

DATE: January 31, 2012

STAFF: Kelly DiMartino

**Jim Clark, Convention and Visitors
Bureau Executive Director**

*Pre-taped presentation: available at
fcgov.com/clerk/agendas.php*

WORK SESSION ITEM FORT COLLINS CITY COUNCIL

SUBJECT FOR DISCUSSION

Fort Collins Convention and Visitors Bureau Update.

EXECUTIVE SUMMARY

The City of Fort Collins contracts with the Fort Collins Convention and Visitors Bureau (FCCVB) to provide various convention and visitor services. In 2011, the FCCVB generated approximately 20,000 hotel room nights in group, meeting and convention sales, responded to more than 18,000 visitor inquiries, and generated over \$2 million in coverage in national and international publications.

The FCCVB will provide an overview of these and other efforts, share benchmark comparisons related to the agency's performance, and discuss plans and opportunities for the future.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

1. What feedback or questions does City Council have for the CVB regarding its services?
2. What input does City Council have for the CVB regarding future efforts and priorities? In reviewing the strengths, challenges, opportunities and threats, are there particular areas on which Council would like the CVB to focus?

BACKGROUND / DISCUSSION

Fort Collins instituted a 3% lodging tax in 1984. Shortly thereafter, the Fort Collins Convention and Visitors Bureau was formed to serve as the tourism and convention marketing and service agency for the City. The City of Fort Collins contracts with the FCCVB to provide various convention and visitors services. Since 2006, the contract has been based on a funding model whereby the FCCVB receives 70% of the lodging tax dollars; the Cultural Resources Board receives the remaining 30% to distribute as Fort Fund grants.

Within its contractual services, the FCCVB has developed a sales and marketing program for the City that produces approximately \$5 million in group, meeting and convention sales. The FCCVB

services more than 40 groups annually that meet in Fort Collins, including organizations such as CRU (Campus Crusade for Christ), Jehovah's Witnesses, and the American Softball Association.

The FCCVB provides information services for visitors and local citizens, receiving approximately 12,000 requests per year. In 2011, 100,000 Visitor Guides were distributed, and the FCCVB responded to more than 18,000 individual requests.

Through cooperative partnerships with the Colorado Tourism Office, local businesses and other Front Range destinations, the FCCVB has leveraged over \$200,000 in advertising and marketing.

An analysis of the CVB's competitive position demonstrates that Fort Collins has many desirable assets and strong partnerships. Opportunities exist for further collaboration with the new Museum of Discovery, Colorado State University, and the City's Economic Health Office. Challenges include the limited awareness of Fort Collins in the Denver market, changes in the region regarding hotel availability, and increased budgets for competing jurisdictions.

ATTACHMENTS

1. FCCVB 2011 Productivity Report
2. FCCVB 2011 Group Booking Report
3. FCCVB 2012 Board of Directors
4. Destination Lodging Tax and Marketing Organization Budget Comparisons
5. Powerpoint presentation

Fort Collins Convention and Visitors Bureau

2011 Productivity Report

The following information is the productivity report for the Fort Collins Convention and Visitors Bureau for 2011. This is a brief explanation of those productivity measures and terms, as well as the metrics we use to measure productivity and benchmark our results.

Group Room Nights

This is the total number of hotel rooms multiplied by the number of nights that a group reserves or contracts for. 100 hotel rooms for 3 nights = 300 room nights. Group room nights is a standard industry measure. Many, but not all, convention and visitor bureaus (CVBs) use this measure of productivity as one of their primary indicators of performance.

We place emphasis on groups with overnight stays, as overnight visitors spend on average about 10 to 15 times as much as day visitors.

Our goal for each year is to meet or exceed the production of the average of the previous 5 years.

Bookings and Servicing

CVBs are catalyst organizations. We work to connect the buyer (meeting planner, tour operator, tournament organizer, etc.) with the supplier (hotel, facility, catering company, etc.) to facilitate a transaction. Those groups that we have had a substantial level of involvement in are considered "booked." Every booking must begin with a "lead."

There are other groups that we provide services for that we were not actively engaged in the transaction; these are groups that we "service," meaning we provide information, hospitality, welcome guides and brochures.

Leads

These usually go to hotels or CSU conference services, but may also be for caterers, transportation or a variety of other services required. We gather information from the client about their needs, and then send a lead to the appropriate businesses. If the client requests confidentiality, we send leads only to the properties or businesses that they have requested.

Booking pace/conversion

Many CVBs attempt to generate as many leads as possible to inflate their value, subsequently only converting about 30% of their leads into definite business. We do not. One of the reasons our conversion ratio is so high (goal of 60%, actual in 2011 of 70%) is that we qualify the business carefully and thoroughly prior to sending out a lead.

Paid Ad Equivalency

When we work with a writer, journalist or broadcaster to generate publicity on Fort Collins, we measure the effectiveness and impact through paid advertising equivalency. The actual amount of space in the publication, or the air time in broadcast, is measured and we determine the advertising rate for the same space. That number is multiplied by 2, as people will pay far more attention and have greater retention of a feature story instead of an advertisement. This is an industry standard of the Destination Management Association International and the Public Relations Society of America.

