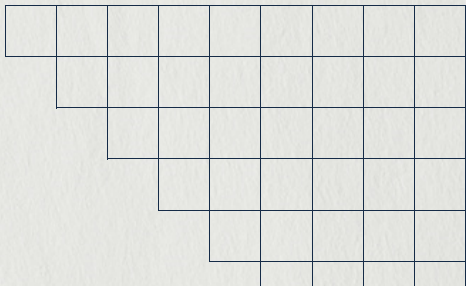


Fort Collins

Tourism Improvement District

FC | TID
Fort Collins Tourism
Improvement District

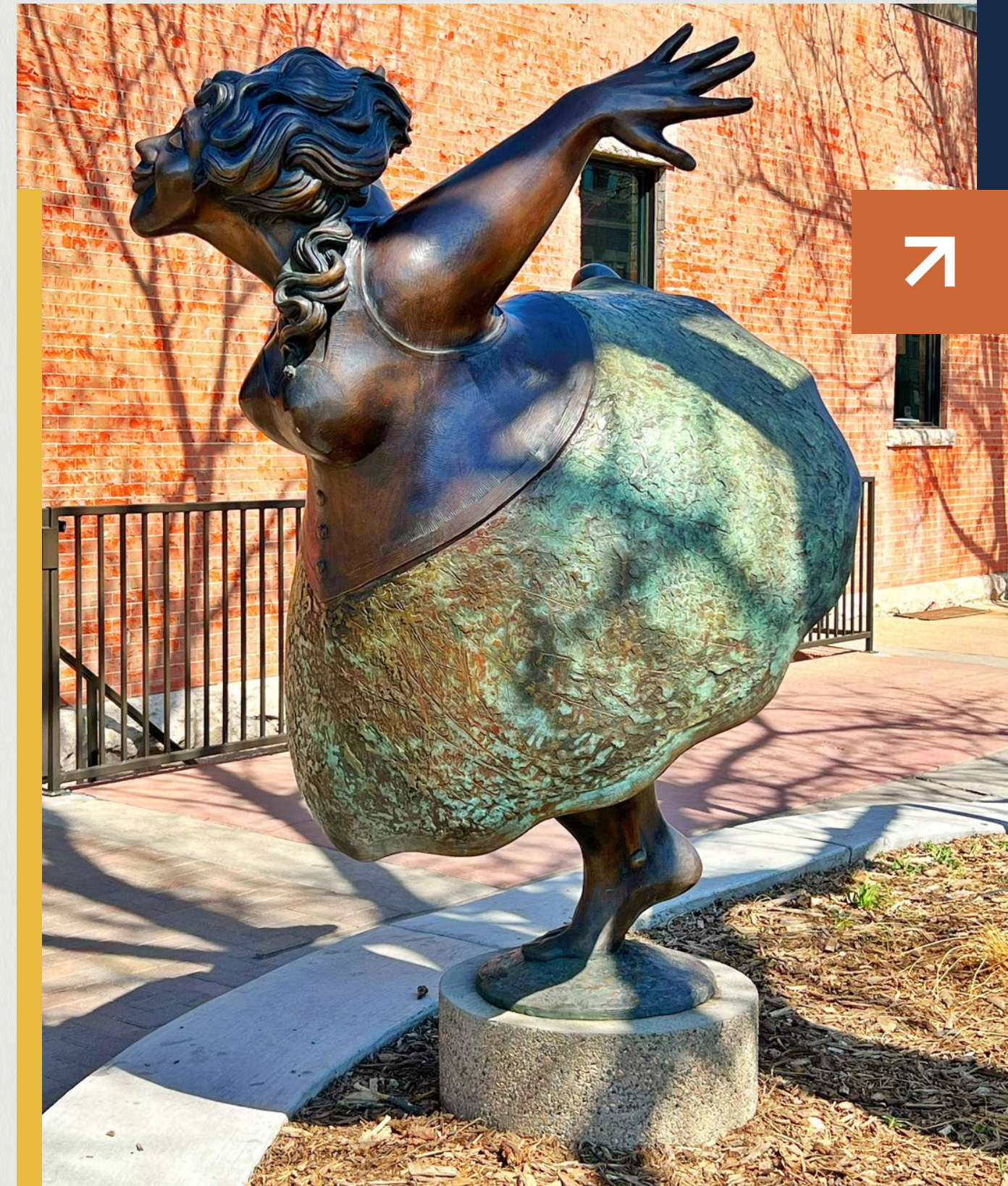
2025



Agenda



- *Purpose*
- *Group Sales*
- *Sports*
- *Marketing & Communications*
- *Public Relations*
- *Visitor Services*
- *Tourism Improvement District Budget*
- *Appendix*



