

RESOLUTION 95-177
OF THE COUNCIL OF THE CITY OF FORT COLLINS
AUTHORIZING A CONTRACT WITH THE FORT COLLINS
CONVENTION & VISITORS BUREAU TO PROVIDE
GENERAL TOURISM, COMMUNITY EVENT PROMOTION
AND CONFERENCE/CONVENTION SERVICING

WHEREAS, pursuant to Ordinance No. 20, 1984, the City of Fort Collins established a 3% Lodging Tax on hotel/motel rooms within city limits for the purposes of promoting tourism, conventions, and other activities which utilize public accommodations within the city; and

WHEREAS, the City, pursuant to Resolution 86-181, contracted with the Fort Collins Convention & Visitors Bureau (CVB) to coordinate tourism and visitor promotion activities pursuant to Section 25-244 of the Code of the City of Fort Collins; and

WHEREAS, the City's current contract with the CVB that was authorized by City Council in 1989 will terminate on December 31, 1995; and

WHEREAS, a staff team has reviewed the CVB's performance in the context of the current contract, and has evaluated various options for continued tourism and visitor promotion services that will maximize community benefits from such activities; and

WHEREAS, the staff team has recommended a redirection in tourism and visitor promotion, which, while consistent with the original intent of the lodging tax, shifts away from convention and conference marketing, towards promotion of general tourism, community events and facilities, and coordinated conference servicing; and

WHEREAS, the expertise and services of the CVB are unique in relation to the scope of services that staff has prepared, therefore requiring the continued services of the CVB; and

WHEREAS, funds have been budgeted and approved in the General Fund for this service; and

WHEREAS, Section 8-160 (d) (1) c. of the Code of the City of Fort Collins authorizes the Purchasing Agent to negotiate the purchase of supplies and service without utilizing a competitive process, where the Purchasing Agent determines that a particular material or service is required in order to standardize, or maintain standardization for the purpose of reducing financial investment, or simplifying administration; and

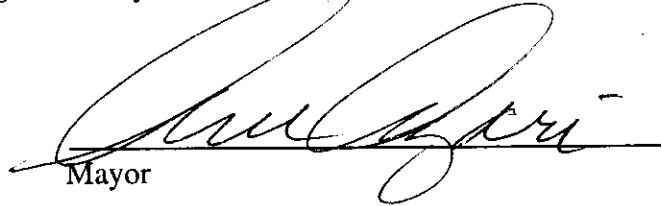
WHEREAS, the Purchasing Agent has submitted the requisite justification to the City Manager for approval; and

WHEREAS, the City Manager has reviewed and approved the justification for this contract; and

WHEREAS, Section 8-160 (D) (3) requires approval by the City Council for items costing more than Fifty Thousand Dollars (\$50,000) prior to entering into a contract for services.

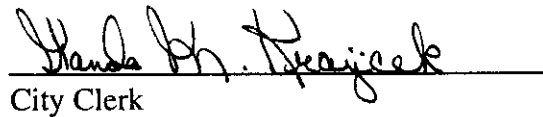
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FORT COLLINS that the Purchasing Agent is authorized to contract with the Fort Collins Convention & Visitors Bureau for the provision of tourism, visitor, and conference/convention support services, as specified in the Scope of Services, attached hereto as Exhibit "A" and incorporated herein by this reference. This agreement shall continue for a term of one (1) year (renewable annually for four (4) consecutive one (1) year terms). The initial annual cost for this service shall be \$250,000, with budget increases to be approved by the City Manager annually, not to exceed the prevailing rate of inflation as established by the Denver-Boulder Consumer Price Index.

Passed and adopted at a regular meeting of the City council held this 19th day of December, A.D. 1995.



Mayor

ATTEST:



City Clerk

GENERAL SCOPE OF SERVICES

Maintain four full-time staff members and sufficient part-time help to properly perform this scope of services.

Operate a Visitor Information Center open five days a week in the winter and seven days a week in the summer.

Provide advertising and marketing to create awareness of Fort Collins as a visitor destination.

Provide a 24 hour accessible self-serve brochure rack.

Provide community support through interaction with visitors and residents:

- Distribute brochures and maps
- Provide information on city transportation systems
- Assist visitors needing directions

Provide a toll-free telephone number for promoting Fort Collins and its events/attractions.

Respond to visitor requests for tourist information.

Provide a Calendar of Events and Tourism Information in writing and on FortNet (within budgetary restrictions), and act as an information clearing house for those activities.

Develop and publish at least one promotional brochure that effectively markets Fort Collins as a visitor destination.

Act as a liaison and assist in coordination of local and regional events including Fort Fund events, that are held in Fort Collins. This which may include:

- Workshops to help event organizers promote and organize their events
- Open houses
- Community outreach
- Visitor assistance upon request

Respond if appropriate to Film Commission inquiries promoting show Fort Collins as a desirable location.

Provide assistance to local service clubs and organizations to help them with their regional and state conferences that are held in Fort Collins.

General Scope of Services

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Provide reactive convention sales assistance.

Provide proactive and reactive convention sales assistance to local organizations and the community.

Provide services (within budgetary restrictions) to convention visitors in a manner consistent with services provided to other visitors to Fort Collins.

Update current promotional video, and develop new visitor promotional video.

Work with the travel industry to promote favorable articles in travel publications to encourage future visitors to Fort Collins.

Promote and strengthen Fort Collins as a cultural, arts, and recreational center.

Include the Lincoln Center and other city-owned facilities in marketing and promotional efforts.

Present Fort Collins as a desirable location for regional events such as Ride the Rockies, the Balloon Festival, etc.