



Communications & Public Involvement
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MEMORANDUM

DATE: June 11, 2021
TO: Mayor and City Council
THRU: Darin Atteberry, City Manager [DS] [Signature]
Kelly DiMartino, Deputy City Manager [DS] [Signature]
Tyler Marr, Interim Information and Employee Services Director [DS] [Signature]
FROM: Amanda King, Communications Director [DS] [Signature]
Cynthia Eichler, President and CEO of Visit Fort Collins [DS] [Signature]
RE: **June 8, 2021 Work Session Summary: Tourism Industry Update; Visit Fort Collins Destination Master Plan and Recovery Plan**

Councilmembers Present:

Mayor Jeni Arndt, Mayor Pro Tem Emily Gorgol, Tricia Canonico, Susan Gutowsky, Kelly Ohlson, Shirley Peel, Julie Pignataro

Discussion Summary:

Visit Fort Collins (VFC) President and CEO Cynthia Eichler shared a presentation to provide information on impacts to the current state of tourism in Fort Collins, impacts related to the COVID-19 Pandemic, and drafts of the Tourism Master Plan and Recovery Plan.

Council was appreciative of the update and supportive of each plan. Council was supportive of restarting the Rambassadors and Certified Tourism Ambassador programs. There was support for use of the basecamp concept and interest in the brand promise. Support and encouragement were provided for The Fort Collins Marketplace. There was interest and encouragement for additional work on the nighttime economy. Council noted there was significant work put into the plans with thanks to all who supported and participated in the effort.

Follow Up:

Council did not request any follow-up.

Next Steps:

An immediate focus on actions within the Recovery Plan will commence first. As a critical component of both plans, securing funding for recovery and resiliency is required. This work is being facilitated in partnership with hoteliers for the formation of a Tourism Improvement District. This item is key to fund other aspects of the plans and necessary work. There will be continued focus on reopening safely with stakeholders in all segments for a successful summer and fall season. This will be done in tandem with securing staffing levels to support business activity. Basecamp marketing has already begun and will elevate this summer with concept and reach. Working with event planners and approvers to safely bring events back in a strategic manner to maximize and configure events throughout the community will also be a priority for the remainder of 2021. As reopening continues, additional decisions will be made regarding timing and priorities for movement toward appropriate aspects of the Destination Master Plan.