

**Economic Health Office**



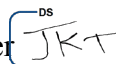

300 LaPorte Avenue
PO Box 580
Fort Collins, CO 80522


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MEMORANDUM

DATE: July 26, 2021

TO: City Council

THROUGH: Darin Atteberry, City Manager ^{DS} 
 Kyle Stannert, Deputy City Manager ^{DS} 
 Jackie Kozak-Thiel, Chief Sustainability Officer ^{DS} 
 Josh Birks, Economic Health and Redevelopment Director ^{DS} 

FROM: Clay Frickey, Redevelopment Program Manager ^{DS} 

RE: **Cumulative lodging tax and fees in Fort Collins compared to Colorado communities**

This memo is in response to questions from City Council related to the cumulative taxes and fees for lodging establishments in Fort Collins if the Tourism Improvement District passes on second reading (August 4, 2021) and goes into effect. The chart below shows how the cumulative taxes and fees for lodging establishments in Fort Collins would compare to other Colorado communities upon adoption of a Tourism Improvement District. The Fort Collins total tax/fee column includes the 3% fee from the Tourism Improvement District.

| Destination | Budget | Lodging Tax Rate | Total Levy on Rooms | Assessment Rate or Flat Fee |
|------------------------------------|--------------------|------------------|---------------------|-----------------------------|
| Visit Denver | \$38,000,000 | 10.80% | 14.75% | 1% |
| Visit Grand Junction | \$2,890,000 | 6.00% | 14.02% | |
| Alamosa CVB | \$739,620 | 5.90% | 13.90% | |
| Visit Fort Collins with TID | \$1,293,582 | 3.00% | 13.55% | 3% |
| Ouray Tourism Office | \$634,188 | 3.50% | 12.95% | |
| Telluride Tourism | \$2,300,000 | 2.00% | 12.65% | |
| Visit Aurora | \$4,065,000 | 8.00% | 12.50% | \$2.00 Flat Fee per Room |
| Boulder CVB | \$2,021,315 | 7.50% | 12.49% | |
| Snowmass Tourism | \$7,200,000 | 2.40% | 12.40% | |
| Visit Pagosa Springs | \$800,000 | 4.90% | 11.80% | |
| Pueblo Chamber | \$655,000 | 4.30% | 11.70% | |
| Visit Durango | \$1,212,954 | 5.25% | 11.65% | |
| Steamboat Springs Chamber | \$850,000 | 3.00% | 11.40% | |



| Destination | Budget | Lodging Tax Rate | Total Levy on Rooms | Assessment Rate or Flat Fee |
|---------------------------------------|--------------------|------------------|---------------------|-----------------------------|
| Aspen Chamber Resort Association | \$2,900,000 | 2.00% | 11.30% | |
| Visit Glenwood Springs | \$1,019,242 | 2.50% | 11.10% | |
| Breckenridge Tourism Office | \$5,682,000 | 3.40% | 10.90% | |
| Manitou Springs Chamber | \$675,719 | 2.00% | 10.73% | |
| Visit Estes Park | \$3,001,283 | 2.00% | 10.70% | |
| Visit Fort Collins without TID | \$1,293,582 | 3.00% | 10.55% | |
| Visit Longmont | \$461,000 | 2.00% | 10.52% | |
| Visit Colorado Springs | \$4,862,747 | 2.00% | 10.25% | |
| Visit Loveland | \$1,107,524 | 3.00% | 9.70% | |
| Gunnison/Crested Butte | \$2,300,000 | 4.00% | 9.00% | |
| Chaffee County Visitors Bureau | \$586,050 | 1.90% | 8.50% | |
| Grand County Tourism Board | \$683,669 | 1.90% | varies | |

With the inclusion of the 3% Tourism Improvement District fee, Fort Collins would have the fourth highest total levy on rooms in Colorado. Without the 3% Tourism Improvement District Fee, Fort Collins has the sixth lowest total levy on rooms. Some destinations include hoteliers that levy a “Resort Fee” not captured in this analysis.