



Government and Community Affairs Update

Marketing Advisory Committee (MAC), March 1, 2018

- Illuminate issues that impact tourism
 - Current events, legislation, elections and community issues
- Build relationships
 - Local: Keep City Council, Mayor, Cabinet apprised of efforts/successes
 - State: Inform Colorado legislators, monitor state legislation
 - Federal: Engage with U.S. Travel Association on federal policy
 - Educate stakeholders about tourism benefits
 - Build support for VISIT DENVER/DMO
- Keep partners updated through *Policy Perspectives* quarterly policy e-newsletter
- Confer monthly with Gov't & Community Affairs Committee



- Community Outreach includes:
 - Denver's Road Home supporter
 - Support DDP Security Action Plan
 - Inter-Neighborhood Cooperation Dinner sponsor
 - MLK Business Awards Luncheon sponsor
 - Support and promotion of nearly 100 community events and organizations
- Public Tourism Education
 - www.TourismPaysDenver.com highlights economic benefits of tourism at the local, state and federal levels



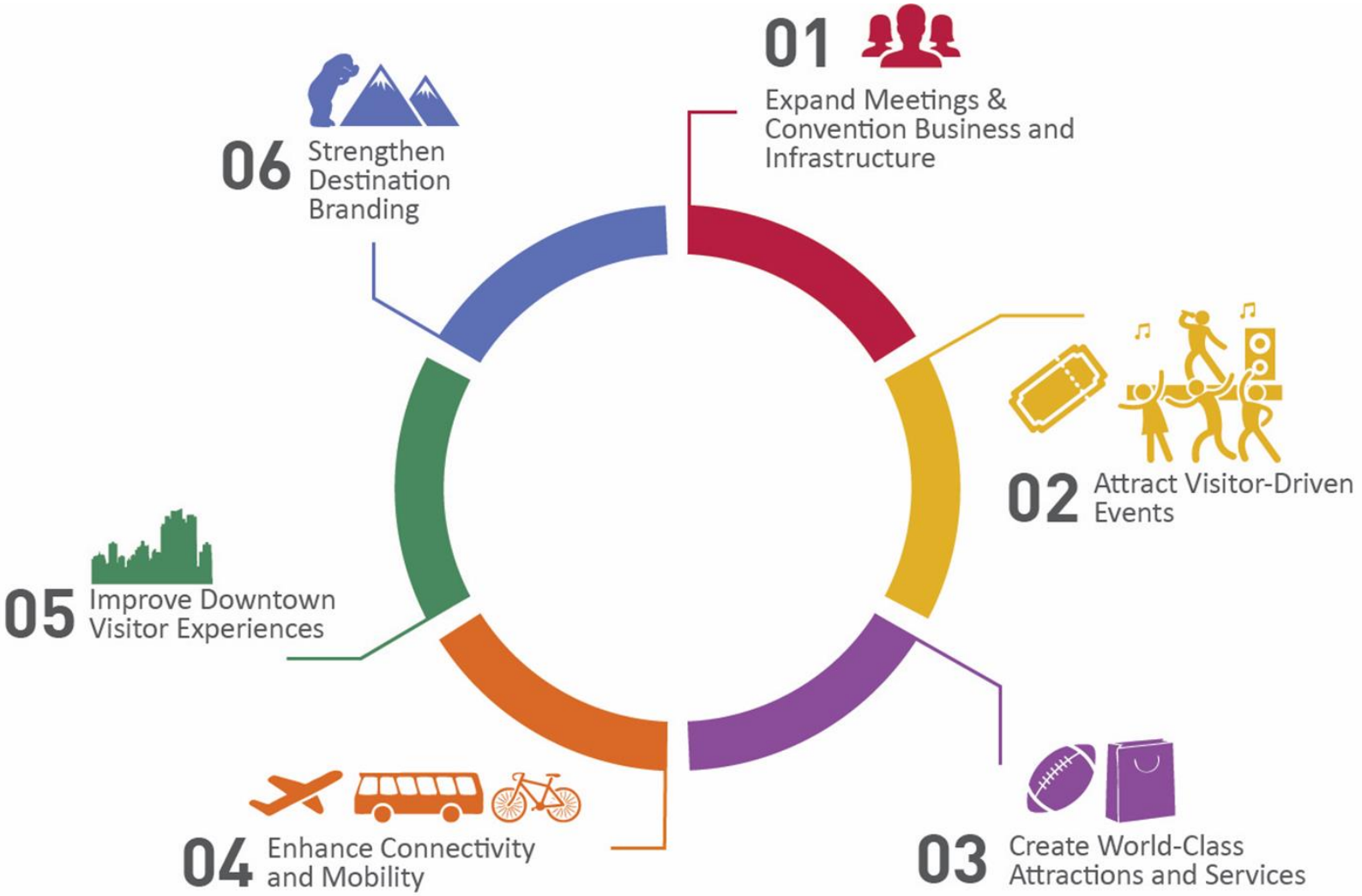
Tourism Improvement District (TID)