Again, the FCCVB's practice is somewhat different than other CVBs in that our metrics reflect only publicity for which we have been directly involved.

Visitor Inquiries

If an individual requests information (a Visitors Guide), we measure each of those by source of inquiry. Most come from paid advertising, some directly through our web site, many through cooperative advertising with the Front Range region. Each is mailed an Official Visitors Guide. We are also moving to more sustainable practices. We have a Virtual Visitors Guide (a .pdf of the Visitor Guide), and to reduce postage costs and print materials, we sometimes send post cards directing the visitor to the web site for certain inquiries.

Visitor Inquiry Conversion Rate

We have used CSU students to conduct two conversion studies for us to measure how many individuals who receive a Visitors Guide actually visit in the same season during which the Guide is requested. Our average conversion rate is 60%.

2011 Results

Group, Meeting and Convention Sales

- 39 Leads generated
- 21 groups booked
- 7 leads lost, CVB turned down two opportunities
- 9 leads still pending for a total of 19,276 room nights
- Booking pace 70% against a goal of 60%
- 20,336 total room nights generated
- Average of past 6 years is 18,846; 109% of goal met
- Serviced 50 groups; distributed more than 4,400 Welcome Packets

Public Relations

- \$2,074,616 in ad equivalency (note: broadcast numbers not in as of this date)

Visitor Inquiries

- 18,148 inquiries in 2011 (including 191 international inquiries)
- 12,356 visitors at Downtown Visitor Information Center
- Approx. 99,000 visitors at Colorado State Welcome Center (I-25 & Prospect)

Web Traffic

- 72,635 unique visits

Group Bookings Secured in 2011

<u>Date of event</u>	<u>Group Name</u>	<u>Number of Rooms</u>	<u>New</u>	<u>Repeat</u>
2/10/2011	All State Orchestra	500		X
4/29/2011	CO Rock Art Association	40	X	
May- Sept 2011	National Propane Association	270	X	
5/5/2011	French American Chamber of Commerce	10	X	
June - Aug 2011	Jehovah's Witness (Five times a year)	5000		X
6/23/2011	Colorado Brewers Festival	30		X
6/27/2011	Heartland Youth Choir - (Home stays)	0	X	
6/30/2011	Bike MS 150	600		X
7/15/2011	Campus Crusade for Christ	6000		X
7/17/2011	Campus Crusade for Christ - (catering event)	0	X	
8/18/2011	Fort Collins Soccer Club	90		X
9/9/2011	2011 Park City Familiarization Trip	60	X	
10/8/2011	USGP Cyclocross Fort Collins Cup	290		X
10/20/2011	Colorado Band Masters	770	X	
11/14/2011	2012 Midwestern Sectional Figure Skating	1270	X	
11/14/2011	Alliance for Innovation	190	X	
4/19/2012	Select Hospitality, Boise State University	36	X	
5/4/2012	National Club Baseball Assn – District Playoff	40	X	
5/8/2012	CO Assn of Transit Agencies Spring Conference	390	X	
6/30/2012	Triple Crown Sports – Junior Sparkler Tournament	1300		X
7/28/2013	IUPAC Symposium on Organometallic Chemistry	3450	X	
	Total	20336	13	12

**Fort Collins Convention & Visitors Bureau
2012 Board of Directors**

Dr. Joseph O'Leary
Chair

At Large

3rd term ends 12/13

Professor, Colorado State University

215 Natural Resources Building

Fort Collins, CO 80523-1401

Work: 970/491-0436

Fax: 970/491-0279

E-mail: jtoleary@colostate.edu

Jackie O'Hara

Vice-Chair

Advertising/Public Relations

2nd term ends 12/12

Owner, Jet Marketing

P.O. Box 1802

Fort Collins, CO 80522

Work: 970/218-4797

Fax: 970/224-1047

E-mail: jackie@jetmarketing.net

Ellen Rotunno

Treasurer Lodging Industry – Limited Svc

3rd term ends 12/12

VP of Operations

Best Western University Inn

914 South College Avenue

Fort Collins, CO 80524

Work: 970/ 484-1984

Cell: 970/ 631-0158

Fax: 970/484-1987

E-mail: ellen@bwui.com

Truman Solverud

Immediate Past Chair

Food & Beverage Industry

3rd Term ends 12/12

Truman's Coffeehouse

2815 E. Harmony Rd. Ste. 102

Fort Collins, CO 80528

Work: 970/ 295-4447

Cell: 970/213-1000

E-mail: solverud38@msn.com

Gary Buffington

Recreation & Sports

4th term ends 12/12

Director, Department of Natural Resources

1800 S. County Rd. 31

Loveland, CO 80537

Work: 970/679-4560

Fax: 970/679-4574

E-mail: buffingk@co.larimer.co.us

Jill Burge

Retail or Travel Industry

8th term ends 12/13

VP, New Horizons Travel

300 E. Boardwalk

Fort Collins, CO 80525

Work: 970/ 223-7400

Fax: 970/ 225-0538

E-mail: jillb@travelnewhorizons.com

Reggie Casselberry

Lodging Full Service

1st term ends 12/12

General Manager Fort Collins Marriott

350 East Horsetooth Road

Fort Collins, CO 80525

Work: 970/226-5200

Fax: 970/226-9702

Email: reggie.casselberry@dimdev.com

Danielle Clark

At Large

1st term ends 12/13

Communicaitons Director

Poudre School District

Johannsen Support Svcs. Ctr.

