval of a majority of the businesses to be included in the TID required.



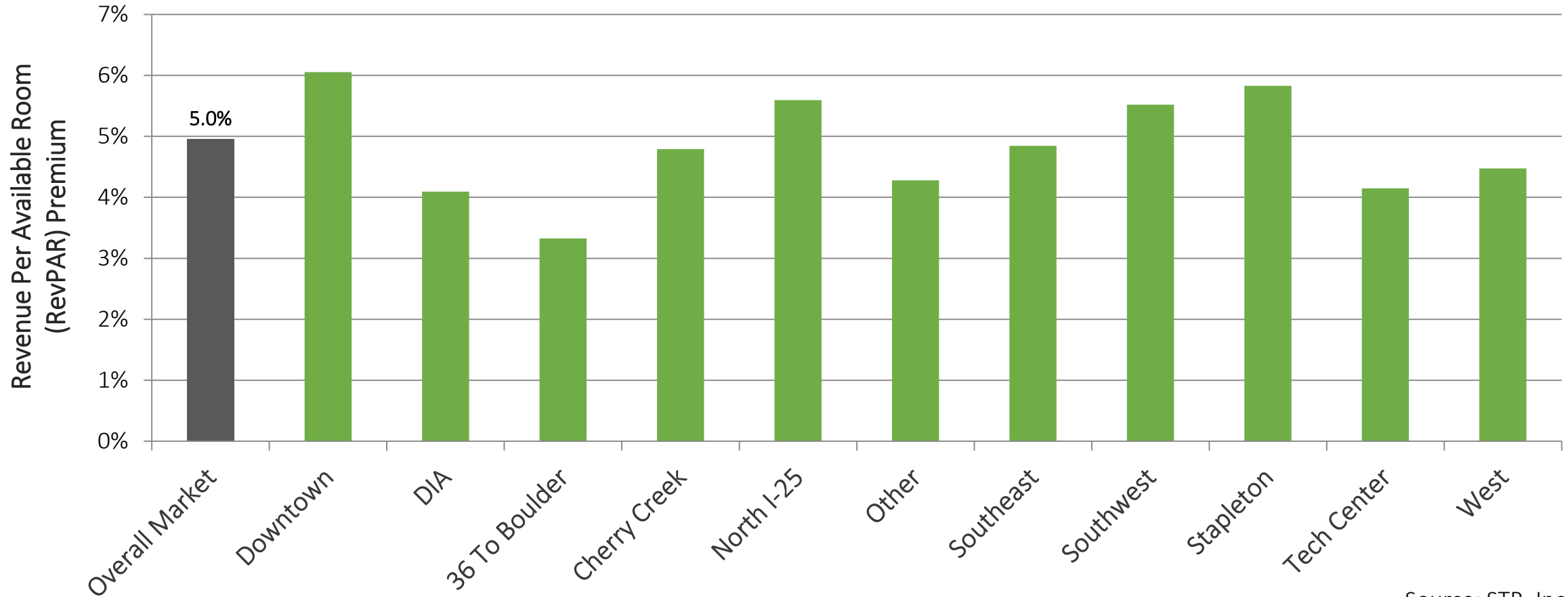
Tax implementation by DOF under contract with the TID board, with collection of TID tax to be coordinated with collection of regular city taxes.



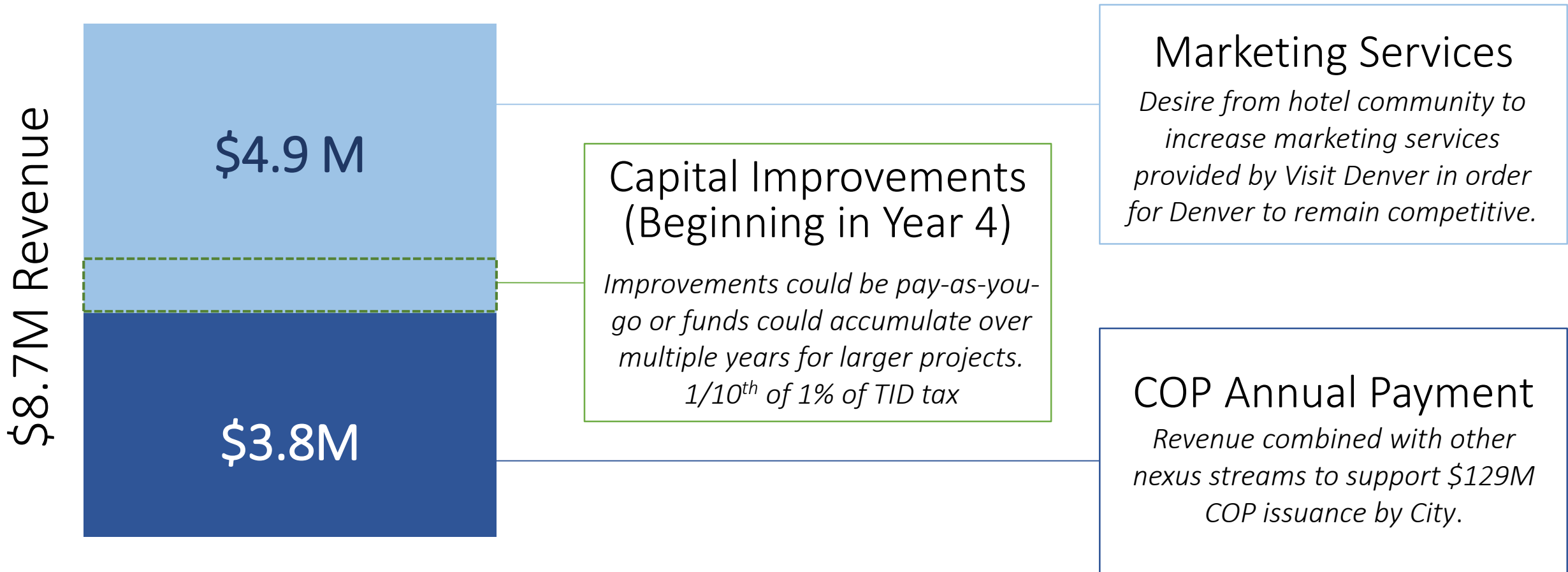
TID tax revenues to be distributed in accordance with the purposes set forth in the creation ordinance.

Hotels Citywide Benefit from the Colorado Convention Center

All CCC Events



Budget & Operating Plan



Board Appointments

- Greg Leonard, Hyatt Regency Denver at the Colorado Convention Center
- Tom Curley, The Westin Denver International Airport
- Walter Isenberg, Sage Hospitality
- Navin Dimond, Stonebridge Companies
- Bill Ninivaggi, Denver Marriott City Center
- Paul Eckert, Le Méridien Denver Downtown + AC Hotel Denver Downtown
- Allen Paty, DoubleTree by Hilton Denver Stapleton North and DoubleTree by Hilton Denver

The length of the term is three (3) years and the consecutive term limit will be two (2) three (3) year terms.

Marketing & Promotion Services

The marketing and promotions services to be funded by the TID tax will be carried out by VISIT DENVER

Regular meetings with Electors to assess needs and strategy

VISIT DENVER shall annually prepare a marketing and promotions operating plan and budget, which it will present to the TID Board by June 1 for approval

On a quarterly basis, VISIT DENVER will meet with the TID Board to evaluate its year-to-date-performance

Thank You

