



TOURISM IMPROVEMENT DISTRICT



2023 Annual Plan

SNAPSHOT OF U.S. TRAVEL IN 2022

The U.S. Travel Association (USTA) monitors all travel trends during the pandemic, and shows a generally optimistic outlook for 2022 and beyond in their U.S. Travel Forecast, Summer 2022 edition, the latest figures available. In this report for the first time, USTA offered their forecast both with and without recent inflationary increases to give the industry a truer picture of recovery.

Here are their primary takeaways for 2022 and beyond:

- Continued resilience of DOMESTIC LEISURE TRAVEL, which has surpassed pre-pandemic levels even in terms of inflation-adjusted spending.
 - Domestic leisure visitor volume is projected to be 101 percent of 2019.
 - Inflation-adjusted domestic leisure travel spending is projected to be 103 percent of 2019.
 - This market is considered RECOVERED.
- Recent improvements in DOMESTIC BUSINESS TRAVEL, and a slight upgrade to the previous forecast, but inflation-adjusted spending recovery still beyond the range of the forecast.
 - Domestic business travel volume is projected to be 81 percent of 2019.
 - Inflation-adjusted domestic business travel spending is projected to be 74 percent of 2019.
 - This market is expected to recover in 2024
- Expected surge in INTERNATIONAL INBOUND TRAVEL this summer, after it struggled through the first part of 2022. The recent drop of pre-departure testing in the U.S. will provide an added boost.
 - International leisure visitor volume is expected to be 60 percent of 2019.
 - Inflation-adjusted International leisure visitor spending is expected to be 56 percent of 2019.
 - This market is expected to fully recover in 2025.
- Along with the forecasts, USTA has also tracked cumulative losses, compared to where the industry should have been if it had not been for the pandemic, in order to show that, despite the coming recovery, the losses incurred by the industry are not coming back. Those losses are estimated at \$1 trillion (adjusted for inflation) through 2022 and a staggering \$1.6 trillion through 2026.

THE STATE OF DENVER'S CONVENTION & TOURISM INDUSTRY

Overall, VISIT DENVER's outlook for 2023 is full of optimism, with a commitment to work through all challenges, known and unknown, with the same diligence and professionalism that has marked the organization's stewardship of Denver's travel industry for 113 years. And, the work will be done with a flexibility and spirit of innovation that was hard-won over the 30+ months of the pandemic.

Denver competes on a national scale for convention visitors as well as leisure travelers. Prior to COVID, Denver had seen incredible leisure growth due to more marketing and the result of new tourism infrastructure and programming making Denver a destination, rather than just a gateway to the Rocky Mountains. Between 2005-2019, Denver grew its overnight leisure visitation by 62 percent while the national average growth had been 22 percent.

The COVID recovery has been proceeding apace. After a devastating year in 2020, tourism in Denver has come back strongly. According to Longwoods International, tourism surged last year, with a 24 percent increase in overnight visitors to Denver in 2021 vs. 2020, with 16.6 million visitors spending the night, inching back to the record 17.7 million visitors of 2019. Spending by visitors also nearly returned to 2019 levels, totaling \$6.6 billion, including \$5.5 billion from overnight guests.

While these are encouraging results, they do not tell the full picture about the coming uncertainty. They were achieved before some significant headwinds hit in 2022, including the Omicron variant that didn't ramp up until January of this year, as well as the steep increase in travel prices driven by inflation that impacted the entire first half of the year. 2022 saw modest growth in meeting attendance, but as of July 2022, the convention group market in the Downtown Central Business District is still down more than 30 percent compared to 2019. International travel, made possible when the U.S. lifted the COVID Travel Ban in November 2021, did not truly gain peak momentum until inbound testing requirements were lifted in June of 2022. All these factors lead to the conclusion that 2022 will continue to be a year of transition and recovery, which will continue to gain strength in 2023 and beyond, amid on-going uncertainty.