2407 LaPorte Avenue

Fort Collins, CO 80521

Work: 970/490-3427

Fax: 970/490-3005

Cell: 970/567-1579

Email: daclark@psdschools.org

**Fort Collins Convention & Visitors Bureau
2012 Board of Directors**

Dezi Brubaker
CSU Housing & Dining Services
Colorado State University
Director
Office of Conference Services
2nd term ends 12/12
8037 Campus Delivery
Fort Collins, CO 80523
Work: 970/491-1378
E-mail: Dezarai.brubaker@colostate.edu

Ben Costello
At Large Sports
1st term ends 12/13
Mountain Whitewater Descents
Director of Fun/River Manager
1329 North Hwy. 287
Fort Collins, CO 80524
Work: 970/419-0917
Fax: 970/494-0695
Email: ben@raftmwd.com

Debbie Delaney
At Large
2nd term ends 12/13
Regional Retail Services Coordinator
Adams Bank & Trust
7800 S. Highway 287
Fort Collins, CO 80525
Work: 970/667-4308 x2218
Cell: 970/231-9793
E-mail: dkdelaney@abtbank.com

Kelly DiMartino
City of Fort Collins Liaison
Employee & Communication
Services Director
Office of the City Manager
P.O. Box 580
Fort Collins, CO 80522-0580
Work: 970/416-2028
Cell: 970/217-3293
Fax: 970/224-6107
E-mail: kdimartino@fcgov.com

Kurt Colicchio
At Large
2nd term ends 12/12
Fort Collins Foxes Baseball Club, Inc.
Owner/General Manager
543 Saturn Drive
Fort Collins, CO 80525
Work: 970/225-9564
Cell: 970/412-7884
E-mail: kurt@fortcollinsfoxes.com

Diane Gaede, Ph.D.
Cultural Resources Board Liaison
Associate Professor of Recreation & Tourism
& Hospitality
University of Northern Colorado
Gunter Hall
Greeley, CO 80639
Work: 970/351-2688
Cell: 970/231-1419
Fax: 970/351-1255
E-mail: diane.gaede@unco.edu

Hamidah Glasgow
Retail Downtown
2nd term ends 12/13
Executive Director
The Center for Fine Art Photography
400 North College Avenue
Fort Collins, CO 80524
Work: 970/224-1010
Cell: 303/489-8693
Fax: 970/224-1024
E-mail: hamidah@c4fap.org

Bob Herrfeldt
The Ranch
3rd term ends 12/12
Director, The Ranch
5290 Arena Circle Suite 100
Loveland, CO 80538
Work: 970/619-4010
Fax: 970/619-4001
Cell: 970/566-3771
E-mail: bherrfeldt@larimer.org

**Fort Collins Convention & Visitors Bureau
2012 Board of Directors**

Becky Ellis
Limited service Hotel
1st term ends 12/13
General Manager
Cambria Suites
2921 East Harmony Rd.
Fort Collins, CO 80528
Work: 970/267-9000
Fax: 970/267-9004
Cell: 505-259-6027
Email: ellis@newvisionhotels.com

Beth Flowers
Designated by Chair
1st term ends 12/12
Executive Director
Beet Street
200 West Mountain Ave. Ste. A
Fort Collins, CO 80521
Work: 970/419-8240
Email: bflowers@beetstreet.org

Eric Smith
At Large
1st term ends 12/12
Director of Sales & Marketing
Odell Brewing Company
800 East Lincoln Avenue
Fort Collins, CO 80524
Brewery: 970/498-9070
Cell: 970/215-3396
Fax: 970/498-0706
E-mail: smitty@odellbrewing.com

Wayne Sundberg
Cultural/Heritage Tourism
8th term ends 12/13
Owner, SundDay Research Associates
1108 Lynnwood Drive
Fort Collins, CO 80521
Work/Home: 970/493-3749
Cell: 970/690-4520
E-mail: sunddayres@msn.com

Steve Levinger
President Innkeepers Association
3rd Term ends 12/13
Armstrong Hotel
259 South College Avenue
Fort Collins, CO 80524
Work: 970/484-3883
Cell:
Fax: 970/
E-mail: smlevi@msn.com

Melissa Moran
Retail Outside Downtown
1st term ends 12/12
Senior General Manager
Front Range Village/Bayer Properties
2720 Council Tree Avenue, Ste. 160
Fort Collins, CO 80525
Work: 970/226-8633
Cell: 970/219-7376
Fax: 970/
E-mail: mmoran@bayerproperties.com

Gary Ozzello
CSU
4th term ends 12/13
Senior Associate Director
External Operations
311A Mcgraw Athletic Center
Fort Collins, CO 80524
Work: 970/491-0628
Cell: 970/222-3361
E-mail: Gary.Ozzello@ColoState.EDU

