

EXECUTIVE SUMMARY

Background:

The Denver Metro Convention & Visitor's Bureau, known as Visit Denver, to market and promote the Colorado Convention Center (CCC) on behalf of the City of Denver (City). The organization is also responsible for booking and negotiating rates with conventions, trade shows and other organizations on behalf of the City. Visit Denver also promotes Denver as a tourist destination to national and international travelers and businesses.

Section 20-25 of the Denver Revised Municipal Codes (DRMC) establishes disbursement of funding to, and the general obligations of Visit Denver (Ord. No. 2-90, § 3, 1-2-90; Ord. No. 28-92, § 1, 1-21-92).

Section 20-17(g) of the DRMC establishes apportionment of 2.75% of certain lodgers and use tax. This amount was subsequently increased to 3.75% by ordinance No. 564 (passed by the City Council on August 8, 2005, and approved by voters at the November 1, 2005 election) increased the use and lodger's tax by 1% allocated to the Convention Marketing and Tourism Promotion project in the General Government Special Revenue Fund, subject to voter approval at the 2005 elections.

Ordinance No. 606 (passed by the City Council on August 22, 2005, and approved by voters at the November 1, 2005 election) specifically stated that all funds earned by the lodger's tax increase would be disbursed to Visit Denver pursuant to the contract.

Current Request:

A&V is seeking City Council approval of agreement THTRS-202264279-00 with Visit Denver pursuant to the above sections of the DRMC. Visit Denver continues to market and promote the City of Denver and the CCC as a premier destination for hosting events to national and international organizations. A&V desires to continue this strategic partnership for the following reasons:

- Visit Denver was founded in 1909 and is the 6th oldest Destination Marketing Organization in the nation. It has specialized in the marketing and promotion of the City for over a century and the Colorado Convention Center for over a decade.
- Entering into an agreement now provides certainty for the planning and opening of the new CCC expansion including ensuring there are no interruptions in booking existing spaces that may be temporarily impacted during construction or the new space.
- The profile of the CCC has risen over the last decade of Visit Denver's stewardship.
- The current expansion of the CCC will offer additional marketability.
- The CCC continues to face an already highly competitive convention market and the Covid-19 pandemic severely impacted the convention industry. As the industry continues to recover, specialization in the promotion of the CCC is of critical importance.