

BILL/ RESOLUTION REQUEST

- 1. Title:** Approves an expenditure contract with Metro Denver Convention & Visitor Bureau (dba Visit Denver) for ten (10) years for implementation of convention and tourism marketing services to promote the City of Denver as a visitor destination, funded by receipts from the City's "Lodger's Tax" (201312480).

- 2. Requesting Agency:** General Services

- 3. Contact Person *with actual knowledge of proposed ordinance***
Name:Adrienne Benavidez
Phone:720-865-7104
Email:Adrienne Benavidez@denvergov.org

- 4. Contact Person *with actual knowledge of proposed ordinance 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

- 5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved**
 - a. Scope of Work**

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."
 - b. Duration**

10 year contract term
 - c. Location**

n/a
 - d. Affected Council District**

n/a
 - e. Benefits**

n/a
 - f. Costs**

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

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.

No.

Bill Request Number: BR13-0569

Date: 8/13/2013