

BOARDS & COMMISSIONS CANDIDATES MEMORANDUM

Tourism Improvement District

To	Denver City Council
From	Mayor's Office of Boards & Commissions
Date	March 31, 2026

BOARD PURPOSE

The Denver Tourism Improvement District Board governs a special district made up of eligible lodging businesses in the City & County of Denver that generates dedicated funding for tourism marketing and related services. The Board oversees the District's annual plan and budget to ensure these funds are invested in initiatives that strengthen Denver's visitor economy.

APPOINTMENT CANDIDATE PROFILES

Term Dates: 9/1/2024 - 8/31/2027



Alison Mitchell
 General Manager, Apiary Hotel

Bio:

Alison Mitchell brings more than 20 years of hospitality leadership experience and currently serves as Opening General Manager of the Apiary Hotel Bellevue Station, where she leads pre-opening strategy, team development, and operational execution. She most recently served as General Manager of Clayton Hotel & Members Club in Cherry Creek and previously led the ART Hotel Denver, Curio Collection by Hilton. Over the course of her career, Alison has held senior leadership roles including director of food and beverage, director of room operations, and assistant general manager at respected properties such as Boulder Marriott, Renaissance Boulder Flatiron Hotel, Hilton Garden Inn Denver Union Station, and Le Méridien & AC Hotel Denver Downtown. Her background reflects deep expertise in full-service operations, lifestyle branding, financial management, and team leadership within Denver's competitive hospitality market.

Reappointment? No

Term Number: 1

For New Appointments:

Filling an Open Seat? Yes

Replacing an Open Seat: Keith Siebenaler, resigning- term ends 8/31/2027

Appointment Process for Seat: Mayoral Appointment/Council Confirmation

BOARD COMPOSITION REQUIREMENTS

Two (2) Directors shall be nominated by the Mayor, two (2) shall be nominated by Visit Denver, and three (3) shall be nominated by the Colorado Hotel & Lodging Association's Metro Denver Lodging Council. The Chief Executive Officer of Visit Denver shall serve as an ex officio nonvoting member of the Board of Directors.