Scott Romano
Special Lodging District Seat
2nd term ends 12/12
GM, Super 8
409 Centro Way
Fort Collins, CO 80524
Work: 970/493-7701
Fax: 970/530-0557
E-mail: romansco1359@gmail.com

**Fort Collins Convention & Visitors Bureau
2012 Board of Directors**

Steve Taylor

Food & Beverage Industry

3rd term ends 12/13

Owner, Moot House, Austin's & Enzo's

109 North College Avenue Ste 220

Fort Collins, Co 80524

Work: 970/266-2612

Fax: 970/266-2613

Cell: 970/481-5385

E-mail: Steve@hotcornerconcepts.com

Michael Short

DBA Liaison

Executive Director

Downtown Business Association

19 Old Town Square Ste. 230

Fort Collins, CO 80524

Work: 970/484-6500

Direct: 970/419-4384

Cell: 414/828-9080

E-mail: mike@downtownfortcollins.com

Ned Sickle

Lodging Industry – Full Service

4th term ends 12/13

GM, Hilton Fort Collins

425 W. Prospect Rd.

Fort Collins, CO 80526

Work: 970/482-2626

Fax: 970/493-6265

E-mail: ned.sickle@jgh.com

Destination Lodging Tax and Operating Budget Comparisons

Prepared for CADMO (Colorado Association of Destination Marketing Organizations) by Mike Miller, Colorado State University intern at the Fort Collins Convention and Visitors Bureau and Jim Clark, CADMO Chair. Data was collected in summer, 2011 and updated in January, 2012.

Overview of Data

The survey lists the destination, the lodging tax rates in that destination, and the income to the Destination Marketing Organization (often referred to as CVBs, Convention and Visitor Bureaus, or Resort Chambers of Commerce).

The left hand column of tax rates shows the tax rates on a hotel room, including state, county, city and local taxes as well as any special assessments that apply to a hotel or lodging stay. The sum is the total tax a guest pays on a hotel room in that destination.

The right hand column shows the amount of lodging tax revenue the destination marketing organization receives plus other sources of income from private contributions or other sources.

Some of the information is incomplete as the responding DMOs chose not to provide all data. There are also some destinations that did not respond, and others that will submit information to CADMO in the near future. Additionally, it should be noted that this information is in relation to the budgets of the Destination Marketing Organization (DMO), not any commercial entity such as a ski area.

Destination	Lodging Tax rate	DMO Budget
Alamosa	2.9% State Tax 2% County Tax 2% City Tax 4% Marketing District <u>1.9% Lodging Tax</u> 12.8% Total Room Tax	\$161,848 Lodging Tax Revenue <u>\$329,199 Marketing District</u> \$491,047 Total Revenue
Aspen	2.9% State Tax 3.6% County Tax 2.1% City Tax 0.4% Roaring Fork Transit Tax <u>2% Lodging Tax</u> 11% Total Room Tax	<u>\$1,400,000 Lodging Tax Revenue</u> \$1,400,000 Total Revenue
Avon	2.9% State Tax 1.5% County Tax 4% City Tax <u>4% Lodging Tax</u> 12.4% Total Room Tax	

Beaver Creek	2.9% State Tax 1.5% County Tax 4% Civic Assessment <u>2.59% Lodging Tax</u> 10.99% Total Room Tax	
Boulder	2.9% State Tax 0.8% County Tax 1.2% RTD <u>7.5% Lodging Tax</u> 12.4% Total Room Tax	\$243,666 Lodging Tax Revenue <u>\$487,334 Food Service</u> \$731,000 Total Revenue
Breckenridge	2.9% State Tax 2.9% County Tax 0.75% City Tax 3.4% Accommodations/Lodging Tax 2.5% Sales Tax .0125% Housing Tax 11.675 Total Room Tax	\$3,411,638 Annual Budget Entire Chamber
Colorado Springs	2.9% State Tax 1% County Tax 2.5% City Tax 1% Rural Transp. District <u>2% Lodging Tax</u> 9.4% Total Room Tax	\$2,494,177 Lodging Tax Revenue \$34,000 State and County \$235,201 Membership Dues <u>\$337,450 All Other</u> \$3,100,828 Total Revenue
Crested Butte	2.9% State Tax 1.0% County Tax 4.0% City Tax 0.6% Rural Transportation Authority <u>4.0% Lodging Tax</u> 12.5% Total Room Tax	Gunnison- Crested Butte <u>\$900,000 Lodging Tax Revenue</u> \$900,000 Total Revenue
Delta County	2.9% State Tax <u>1.99% Lodging Tax</u> 4.89% Total Room Tax	<u>\$60,000 Lodging Tax Revenue</u> \$60,000 Total Revenue
Denver	2.9% State Tax 1% Transportation (RTD) 0.1% Cultural Facilities 0.1% Stadium District <u>10.75% Lodging Tax (VISIT DENVER 2.75%)</u> 14.85% Total Room Tax	\$12,604,043 Lodging Tax Revenue \$964,819 Membership Dues \$1,326,679 Publications, Website, Backlits \$1,280,326 Other Contributions (Marketing) <u>\$115,114 Other (Foundation & Interest)</u> \$16,290,981 Total Revenue

