

## ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**.

***\*All fields must be completed.\****

*Incomplete request forms will be returned to sender which may cause a delay in processing.*

Date of Request: 8-8-2013

Please mark one: ☒ Bill Request or ☐ Resolution Request

**1. Has your agency submitted this request in the last 12 months?**

☐ Yes ☒ No

**If yes, please explain:**

**2. Title:** *(Include a concise, one sentence description – please include name of company or contractor and contract control number - that clearly indicates the type of request: grant acceptance, contract execution, amendment, municipal code change, supplemental request, etc.)*

Convention and Tourism Marketing Services. Vendor: Metro Denver Convention & Visitor Bureau (dba Visit Denver). Standard Expenditure contract.

**3. Requesting Agency:**

General Services

**4. Contact Person:** *(With actual knowledge of proposed ordinance/resolution.)*

- **Name:** Adrienne Benavidez
- **Phone:** 720-865-7104
- **Email:** [Adrienne.Benavidez@denvergov.org](mailto:Adrienne.Benavidez@denvergov.org)

**5. Contact Person:** *(With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)*

- **Name:** Adrienne Benavidez
- **Phone:** 720-865-7104
- **Email:** [Adrienne.Benavidez@denvergov.org](mailto:Adrienne.Benavidez@denvergov.org)

**6. General description of proposed ordinance including contract scope of work if applicable:**

Visit Denver will provide full implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination. Implementation will include the collection of tourism data, the creation of an Annual Marketing Plan, and outreach to local arts organizations to promote their involvement with the Marketing Plan. Service to be funded by receipts from the City's "Lodger's Tax."

Can you provide details on how much of the Lodger's Tax will go to Visit Denver? The lodger's tax is 10.75% of the purchase price for lodging; Visit Denver gets a 2.75% piece of that (actually slightly less, because there is a carve out of a portion of lodger's tax generated in the CNB urban renewal area. The Finance folks would have better numbers, but the VD share is upwards of \$15 million/year. It might be helpful to get a sense of the annual commitment we are making to Visit Denver and if this is a new venture or just a new

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Date Entered: \_\_\_\_\_

contract similar to previous ones. This will be a 10-year agreement; the current 10-year agreement expires 12/31/13.

***\*\*Please complete the following fields: (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field – please do not leave blank.)***

- a. **Contract Control Number:** 201312480
- b. **Duration:** 10 year contract term
- c. **Location:** City-wide
- d. **Affected Council District:** City-wide
- e. **Benefits:**
- f. **Costs:**

**7. Is there any controversy surrounding this ordinance? None**  
**Please explain.**

[Start typing here.]

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