

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 14, 2019

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 2020 Annual Plan for the Denver Tourism Improvement District

2. **Title:** A bill for an ordinance approving the 2020 Annual Plan and Operating Budget 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 and Operating Budget 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 and Operating Budget for the District.

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

JoAnn Weinstein and Brad Neiman

7. City Council District:

Citywide

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

N/A

EXECUTIVE SUMMARY

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: BR19 1107

Date Entered: _____

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 Operating Budget and seek approval from City Council. The Annual Plan and Operating Budget is the TID Board of Directors’ annual report outlining the TID’s revenues, expenditures, projects, and goals. The Annual Plan and Operating Budget 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 2020 Annual Plan and Operating Budget, the TID expects to include 125 hotels by the end of 2019.

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 and Operating Budget. The Plan proposes total expenditures of \$10,555,000 of which \$7,000,000 are for marketing and promotions, \$3,450,000 are for payments in support of the City’s certificate of participation, and \$105,000 are for administration. The TID has no debt and will continue to assess a 1% tax on lodging purchases for 2020.

Schedule by Legislative Action

2020 TID Budget Resolution Calendar:		
Date	Item	Notes
10/14/2019	BID & TID Budget and Operating Plan Ordinance: Ordinance Request Deadline	
10/22/19 (FINGOV)	BID & TID Budget and Operating Plan Ordinance: FINGOV Committee	Presentation - assumes joint presentation on BIDs, GIDs, and TIDs
10/29/2019	BID & TID Budget and Operating Plan Ordinance: Mayor-Council	
	BID & TID Budget and Operating Plan Ordinance: <u>HOLD ONE WEEK</u>	
11/6/19 at Noon	BID & TID Budget and Operating Plan Ordinance: Deadline for CAO to file Ordinances	
11/12/2019 (Council Meets Tues. due to Veterans Day)	BID & TID Budget and Operating Plan Ordinance: City Council - First Reading	
11/18/2019	BID & TID Budget and Operating Plan Ordinance: City Council - Second Reading	No public hearing is required

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