Purpose

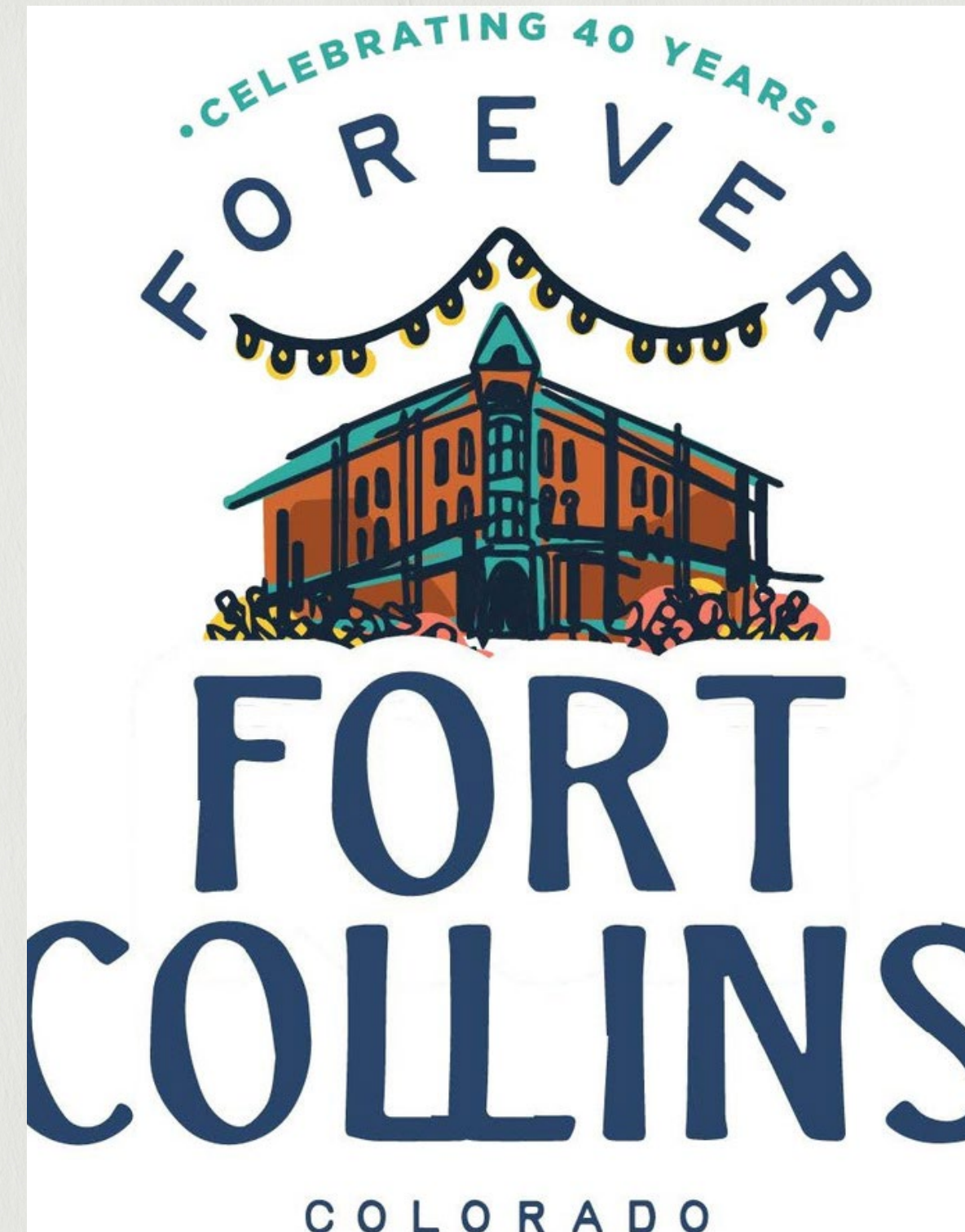


The Fort Collins Tourism Improvement District serves all areas within the City of Fort Collins. Lodging properties are assessed a three percent fee on each room night. The FCTID uses these dollars to support marketing and sales efforts, visitor services, meetings and conferences to increase room night sales. This consistent source of funding for tourism marketing allows Fort Collins to be competitive within the market and is vital to the strength and success of the City's tourism economy.



Forever Fort Collins

Leveraging local contacts for new meetings and events demand will be a priority. Building off our 2024 launch, work will be done to grow, develop, and celebrate those in our community that help us bring more of the right events to Fort Collins.





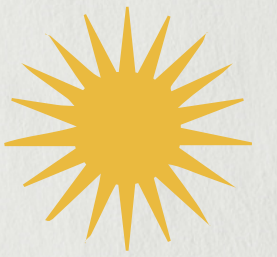
Group Sales

Trade Shows

- Collaboration
- Enhanced activations at MIC, CSAE, Colorado Meetings Showcase
- New Shows (ASAE)



Group Sales Marketing



- Meeting Planner Newsletter
- Level Up on LinkedIn
- Marketing on Cvent Platform
- Market on PlayEasy
- Videos for Meetings





Group Sales

Third Parties

- Prioritize hosting third -party planners with RFPs in -market
- Uncover deskside opportunities to increase Fort Collins exposure





Sports



- Transition groups to performance -based support.
- Utilize PlayEasy as a lead generation tool, marketing platform, etc.
- Prioritize off -peak, hotel tracking, multi -year opportunities
- Further establish relationships with local and regional facilities to increase inventory for sales efforts.
- Enhance onsite support



Group Sales

Quarterly Coffee



- Continue to evolve programming to provide value to TID partners
- Provide opportunities for networking and collaboration within the district
- Offer opportunities for site visits to impactful locations for meetings and lodging partners partnerships



Group Sales

Conference Services



- Enhance process and services available to groups
- Grow available pool of staff/volunteers that are equipped to be onsite with qualifying groups
- Formalize our testimonial program



Marketing & Communications

Objective:

Elevate awareness about Fort Collins as a 4 season sought -after and unique destination for individual and group travelers through positive publicity, innovative advertising, outstanding marketing and sales collateral, robust digital and social media campaigns and differentiating brand strategy.