Durango	2.9% State Tax 2% County Tax 3% Durango Tax 2% Bayfield Tax 1.9% County Lodgers Tax <u>2% City Lodgers Tax</u> Total Room Tax =Durango 9.9% Bayfield 8.8% County Unincorporated 6.8%	\$743,000 Total City Lodging Tax Revenue -\$115,00 Transit Subsidy -\$ 46,300 General Fund \$180,453 Total County Lodgers Tax Revenue \$ 90,000 Pay to Play Total DATO Revenue \$852,000
Estes Park	2.9% State Tax 0.8% County Tax 4% City Tax <u>2% Lodging Tax</u> 9.7% Total Room Tax	\$1,250,000 Lodging Tax Revenue \$250,000 Stakeholder (member) <u>Advertising Revenue</u> \$1,500,000 Total Revenue
Fort Collins	2.9% State Tax 0.8% County Tax 3.85% City Tax <u>3% Lodging Tax</u> 10.55% Total Room Tax	\$514,944 Lodging Tax Revenue \$114,129 Special Lodging District \$19,015 Membership <u>\$7,657 Other Income</u> \$657,896 Total Revenue
Grand Junction	2.9% State Tax 2% County Tax 2.75% City Tax <u>3% Lodging Tax</u> 10.65% Total Room Tax	\$1,148,921 Lodging Tax Revenue \$613,515 Vendors Fee \$22,055 Co-op Marketing \$6,144 Interest <u>\$4,774 Miscellaneous</u> \$1,795,409 Total Revenue
Greeley	2.9% State Tax 3.46% City Tax <u>3% Lodging Tax</u> 9.36% Total Room Tax	\$180,000 Lodging Tax Revenue \$3,400 Weld County \$1,500 Sales from Greeley Store <u>\$2,000 Co-Op Advertising</u> \$186,900 Total Revenue
Gunnison	2.9% State Tax 1.0% County Tax 4.0% City Tax 0.35% Rural Transportation Authority <u>4.0% Lodging Tax</u> 12.25% Total Room Tax	Gunnison- Crested Butte <u>\$900,000 Lodging Tax Revenue</u> \$900,000 Total Revenue

Longmont	2.9% State Tax 0.8% County Tax 3.275% City Tax 1% RTD 0.2% Cultural <u>2% Lodging Tax</u> 10.175% Total Room Tax	<u>\$263,041 Lodging Tax Revenue</u> \$263,041 Total Revenue
Mesa Verde	2.9% State Tax 4.05% City Tax <u>2% Lodging Tax</u> 8.95% Total Room Tax	\$125,000 Lodging Tax Revenue \$163,600 City Sales Tax <u>\$45,000 County Lodging Tax</u> \$333,600 Total Revenue
Montrose	2.9% State Tax 1.75% County Tax 3.0% City Tax <u>0.9% Lodging Tax</u> 8.55% Total Room Tax	\$119,238 Lodging Tax Revenue <u>\$231,462 Other Revenue (Restaurant)</u> \$350,700 Total Revenue
Mt. Crested Butte	2.9% State Tax 1.0% County Tax 5.0% City Tax 0.6% Rural Transportation Authority <u>4.0% Lodging Tax</u> 13.5% Total Room Tax	Gunnison- Crested Butte <u>\$900,000 Lodging Tax Revenue</u> \$900,000 Total Revenue
Snowmass Village	2.9% State Tax 3.6% County Tax 1.0% City Tax 2.5% Marketing & Events (Village-wide tax) 0.4% RFTA (Transit) <u>2.4% Lodging Tax</u> 12.8% Total Room Tax	\$1,200,000 Lodging Tax Revenue <u>\$3,200,000 Marketing & Events</u> \$4,400,000 Total Room Tax
Steamboat Springs	2.9% State Tax 1% County Tax 4.5% City Tax 2% Local Marketing District <u>1% Lodging Tax</u> 11.4% Total Room Tax	\$525,000 City General Fund <u>\$325,000 Membership Dues</u> \$850,000 Total Revenue
Vail	2.9% State Tax 1.5% County Tax 4% City Tax <u>1.4% Lodging Tax</u> 9.8% Total Room Tax	\$120,000 Lodging Commission- Group \$200,000 Lodging Commission- Leisure \$435,000 Project Based Revenues <u>\$335,000 Membership</u> \$1,090,000 Total Revenue

Fort Collins Convention and Visitors Bureau

2012 City Council Presentation



Today's Agenda

- Overview of CVB contract and services
- Benchmarks and productivity
- Priorities and plans for the future



Background

- Fort Collins instituted a 3% lodging tax in 1984
- Generated \$908,908 this year
- Current allocation 70% FCCVB, 30% Cultural Resources Board
- FCCVB operates under a contract for services with the City of Fort Collins



Tourism – Where we are

- Colorado Tourism – Tied for third most popular visitor destination with Boulder, Breckenridge, Estes Park
- Seasonality – largest visitation in summer, lowest in winter
- Summer weekends still weak unless we have group business