COLORADO CONVENTION CENTER

Convention centers both domestically and internationally continue to expand and enhance their facilities, making the meeting industry increasingly competitive. Competition remains fierce from both Tier One and Tier Two convention cities. Across the United States, several cities are expanding or enhancing their convention centers. Las Vegas, Ft. Lauderdale, St. Louis, Los Angeles, Milwaukee, Seattle, and Tampa Bay have all recently completed or are underway on center expansions. Austin and Dallas have each proposed tearing down their existing centers to build brand new ones from the ground up. Therefore, the Colorado Convention Center (CCC) is critical to ensuring Denver remains competitive for lucrative convention business as cities across the country expand, renovate or build new convention facilities. The CCC is a 32-year-old facility whose last major upgrade was 18 years ago. In fact, some areas of the facility have not been upgraded since it was built nearly three decades ago.

In 2014, VISIT DENVER and the City partnered on a feasibility study conducted by Strategic Advisory Group (SAG) to assess the venue needs for the city. The SAG study recommended the ideal expansion vision will include 80,000 sq. ft. of flexible meeting space; the addition of new pre-function and service

space that will also include a spectacular outdoor terrace; technological improvements; and new and improved networking spaces. This expansion, based on the SAG recommendations, will generate \$80 million+ in new business annually and is expected to be completed by the end of 2023.

In November 2015, Denver voters approved \$104 million to expand the CCC as part of Initiative 2C that also provided funds for the redevelopment of the National Western Center. The funding figure was based on very preliminary designs, and subsequent studies revealed that the true cost of a total build out to reach the original vision for the facility would be \$233 million. Recognizing the importance to the city's economy, the City of Denver pledged an additional \$85 million, leaving a gap of \$50 million which was filled by a 30-year Tourism Improvement District loan.

At the same time, the supply of new hotel rooms in Denver continues to grow at a rapid pace and demand must keep pace with this rising supply by generating new business. It is imperative that Denver's marketing efforts and product offerings remain relevant and unique to continue to drive convention and meeting demand. Unfortunately, Denver has not added many new meeting hotels which allow for more convention and meeting business that will generate new and incremental economic impact. The last hotel built with adequate meeting space was in 2010: the Embassy Suites Hotel across from the convention center.

CREATION AND OPERATION OF THE DENVER TOURISM IMPROVEMENT DISTRICT (TID)

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).

Collection of the 1 percent TID tax began on January 1, 2018. As outlined in the Initial Plan for the TID, the marketing and promotion services of the TID are carried out by VISIT DENVER operating under contract with the City to utilize TID tax revenue for tourism and convention marketing and promotions in combination with other City tax revenues that are also paid to VISIT DENVER for these purposes under an existing contract.

As TID revenues flow to the City, funds are distributed in a priority order. First, a city collection fee of 1 percent is paid to the City annually. Second, the TID pays \$3.45 million annually to the City to support an approximately \$129 million Certificate of Participation (COP) for the expansion of the CCC, thereby closing the funding gap. Third, beginning in the fourth year of the TID, which is January 1, 2021, 10 percent of TID funds will be held in a reserve fund for capital improvement proceeds to cover future capital expansions and maintenance to ensure that the CCC remains competitive for years to come. Lastly, the remainder of TID revenues are used for marketing and promotions by VISIT DENVER.

In 2022, the Tourism Improvement District board agreed to set aside \$4.5 million that is available on demand to the City for improvements at the Colorado Convention Center. In addition, \$2.1 million will be funded from the TID Capital Improvement fund. These funds will help offset \$7.8 million needed to fund six (6) Add Alternatives if not covered by the expansion contingency fund. The Add Alternatives included the completion of the 20,000 sq. ft. terrace and connect the second-floor parking deck with the third-floor deck. This will allow for more efficient movement of meeting equipment and services as well generate future parking revenue for the City.

2022 PLAN RECAP

With the limited TID collection in 2022, the TID was able to generate marketing and programming which included the following activities:

- Client concessions and incentives for meetings in future years
- Regional leisure marketing campaign
- Mile High Holidays seasonal marketing campaign highlighting the Mile High Tree (2022 holiday season)

Client Concessions/Incentives

Cities continue to offer convention center discounts, as well as financial incentives, in order to book large citywide business. Overall, we have booked 29 groups with a \$379 million economic impact, and \$30 million in tax dollars. In 2022, VISIT DENVER has booked three groups through TID incentives, worth \$29.7 million in future economic impact which would result in nearly \$2.4 million in tax dollars for our City. Additionally, due to the number of options now available to meeting decision makers, rotation cycles of host cities have lengthened. Typically, a large citywide convention could rotate every four to six years and now the industry is seeing rotation cycles as long as 10+ years, due to the number of options.