Advertising



300x600



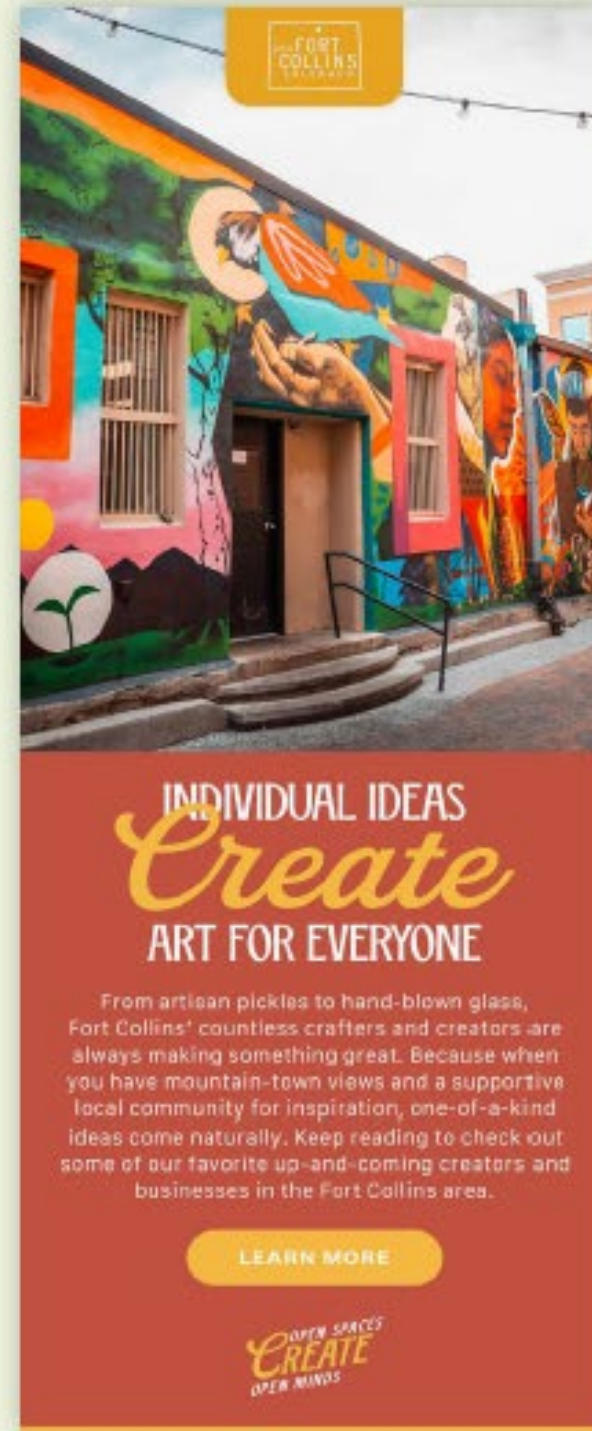
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