Tourism- Economic Impact

- Tourism generates 16.6% of the sales tax revenue in Fort Collins (source: Tourism in the Fort Collins Economy, Harvey Cutler, Ph.D., Colorado State Univ.)
- Tourism sector is leading job growth in the state in the last 6 months (Source: Broomfield-based Business and Economic Research)



What We Do

- Not-for-profit organization
- Represent Fort Collins and help the long-term development through a travel and tourism strategy
- Membership organization
- For visitors, we are an unbiased resource
- Official point of contact for convention and meeting planners, tour operators and visitors
- Encourage business travelers and visitors alike to visit local historic, cultural and recreational sites
- Manage Downtown Information Center & Colorado Welcome Center
- Marketing/PR



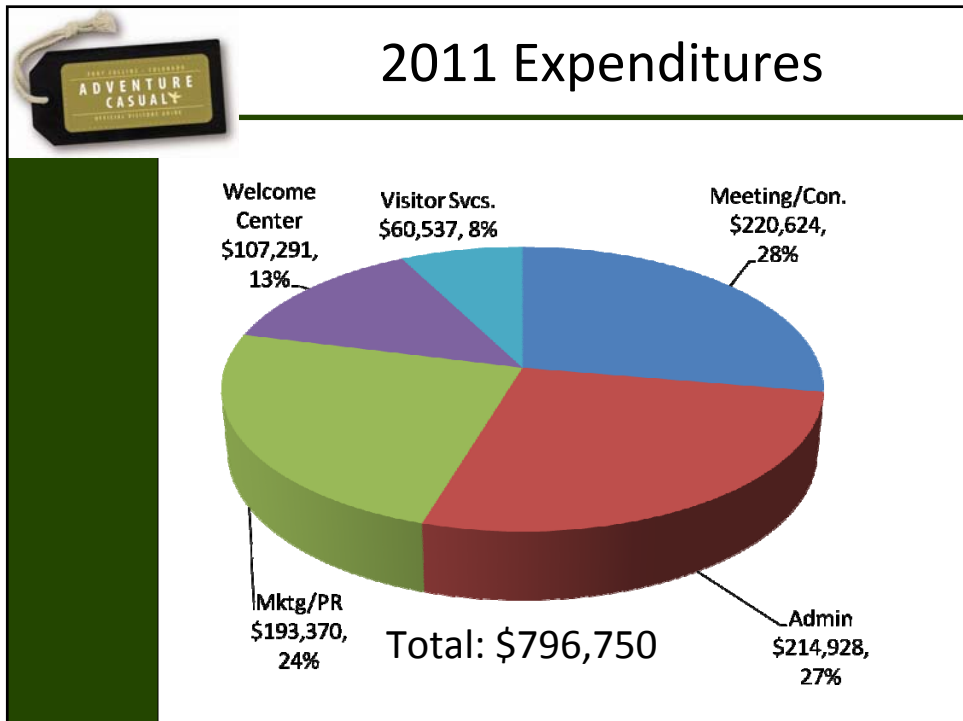
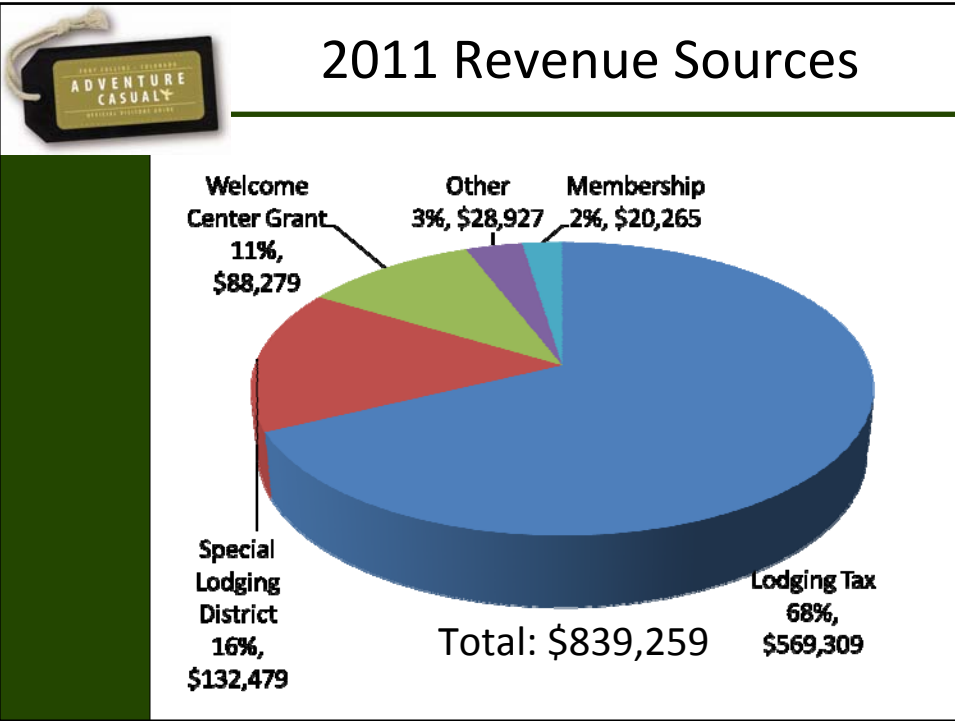
CVB Mission Statement