Therefore, Denver must compete on a less frequent basis for the opportunity to host these lucrative conventions. At the same time, the growing competition from “mega-hotels” (facilities so large that the entire meeting can be held in one hotel, eliminating the need for a convention center) is increasingly impacting all major convention cities. Groups of this size are currently utilizing the Colorado Convention Center and Denver hotels, and this business will now be at risk. In Denver’s case, the 1,500-room Gaylord Rockies project located 23 miles from downtown Denver, partially financed by the city of Aurora and State of Colorado, opened in 2018. As of August 2022, VISIT DENVER has lost \$156.8 million of convention business to the mega hotel. TID funds will be used to aggressively compete with centers and mega hotels, as well as offset some meeting planning cost in Denver. COVID has also exacerbated the level of competition. Many corporations and associations had to cancel 2020 and 2021 meetings and some even had to cancel Q1 2022 meetings. That being said, many of those groups are now looking for and requiring steep discounts and incentives to help make up for all the revenue lost.

Regional Leisure Marketing Campaign

VISIT DENVER defines the regional customer as those consumers living in Colorado (excluding Denver Metro) and the adjacent states of Wyoming, Nebraska, Kansas, New Mexico, Arizona and Utah. The city of Dallas is also included in regional advertising due to the high frequency of visitation from its residents. All of these markets have been identified based on historical visitation patterns that line up well with the goals of the TID relative to leisure customers, namely that visitors from these markets tend to plan in the short-term, come over weekends and, while not spending as much as visitors from longer-haul markets, they make up for it with their frequency of visitation.

In 2022, TID funds were used for the regional consumer events-based campaign that will ultimately run from February – October and promote events that occur the following month. Each month, nine

visitor-centric events are selected and promoted through a variety of media including digital display banners, electronic newsletter advertising, radio/streaming audio (e.g. Pandora) and paid social media advertising. The events are selected based on their likelihood of attracting visitors and fall into three main categories: music concerts, cultural events & exhibitions, and festivals.

Through July, the campaign, dubbed, “All Ways Welcome”, has generated more than 82 million advertising impressions and more than 320,334 visits to the landing page set up for the campaign.

Mile High Holiday Campaign

This campaign will run in November and December, and will highlight Denver’s many holiday activities such as lighting displays, holiday shopping, performing arts and many other activities designed to entice regional customers to come to the city for a holiday getaway.

This campaign has a planned \$1 million spend that will include a wide variety of media including TV/video ads, digital banners, electronic newsletters, radio advertising, billboards and others.

2023 OPERATING PLAN

In 2023 VISIT DENVER is projecting revenue comparable to 2019. marketing, sales and promotion efforts will depend upon a robust blend of factors, including the continued decline of pandemic-related issues; a reduction in the steep increase in travel prices, including gasoline and airfare, that is currently blunting local spending; the continued recovery of the meetings market, the restoration of the international travel market, and other intangible factors. However, as this transitional year of 2022 comes to a close, we are optimistic that 2023 will provide a strong recovery in all segments of our industry and allow the TID to more fully fund programs.

As funds become available in 2023, the TID remains committed to the below strategic areas and its mission of increasing overnight demand by convention and meeting visitors as well as leisure visitors to Denver, especially in our low- and off-peak seasons, including major holidays and weekends. Specific programs include funding a holiday season marketing campaign highlighting the Mile High Tree, client concessions to attract meetings and conventions in future years, and the overall recovery of the leisure and meetings markets. Workforce continues to be a challenge for our industry and the TID will explore opportunities to engage on this important issue.

The TID is projected to accrue Capital Improvement Proceeds to fund future improvements for the Colorado Convention Center but does not intend to expend any of those funds in 2023.