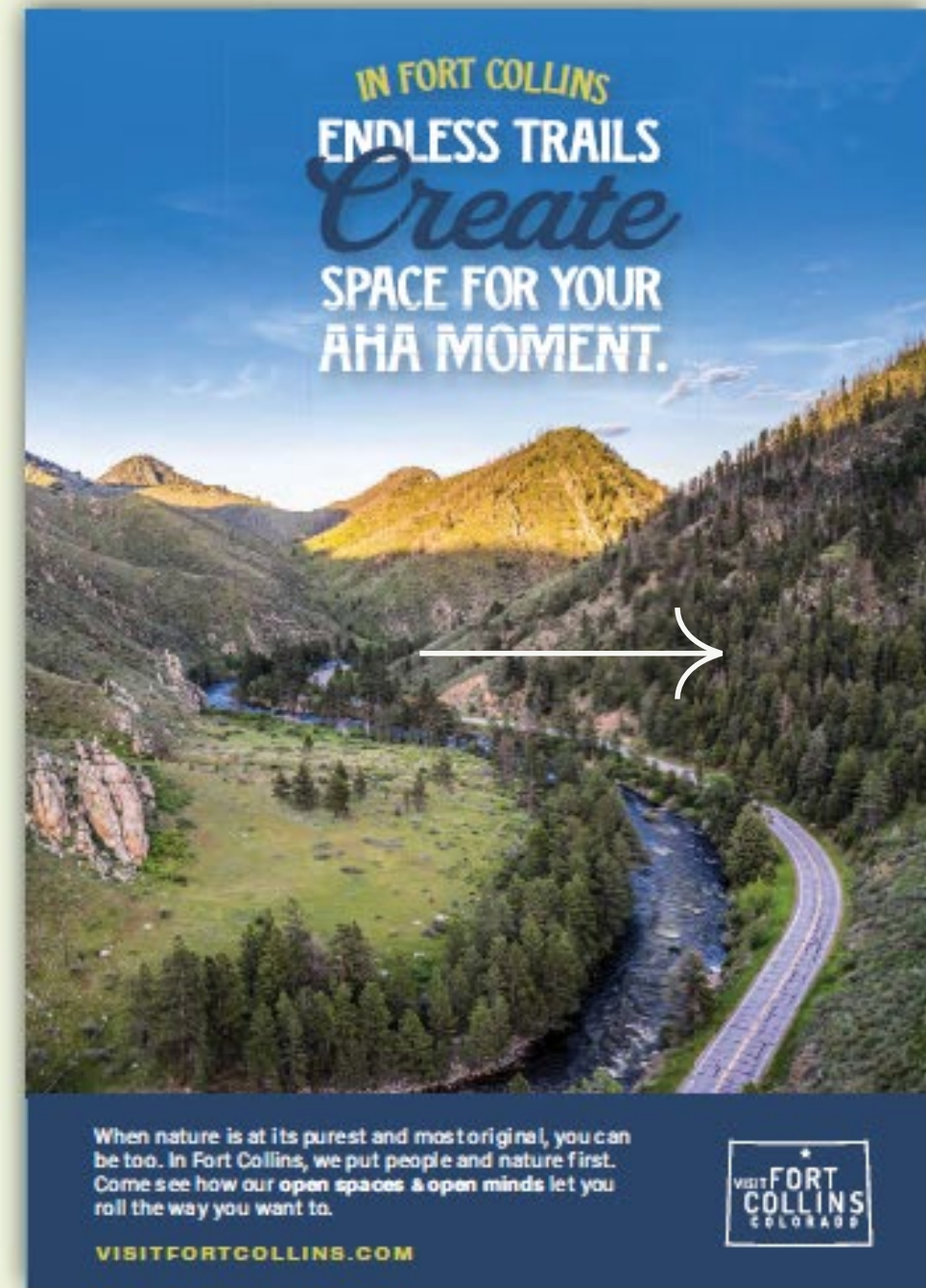
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300x50