- *The CVB leads the city in attracting visitors to showcase a diverse set of assets, facilitating the highest quality visitor experience in order to enhance the economy and quality of life for residents.*



Who We Are

- 7 member staff
- 24 member board of directors
- 100+ Volunteers
- 200+ Members



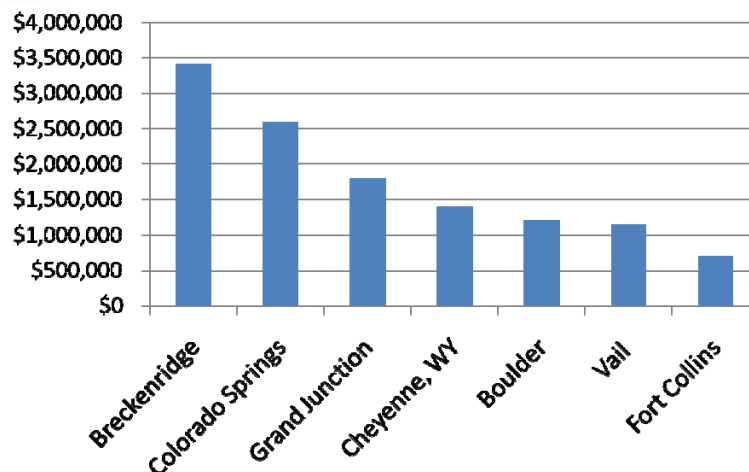


Sales and Marketing Focus

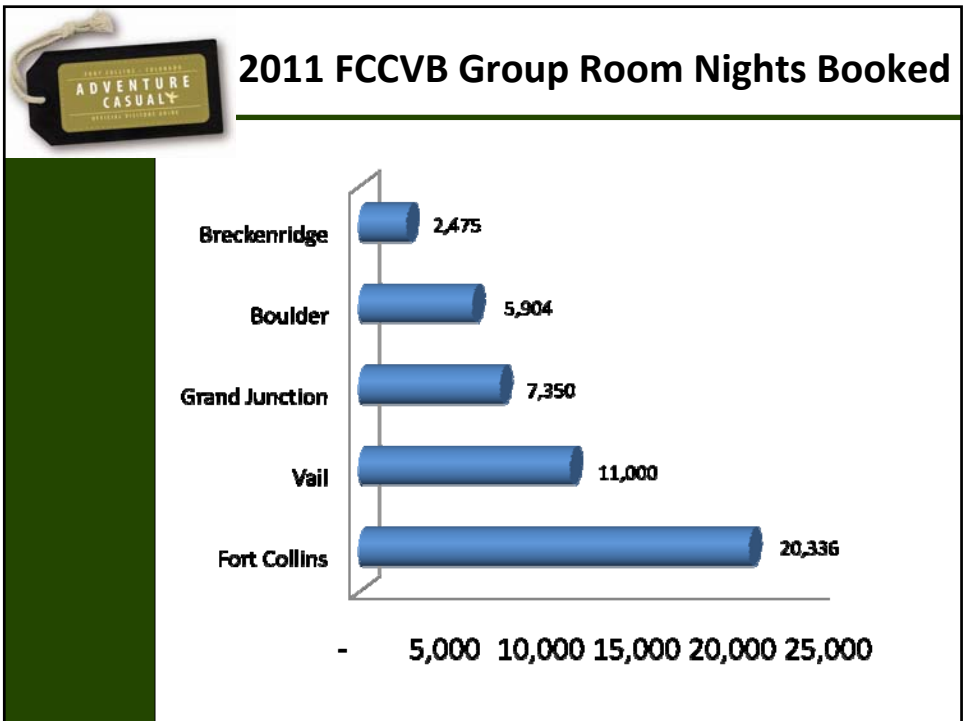
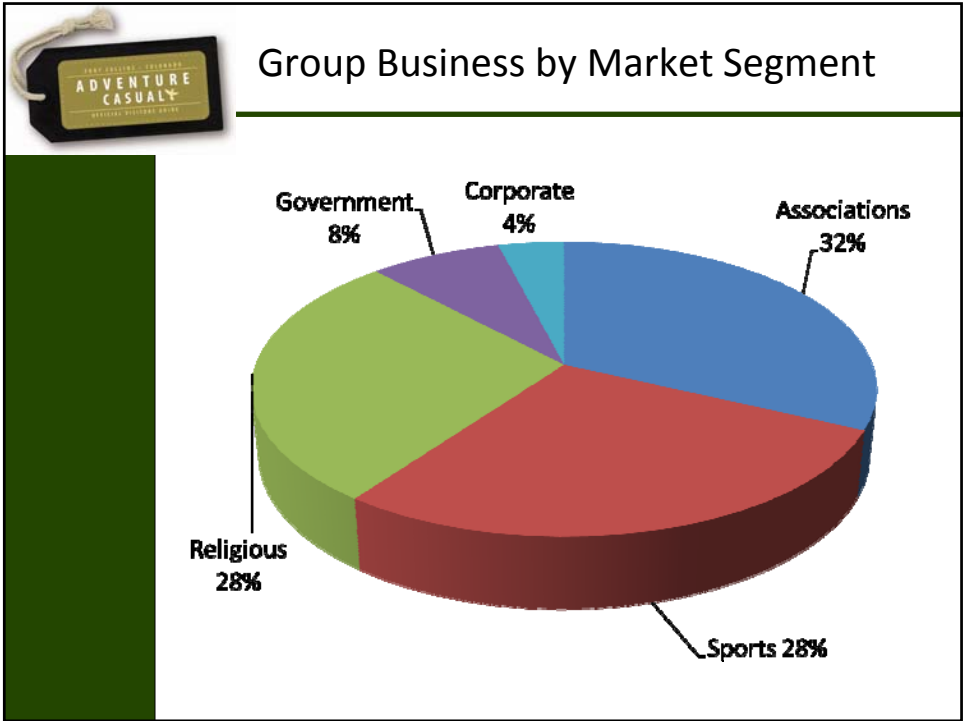
- Group business – Religious, Sports, Association (best facilities matches)
- Leisure marketing through limited co-op advertising, public relations
- Partnerships with Colorado Tourism Office, Front Range Region (north of Denver)
- Key messaging: sustainability, unique downtown, cycling, outdoor recreation, Cache La Poudre River, breweries, cultural offerings