TID Strategic Areas:

1. Aggressive convention sales and marketing efforts
2. Support for sports and major tourism events
3. Leisure consumer tourism marketing
4. Industry events that expose convention and media clients to Denver
5. Future events and legacy projects
6. Workforce development and training

2023 TID BUDGET

TOURISM IMPROVEMENT DISTRICT (TID)	2021 Actual	2022 Budget	2022 July YTD	2022 Estimated	2023 Budget
REVENUE					
Lodger's Tax (1.0%)	\$ 6,905,292	\$ 8,200,000	\$ 5,785,835	\$ 9,500,000	\$ 10,200,000
Total Revenue	\$ 6,905,292	\$ 8,200,000	\$ 5,785,835	\$ 9,500,000	\$ 10,200,000
EXPENDITURES					
City Collection Fee (1.0%)	\$ 69,053	\$ 82,000	\$ 57,858	\$ 95,000	\$ 102,000
Certificates of Participation (COPs)	\$ 3,449,769	\$ 3,450,000	\$ 3,450,144	\$ 3,450,144	\$ 3,450,000
CCC Fund (10%)	\$ 360,614	\$ 820,000	\$ 478,445	\$ 851,000	\$ 966,800
Subtotal City Expenses	\$ 3,879,436	\$ 4,352,000	\$ 3,986,447	\$ 4,396,144	\$ 4,518,800
Subtotal NET	\$ 3,025,856	\$ 3,848,000	\$ 1,799,388	\$ 5,103,856	\$ 5,681,200
TID Expenses (Marketing & Promotions)					
Consumer Leisure Marketing	\$ 784,312	\$ 2,348,000	\$ 1,339,561	\$ 2,348,000	\$ 4,181,200
Convention Marketing and Concessions	\$ 426,423	\$ 1,500,000	\$ 91,000	\$ 1,500,000	\$ 1,500,000
Subtotal TID Expenses	\$ 1,210,735	\$ 3,848,000	\$ 1,430,561	\$ 3,848,000	\$ 5,681,200
Total Expenditures	\$ 5,090,171	\$ 8,200,000	\$ 5,417,008	\$ 8,244,144	\$ 10,200,000
NET INCOME (LOSS)*	\$ 1,815,121	\$ -	\$ 368,827	\$ 1,255,856	\$ -
CCC Fund (10%) - Balance*	\$ 360,614	\$ 1,180,614	\$ 839,059	\$ 1,211,614	\$ 2,178,414

*Reserve Fund - \$5.0 million (\$1.7 million operating reserve to cover potential losses & \$3.3 million to cover future year commitments)

**CCC Fund - There are no plans to spend any of these funds in 2022 or 2023.

Official Board Actions:

Board Meeting Minutes from:

- March 21, 2022
- August 30, 2022

Board Member Meeting Attendance Record

Name	Role	3/21/2022	8/30/2022
Leonard, Greg	President	Y	Y
Paty, Allen	President-Elect	Y	Y
Walters, Eric	Secretary	Y	N/A
Isenberg, Walter	Assistant Secretary	Y	N
Dimond, Navin	Assistant Secretary	Y	Y
Tracy, Blair	Assistant Secretary	N	Y
Lojas, Laura	Assistant Secretary	N	N
Parsons, Amanda	Secretary	N/A	Y

**NOTICE OF SPECIAL MEETING
DENVER TOURISM IMPROVEMENT DISTRICT**

NOTICE IS HEREBY GIVEN that the Board of Directors of the DENVER TOURISM IMPROVEMENT DISTRICT, City and County of Denver, Colorado, will hold a special meeting at 3:00 p.m. on March 21, 2022, via Zoom [https://zoom.us/87108834320](https://zoom.us/j/87108834320) for the purpose of addressing those matters set out in the agenda below as the same may be amended at the meeting, and conducting such other business as may properly come before the Board. Anyone wishing to join the meeting may log in via the Zoom meeting link provided above or dial in to the following conference call number: 1-720-707-2699; Meeting ID: 871 0883 4320; Passcode: 586356.

BY ORDER OF THE BOARD OF DIRECTORS:
DENVER TOURISM IMPROVEMENT DISTRICT

By: /s/ Greg Leonard
President

MINUTES

BOARD OF DIRECTORS

DENVER TOURISM IMPROVEMENT DISTRICT

DATE: March 21, 2022

TIME: 3:00-4:00 p.m.