Digital

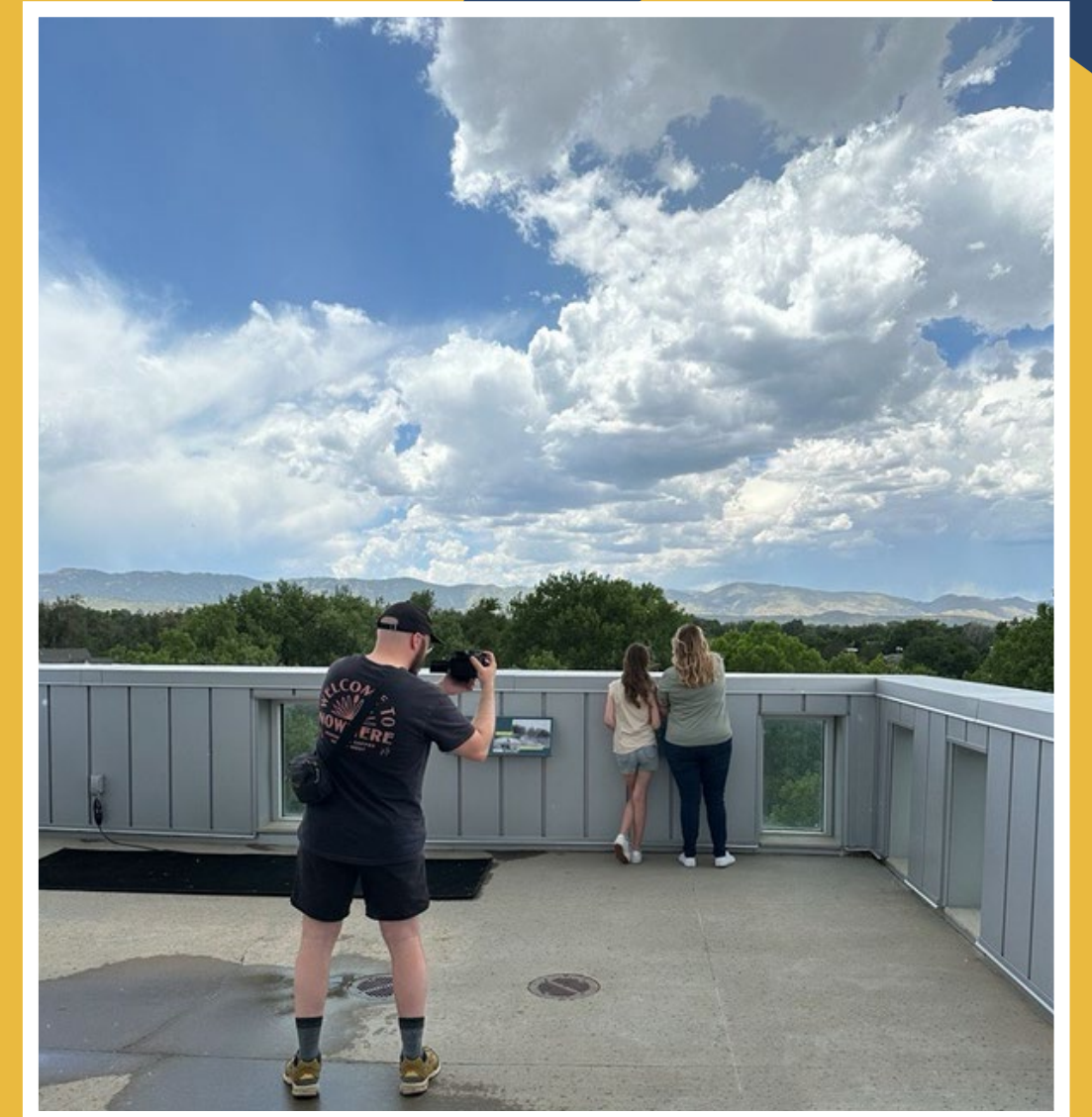


Digital

Print + Digital + Social Media + Podcast + Search

Visual Assets

Build on existing library of images and video assets