Collaboration between VISIT DENVER, Colorado Hotel and Lodging Association and City and County of Denver (CCD)

- Applies to hotels located in City and County of Denver with 50 or more rooms
- Approved by Denver hotels 50-2 on Nov. 7, 2017, went into effect Jan. 1, 2018
- Adds 1% to guest folio (15.75% check out tax)
- Revenue will be used to fund the gap for the convention center expansion, future center improvements, and additional marketing to drive new demand

Denver Tourism Roadmap Goals





Vision:

Denver is America's leading outdoor city, known to visitors for its urban, active, and cultural experiences.

Roadmap Progress in 2017

- **Convention Business:** Passed TID to support CCC expansion; booked Outdoor Retailer
- **Visitor Events:** Council approved music festival; CO Classic; IPW pre-promote; Slow Foods; Gold Cup
- **Attractions/Services:** Ski Train resumes; 5280 Loop; Mall redevelopment
- **Mobility:** 5 new international non-stop flights
- **Downtown Experience:** Security Action Plan; Outdoor Downtown Plan; visitor intercept studies
- **Branding:** Top Chef Season 15; Red Rocks replica at Taste of Randolph; \$5 million Spring/Summer campaign; record social media engagements; enhanced Denver365 music calendar
- Learn more at www.DenverTourismRoadmap.com

DENVER TOURISM ROADMAP



2025 Destination Plan



Sharing the Gold

- The Sharing the Gold engagement plan is meant to spur statewide discussion about whether hosting an Olympic and Paralympic Winter Games would be good for Metro Denver and the entire state.
- Sharing the Gold includes the establishment of advisory groups, made up of key constituencies throughout the Denver Metro region and the mountain/rural communities in which a Winter Games would likely take place if Denver and Colorado were to pursue a bid.
- There will also be two online community meetings to share information, gather feedback and engage the broader public's participation in this process.
- Explorethegames.com provides general information about the exploratory process and offers visitors the opportunity to participate in a survey to assess community members' feedback and ideas.

Tourism Policy Trends



- Tourism marketing funding at local, state, and federal levels
- Role of public policy on conventions and tourism (public lands, bathrooms, marijuana, other)
- Short-term rental (STR) regulation and enforcement
 - Currently 53% compliance in Denver
 - Total Lodger's Tax revenue collected from STR operators for 2017: \$2,916,831
- Marijuana
 - Denver voters approved designated social consumption areas in 2016, first license issued this week
 - Monitor legalization across U.S., uncertainty of potential federal action

2018 Priorities



- Tourism marketing funding
 - Local: First year administration of TID
 - State: Defend and seek increase in CTO budget
 - Federal: Defend and preserve Brand USA funding
- State elections November 2018
 - Governor, Denver legislators
 - Possible ballot initiatives: transportation, growth, other
- Prepare for 2019 municipal elections
 - Mayor and all Council members, one open Council seat