PLACE: Virtual

**BOARD
ATTENDEES**

Navin Dimond
Stonebridge

Walter Isenberg
Sage Hospitality

Greg Leonard
Hyatt Regency

Allen Paty
Doubletree by Hilton

Richard Scharf
VISIT DENVER

Eric Walters
Hilton Denver City Center

**OTHER
ATTENDEES**

Rachel Benedick
VISIT DENVER

Justin Bresler
VISIT DENVER

Allison Kohn
VISIT DENVER

Flavia Light
VISIT DENVER

Jeff Ruffe
VISIT DENVER

The meeting was called to order at 3:03 p.m. A motion was made to approve the minutes from the November 18, 2021 meeting. The motion was seconded and the minutes were unanimously approved.

Jeff Ruffe reviewed the 2021 financials and 2022 budget. The Reserve Fund increased \$1.4 million to a total of \$5.0 million at the end of 2021. The 2022 budget is set at \$8.2 million with \$4.35 million expected to go to VISIT DENVER for marketing initiatives.

Rachel Benedick provided an overview of the current status of the Colorado Convention Center (CCC) expansion project. At this time, there are no groups that are at risk of cancelling due to expansion impacts. New business is being booked into the expansion space and procurement of materials is going

well. In addition, the alternate additions at the CCC were discussed. The MOU for the \$4.5 million loan over the next couple of years has been signed.

Rachel then presented previously approved incentives for formal approval. A motion to approve the incentives as proposed was made, seconded and unanimously approved.

Justin Bresler provided a leisure marketing update. He gave an overview of the Always On Campaign that will be funded by the TID. It is a regional similar to the previous TID-funded Weekend Campaign that is focused on driving business during need periods. New measurement tools such as Adara have been purchased to gather data so that more effective ROI analysis can be conducted.

In other business, there was discussion about the Mall's reconstruction breaking ground in April. Many felt that the Mall should be looked upon as a destination and an attraction and there were various ideas discussed that would drive business to Denver. Many felt an iconic attraction like the Bean in Chicago would help to spur drive traffic downtown and possibly travel from the region. Other ideas included canopy lighting, activating Skyline Park and Retail Artisan Pop-ups. The group will continue to gather ideas to discuss at future meetings.

Lastly, work will begin on the 2023 Annual Plan and will be discussed/approved at the August board meeting.

There being no further business to come before the Board, the Board adjourned the meeting at 3:48 p.m.

The foregoing minutes constitute a true and correct copy of the minutes of the above-referenced meeting and were approved by the Board of Directors of the Denver Tourism Improvement District.

Eric Walters

Secretary/Treasurer

NOTICE OF SPECIAL MEETING
DENVER TOURISM IMPROVEMENT DISTRICT

NOTICE IS HEREBY GIVEN that the Board of Directors of the DENVER TOURISM IMPROVEMENT DISTRICT, City and County of Denver, Colorado, will hold a special meeting at 12:00 p.m. on August 30, 2022, at the offices of Visit Denver, 1555 California Street, Suite 300, Denver, Colorado, for the purpose of addressing those matters set out in the agenda below as the same may be amended at the meeting, and conducting such other business as may properly come before the Board. The meeting is open to the public.

BY ORDER OF THE BOARD OF DIRECTORS:
DENVER TOURISM IMPROVEMENT DISTRICT

By: /s/ Thomas N. George
Legal Counsel

AGENDA

1. Call to Order
2. Approval of March minutes
3. Review 2022 and 2023 Financials
4. 2022 Programs:
 - a. Approve incentives
 - i. Incentive limit
 - b. Conventions and CCC expansion update
 - c. Leisure update
5. 2023 Annual Plan and budget approval
 - a. Public hearing and resolution to approve
6. 2023 TID Board leadership election
7. Other business
8. Next meeting: TBD – November
9. Adjournment

Draft minutes only; not formally approved by the TID BOARD

MINUTES

BOARD OF DIRECTORS

DENVER TOURISM IMPROVEMENT DISTRICT

DATE: August 30, 2022

TIME: 12-1:00 p.m.

PLACE: VISIT DENVER Board Room, 1555 California Street. #300 Denver, CO 80202

BOARD ATTENDEES	Navin Dimond Stonebridge	Tracy Blair Sheraton Denver Downtown	Greg Leonard Hyatt Regency
	Allen Paty Doubletree by Hilton	Richard Scharf VISIT DENVER	Amanda Parsons Thompson Denver
OTHER ATTENDEES	Rachel Benedick VISIT DENVER	Justin Bresler VISIT DENVER	Allison Kohn VISIT DENVER
	Flavia Light VISIT DENVER	Jeff Ruffe VISIT DENVER	Tom George Spencer Fane LLP
ABSENT	Walter Isenberg Sage Hospitality	Laura Lojas Westin DIA	

The meeting was called to order at 12:10 p.m. A motion was made to approve the minutes from the March 21, 2022 meeting. The motion was seconded and the minutes were unanimously approved.

