

DATE: September 12, 2006

STAFF: Jim Clark

**WORK SESSION ITEM
FORT COLLINS CITY COUNCIL**

SUBJECT FOR DISCUSSION

Update from the Convention and Visitors Bureau.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

In January 2006, the Fort Collins Convention and Visitors Bureau (FCCVB) presented its strategic plan to Council. Two of the objectives of the plan were to:

1. Promote Arts and Culture in Fort Collins
2. Increase awareness of Fort Collins in the Denver market.

The FCCVB has worked in partnership with the Cultural Resources Board to develop a community cultural calendar and a cultural event marketing campaign for the Denver/Front Range market. The purpose of this work session is to update Council on those projects.

BACKGROUND

For the past 20 years, the City of Fort Collins has contracted with the FCCVB to provide various convention and visitors services. Within its contractual services, the Fort Collins Convention and Visitors Bureau has developed a sales and marketing program for the City that produces approximately \$17.5 million in group, meeting and convention sales. The FCCVB services over 100 groups annually that meet in Fort Collins, including such large organizations as Campus Crusade for Christ.

The Bureau also provides information services for visitors and local citizens, receiving more than 1 million requests per year. Since January, 2006, the www.ftcollins.com website has received more than 720,000 unique visits, 91,825 Visitor Guides have been distributed, and the FCCVB has responded to more than 14,954 individual requests through advertising and promotion.

Through cooperative partnerships with the Colorado Tourism Office, local businesses and other Front Range destinations, the FCCVB has leveraged over \$104,000 in additional advertising and marketing.