

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor’s Legislative Team

at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**. Contact the Mayor’s Legislative team with questions

Date of Request: October 22, 2018

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract/Grant Agreement Intergovernmental Agreement (IGA) Rezoning/Text Amendment
- Dedication/Vacation Appropriation/Supplemental DRMC Change
- Other: Approve the 2019 Annual Plan for the Denver Tourism Improvement District

2. Title: A bill for an ordinance approving the 2019 Annual Plan for the Denver Tourism Improvement District.

3. Requesting Agency: Finance

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Michael Kerrigan - Finance	Name: Michael Kerrigan - Finance
Email: michael.kerrigan@denvergov.org	Email: michael.kerrigan@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

The Denver Tourism Improvement District (the “TID”) creation ordinance requires the TID to submit to City Council an Annual Plan for the upcoming year which will outline the TID’s revenues, expenditures, projects, and goals. The ordinance represents the City’s approval of the Annual Plan for the District.

6. City Attorney assigned to this request (if applicable):

JoAnn Weinstein and Noah Cecil

7. City Council District:

Citywide

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

N/A

To be completed by Mayor’s Legislative Team:

Resolution/Bill Number: BR18 1244

Date Entered: _____

EXECUTIVE SUMMARY

The Denver Tourism Improvement District (the “TID”) was created when City Council passed ordinance number 2017-0883 and subsequently the TID electors approved the ability of the TID to levy a 1% tax on the purchase of lodging in the City and County of Denver. The TID creation ordinance requires the TID to create an Annual Plan and seek approval from City Council. The Annual Plan is the TID Board of Directors’ annual report outlining the TID’s revenues, expenditures, projects, and goals. The Annual Plan for the **Denver Tourism Improvement District** is submitted annually.

General Description of District and Location: The TID boundaries are coterminous with the boundaries of the City and County of Denver and includes all lodging businesses with 50 or more rooms in the City. As of the 2019 Annual Plan, the TID includes 111 hotels.

District Purpose: The TID was created with three primary purposes 1.) to pledge up to \$3.8 million per year in support of the City’s certificate of participation financing for the Colorado Convention Center (CCC) expansion and improvement; 2.) to fund future capital improvements and maintenance for the CCC; 3.) to generate revenues for marketing and promotional use by Visit Denver to bring convention and leisure visitors to Denver.

District Structure: The Board of Directors oversees the operations of the TID. The Board has contracted with Visit Denver to provide management functions for the TID. The Board is comprised of seven members. After holding a public hearing the Board has put forth the TID’s Annual Plan. The Plan proposes total expenditures of \$8,745,00, of which \$5,200,000 are for marketing and promotions, \$3,450,00 are for payments in support of the City’s certificate of participation, and \$95,000 are for administration. The TID has no debt and will continue to assess a 1% tax on lodging purchases for 2019.

Schedule by Legislative Action

2019 TID Budget Ordinance Calendar:	
Date	Activity
10/22/2018	Budget Ordinance: Deadline for Budget Ordinance Request
10/31/2018	Budget Ordinance: BIZ Committee
11/7/2018	Budget Ordinance: Mayor-Council
11/8/2018	Budget Ordinance: Deadline for CAO to file Ordinance
11/13/2018 (Tuesday due to Veterans Day)	Budget Ordinance: City Council, 1st Reading
11/19/2018 (Monday)	Budget Ordinance: City Council, 2nd Reading

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