Jeff Ruffe reviewed the 2022 financials and 2023 budget. The 2022 actuals for year-end are estimated to be \$9.5 million in total revenues, with \$5.1 million of that going to VISIT DENVER for marketing. Management anticipates spending no more than the original \$3.8 million budget on marketing initiatives. The 2023 budget is

forecast at \$10.2 million in total revenues, with nearly \$5.7 million expected to go to VISIT DENVER for marketing initiatives.

Rachel Benedick provided an overview of the current status of the Colorado Convention Center (CCC) expansion project which is on track and set to open late 2023. At this time, there are no groups that are at risk of cancelling due to expansion impacts. New business is being booked into the expansion space and procurement of materials is going well. Furthermore, the additional alternate (Add Alternatives) at the CCC were discussed. Funding for the Add Alternatives totaling \$7.8 million will be covered by \$1.2 million in excess City program contingency, \$2.1 million from the TID /CCC Capital Improvement proceeds, and lastly a \$4.5 million loan from excess Marketing Revenues, which were previously approved by the board.

Rachel then presented previously approved incentives for formal approval. A motion to approve the incentives as proposed was made, seconded and unanimously approved.

Justin Bresler provided a leisure marketing update. He gave an overview of two 2022 campaigns funded by the TID: the regional, “always on” events campaign and Mile High Holidays. He noted that the regional customer typically comes over the weekend and, while they may not spend as much as visitors from larger coastal cities, they make up for it in the frequency with which they visit. The “always on” campaign promotes events in the upcoming month (music, cultural and festivals) because the regional customer typically plans their visit within 30 days and can be motivated by short-term events. The regional campaign transitions to Mile High Holidays for November and December, promoting Denver’s holiday light displays, including the Mile High Tree, shopping, performing arts and hotel deals all through New Year’s Eve. New measurement tools such as Adara and Arrivalist have been purchased to gather data so that more effective ROI analysis can be conducted.

The group reviewed the draft 2023 Annual Plan and Budget that is due to the City of Denver by September 30. During the November meeting, the group will have a chance to review a comprehensive marketing plan and funding allocation. Mr. George noted that the Board was required to hold a public hearing on the proposed 2023 Budget prior to its adoption, and that notice of today’s public hearing had been published as required by law. Director Leonard declared the public hearing on the proposed 2023 Budget open and asked for any public comment. There being no members of the public present and no public comment provided, Director Leonard closed the public hearing. Discussion ensued. Thereafter, a motion to approve the 2023 Annual Plan and Budget was seconded and unanimously approved.

The 2023 officers and new board members were presented to the board for their vote. Greg Leonard was nominated to continue as TID Board President, Tracy Blair as President-Elect and Amanda Parsons as Secretary. Amanda replaces Eric Walters who left board due to a job change. Navin Dimond informed the board that he is stepping down from the board. Chris Cheney, with Stonebridge Companies was nominated to replace Navin and will serve as Assistant Secretary. Others serving as Assistant Secretary include Walter Isenberg, Laura Lojas, and Allen Paty. There was a motion to approve the 2023 Board Leadership, and the motion was seconded and unanimously approved.

In other business, there was discussion about potentially using TID funds to support workforce development programs and marketing, such as a PSA about the industry. The group discussed how any PSA or marketing

campaign should emphasize that that tourism and hospitality industry is a fun, well-paying industry with a variety of opportunities for growth. There was also discussion about finding another major program/event that could draw people downtown, similar to the Mile High Tree.

There being no further business to come before the Board, the Board adjourned at 1:00 p.m.

The foregoing minutes constitute a true and correct copy of the minutes of the above-referenced meeting and were approved by the Board of Directors of the Denver Tourism Improvement District.

