



International Society
of Hotel Associations

2018 ISHA AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2017 through September 30, 2018.**

Name Amie Mayhew Title President & CEO

Association CO Hotel & Lodging Association email amie@chla.com

City Denver State CO Zip 80202

Phone 303-297-8335 Fax N/A

Association Staff Size 3

Associations Annual Budget (not including AH&LA dues): Over \$500,000 Under \$500,000

Entry Category: Education and Workforce Development Events and Fundraising

Government Affairs Member Programs Public Relations Communications

Please respond to the following questions on a separate piece of paper.

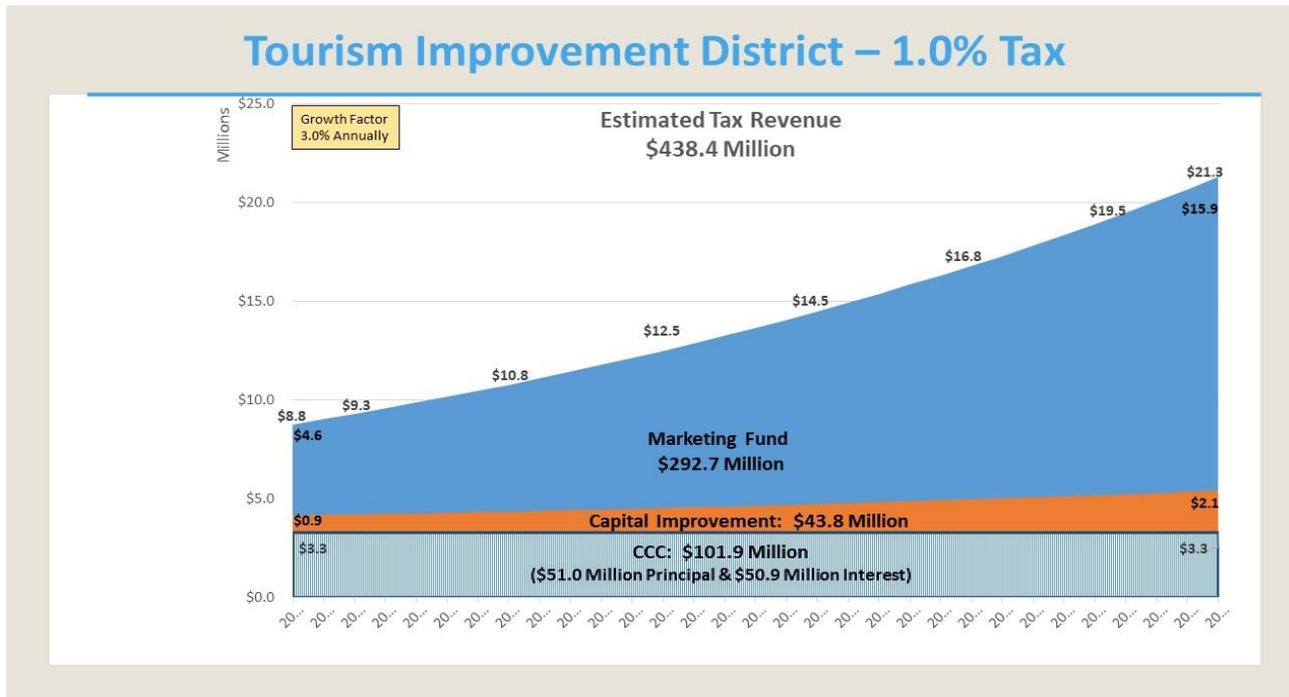
1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 3, 2018

Goals & Objectives of Program

The Colorado Hotel & Lodging Association's (CHLA) Metro Denver Lodging Council (MDLC) in partnership with VISIT DENVER and the City and County of Denver had perhaps the Association's most significant accomplishment of 2017 with the creation and successful implementation of the state's first Tourism Improvement District. With the implementation of the TID and the associated 1% tax, VISIT DENVER will receive over \$290 million in new revenue for marketing over the next 30 years. In addition, the TID will fund a portion (\$101.9 million) of the renovation of the Colorado Convention Center (CCC) and will also provide \$43.8 million to a hotelier controlled capital improvement fund for the CCC to ensure that the facility is world-class and competitive for decades to come.

The TID Board – comprised of 3 hoteliers nominated by MDLC, 2 hoteliers nominated by VISIT DENVER and 2 hoteliers nominated by the Mayor – will oversee and appropriate the funds, giving the hotel industry in Denver a much more significant voice in marketing the City.



Target Audience

There were two target audiences for this initiative – Denver Mayor Michael B. Hancock/Denver City Council and the Denver hoteliers.

Denver City Council & Mayor: In order to pass the TID, we had to move two ordinances through City Council in a matter of 3 months. The [first ordinance created the ability for hoteliers to petition the City to create a Tourism Improvement District](#) and the [second was the petition ordinance that was submitted by more than 50% of the hotels in the proposed TID.](#)

Denver Hoteliers: The TID that was proposed and ultimately passed is comprised of all hotels in the City and County of Denver that have more than 50 rooms – at the time of passage that was [106 properties](#). In order to have City Council approve the petition to create a Tourism Improvement District, 30% of the electors had to sign the petition. Once the District was approved by Council 50% of the electors who voted on election day had to vote in favor of the tax.

Results of Program

Following approval of the creation ordinance on and approval of the petition ordinance on, Denver's TID was approved for a vote by the TID electors on November 7, 2017. By a margin of 96% yes to 4% no, the TID was approved by the District's electors and the tax went into effect on January 1, 2018.

Currently in its first year of existence as a tax collecting District, the TID has already exceeded revenue projections and anticipates bringing in \$ this year. Funds have already been allocated to land new business in the City and recently a FAM trip of 40 meeting planners who plan in-house business came to Denver using TID funds.

Evaluation Measures

The first evaluation measure was the successful passage of the TID and approval of the 1% tax in November of 2017.

In its first year of tax collection, the TID is already out performing expectations and is expected to bring \$5.5 million into the marketing fund this year – an increase of \$600,000 over the original budget.

In mid-September of 2018, the TID presented its [2019 Annual Plan](#) to City Council – it is anticipated that Council will approve that plan in October. The MDLC Board has four representatives currently serving on the TID Board of Directors and is closely monitoring the effectiveness of this new funding mechanism to drive new business to the City. We will continue to work with VISIT DENVER and the City Council to evaluate this fund and to ensure that the funds are being spent as effectively as possible.

How was the program presented to the Target audience?

Denver City Council & Mayor: As mentioned above, we had to move two ordinances through City Council in a matter of 3 months. Amie Mayhew, President & CEO of CHLA, Richard Scharf, President & CEO of VISIT Denver and Brendan Hanlon, Deputy Mayor & CFO for the City and County of Denver held one-on-one meetings with every member of Council and Mayor Hancock to discuss the need for the TID and to express the support of the hotel industry. [Click here to see the PowerPoint presentation](#) that was delivered in the one-on-one meetings with City Council.

Denver Hoteliers: We reached the TID electors - 108 hotels in Denver that have more than 50 rooms - through a series of in-person meetings and emails. [Click here to read the emails](#) that were sent to all district electors throughout this campaign. In addition, several informational pieces were created for the purpose of educating our members about the TID and how to implement it once it passed including:

- [TID FAQs](#)

- [TID Executive Summary](#)
- [TID Compliance Letter](#)
- [Executive Summary, Q&A Brochure](#) – Mailed to all electors and distributed electronically

It's also important to note that emails in the link are the ones sent jointly between CHLA and VISIT DENVER. There were countless other mass and individual emails and meetings held by CHLA leadership and our members throughout this process.