Benchmarks by Budget



*Does not include Welcome Center budget






Fort Collins Productivity Benchmarked

	Fort Collins	Vail	Breckenridge	Boulder
Web unique Visits	72,635	480,000	334,148	n/a
Advertising Equivalency	\$2,074,616	n/a	\$4,352,202	\$6,602,354
Budget	\$796,750	\$1,150,000	\$3,411,638	\$1,200,000




2011 Visitor Service & Sales Statistics

- 100,000 - number of Visitor Guides produced
- 18,148 – Visitor inquiries mailed
- 60+% - percentage of inquiries on average who visit
- 12,356 – Out of town visitors served at Downtown Information Center
- About 100,000 – Visitors served at Colorado Welcome Center




PR Value

\$2.1 Million Ad Equivalency



Fort Collins Ghost Tour



Key Partnerships

- Advertising co-op with Front Range Region - \$2500 for over \$25,000 in exposure
- Colorado Facebook page: 320,811 followers
- CSU Conference Services – joint trade show participation
- CSU Athletic Dept. - \$10,000 participation, included in \$140,000 in Front Range media
- City of Fort Collins Parks and Rec. Dept. makes many of the sporting events possible.
- CSU Department of Music, Theatre and Dance



Key Partnerships

- Downtown Business Association - \$200,000 in gift card sales – top location
- Colorado Tourism Office – our Welcome Center #1 in volunteer participation
- Chamber of Commerce – Consolidation of two publications
- Bike Library – check-ins and publicity



Strengths, Challenges, Opportunities, Threats

Strengths:

- Strong group business base
- CSU Conference Services re-engaged in marketing
- Outstanding visitor product
- Experienced staff and diverse board
- Partnerships and alliances
- Good publicity, especially quality of life publications
- Visitor Center, Welcome Center, volunteer base
- Ability to support a Visitors Guide in a smaller destination



Challenges

- Lack of awareness in Denver
- Very limited exposure to national meetings market
- Distance from DIA
- Tendency to be overshadowed by Boulder, Denver and mountain resorts
- Budget and lack of advertising
- Seasonality, especially winter
- Lack of large meeting space (i.e., Embassy Suites)
- Many sporting events too expensive to attract



Opportunities

- Off-season business
- Museum of Discovery will add an attraction for kids
- Continue to capitalize on craft brewing trend
- Increased use of PR in lieu of advertising
- USA Pro Cycling Challenge
- International markets, visitors stay twice as long, spend nearly 4X as much
- Explore other opportunities such as ecotourism and sustainable tourism



Threats

- Nearly every competitor in Colorado has increased budget by raising lodging tax:
- Boulder – increased tax, budget \$1.4 million. Direct aim at group business with staff and cash incentives
- Loveland – Instituted lodging tax. Grants to groups
- Estes Park – Instituted Local Marketing District, about \$2.5 million
- Aurora – Instituted lodging tax, going after softball tournaments with their complex and cash
- Breckenridge – Increased lodging tax to go to \$3.4 Million budget
- Our two largest groups, CRU and Jehovah's Witnesses being courted by competitors



Plans for the future.....

- Additional Research, study the impact of public events, destination audit, new economic impact study
- Results from destination audit to guide new offerings and packaging opportunities
- Increased emphasis on PR as a key marketing tool (Katy Schneider is in NY as we present)
- Group solicitation aligned with key industry clusters as in Economic Strategic Plan



Plans for the future

- Potential partnership opportunities as Loveland clarifies their tourism marketing plans
- Media campaigns in Front Range focusing on events, cultural activities (resources permitting)
- Capitalize on Museum of Discovery as a new and unique offering



Questions for Council

- What feedback or questions do you have regarding CVB services?
- What input does City Council have for the CVB regarding future efforts and priorities?