Amanda Parsons

Secretary

2021-2022 Board Members

#	Name	Term Start Date	Term End Date	Representing	Board officer	Title	Company
1	Dimond, Navin	8/19/2019	8/31/2022	VISIT DENVER	Assistant Secretary	President & CEO	Stonebridge Companies
2	Isenberg, Walter	7/9/2020	8/31/2023	VISIT DENVER	Assistant Secretary	President & CEO	Sage Hospitality
3	Leonard, Greg	7/9/2020	8/31/2023	Mayor	President	General Manager	Hyatt Regency at the Colorado Convention Center
4	Blair, Tracy	8/27/2019	8/31/2024	CHLA	Assistant Secretary	Director of Sales & Marketing	Sheraton Hotel Denver
5	Lojas, Laura	8/27/2018	8/31/2024	Mayor	Assistant Secretary	General Manager	The Westin Denver International Airport Hotel
6	Parsons, Amanda	6/20/2022	8/31/2023	CHLA		General Manager	The Thompson Denver
7	Paty, Allen	8/19/2019	8/31/2022	CHLA	President-elect	General Manager	DoubleTree by Hilton Denver
8	Scharf, Richard	8/31/2017	NA	NA	Ex Officio	President & CEO	VISIT DENVER

Note: On April 18, 2022, Eric Walters resigned from his position on the board, leaving the Secretary/Treasurer position open. The Colorado Hotel and Lodging Association nominated Amanda Parsons, the General Manager at the Thompson Hotel. City Council approved her appointment and she was made an official member of the board on June 20, 2022. The supporting document for Amanda Parson's appointment process is attached.

Contact information:

#	Name	Company	Address	Email	Phone
1	Dimond, Navin	Stonebridge Companies	9100 E Panorama Drive, #300, Englewood, CO 80112	ndimond@sbcos.com	303-785-3100
2	Isenberg, Walter	Sage Hospitality	1575 Welton St., Suite 300, Denver, CO 80202	wisenberg@sagehospitality.com	303-595-7251
3	Leonard, Greg	Hyatt Regency at the Colorado Convention Center	650 15th Street, Denver, CO 80202	greg.leonard@hyatt.com	303-486-4500
4	Blair, Tracy	Sheraton Hotel Denver	1550 Court Pl, Denver, CO 80202	tracy.blair@sheraton.com	303-626-2573
5	Lojas, Laura	The Westin Denver International Airport Hotel	8300 Pena Blvd, Denver, CO 80249	laura.lojas@marriott.com	303-317-1831
6	Parsons, Amanda	The Thompson Denver	1616 Market St, Denver, CO 80202	amanda.parsons@thompsonhotels.com	(303) 572-1321
7	Paty, Allen	DoubleTree by Hilton Denver	3203 Quebec Street, Denver, CO, 80202	allen.paty@hilton.com	303-329-5200
8	Scharf, Richard	VISIT DENVER	1555 California Street, Suite 300, Denver, CO 80202	rscharf@visitdenver.com	303-571-9415

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BY AUTHORITY

RESOLUTION NO. CR22-0635
SERIES OF 2022

COMMITTEE OF REFERENCE:
Finance & Governance Committee

A RESOLUTION

Approving the Mayor's appointment to the Tourism Improvement District Board of Directors.

BE IT RESOLVED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1. That the Mayoral appointment of Amanda Parsons to the Tourism Improvement District Board of Directors for a term effective immediately and expiring on 8-31-2023, or until a successor is duly appointed, be and hereby is approved.

COMMITTEE APPROVAL DATE: May 31, 2022, by Consent

MAYOR-COUNCIL DATE: June 7, 2022

PASSED BY THE COUNCIL: June 20, 2022


 - PRESIDENT

ATTEST: _____ - CLERK AND RECORDER,
EX-OFFICIO CLERK OF THE
CITY AND COUNTY OF DENVER

PREPARED BY: Karla J. Pierce, Assistant City Attorney DATE: June 8, 2022

Pursuant to section 13-9, D.R.M.C., this proposed resolution has been reviewed by the office of the City Attorney. We find no irregularity as to form, and have no legal objection to the proposed resolution. The proposed resolution is **not** submitted to the City Council for approval pursuant to § 3.2.6 of the Charter.

Kristin M. Bronson, City Attorney for the City and County of Denver

BY: , Assistant City Attorney DATE: Jun 9, 2022