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MEMORANDUM

DATE: February 26, 2021
TO: Mayor and City Council
THRU: Darin Atteberry, City Manager [DS] [Signature]
Kelly DiMartino, Deputy City Manager [DS] [Signature]
Tyler Marr, Interim Director, Information and Employee Services [DS] [Signature]
FROM: Amanda King, Director, Communications [DS] [Signature]
Cynthia Eichler, President and CEO of Visit Fort Collins [DS] [Signature]
RE: February 23, 2021 Work Session Summary: Tourism Industry Update and Tourism Business Improvement District

Councilmembers Present:

Mayor Wade Troxell, Mayor Pro Tem Ross Cunniff, Susan Gutowsky, Julie Pignataro, Ken Summers, Emily Gorgol and Melanie Potyondy (all virtually).

Discussion Summary:

Visit Fort Collins (VFC) President and CEO Cynthia Eichler shared a two-part presentation to provide information on the current state of tourism in Fort Collins and impacts related to the COVID-19 pandemic, an update on the Destination Master Plan efforts, and an overview of additional funding opportunities through the formation of a Tourism Business Improvement District (TBID).

Cynthia was joined by a consultant from Civitas, which specializes in business improvement districts. Two TBID options were presented using the City’s Home Rule or following the Colorado State Statute.

Council was appreciative of the update and strongly supportive of the creation of a Home Rule option, and it was noted that this type of TBID would not impact current Business Improvement Districts nor create a conflict for future potential BID creation elsewhere in the city.

Follow-up:

Council requested additional information, if available, for how the 3% was originally set for the lodging tax ordinance. Cynthia Eichler reached out to former Mayor Susan Kirkpatrick for additional insight. Please note this action was taken pre-Tabor. As the second full-service hotel was being built in Fort Collins, a desire evolved to adequately capitalize funding for promotion of tourism. With Council input and industry conversation, a budgeted amount was determined. From that amount, the percentage was also determined to drive the opportunity to meet the objective for promotion. Once that was complete, an ordinance was developed and confirmed via a City Council vote of approval. The 3% lodging tax percentage has remained the same since.

Next Steps:

City staff will work with VFC and Civitas to draft ordinance language for Council review and approval within the coming weeks.