Leisure Sales

Tradeshows

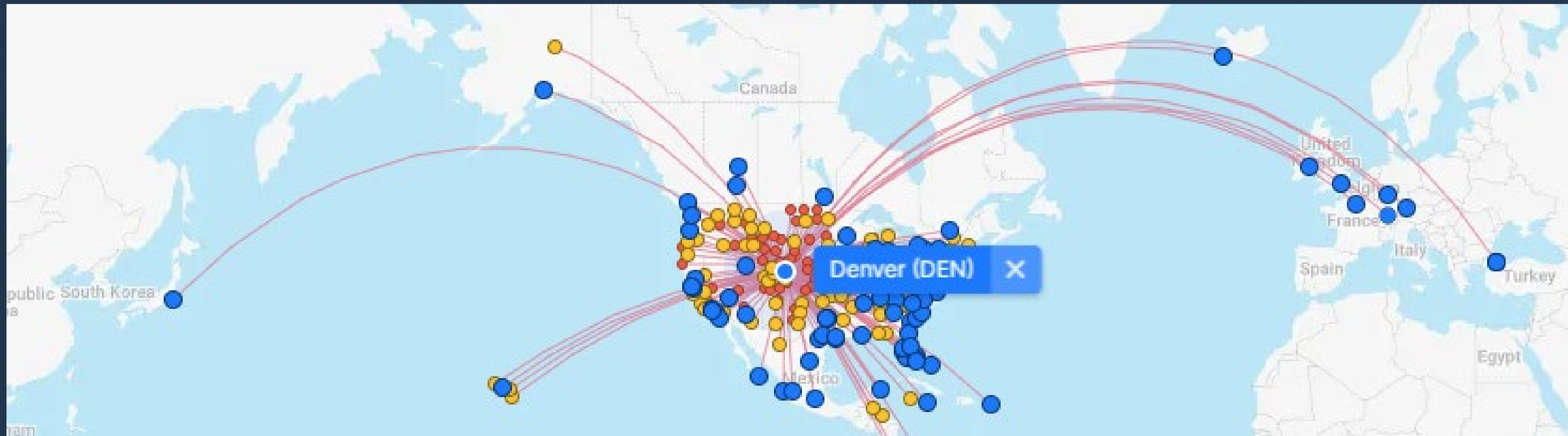
IPW, Go West, International Inbound Tour Association

Site Visits + Press Visits

Sales Missions

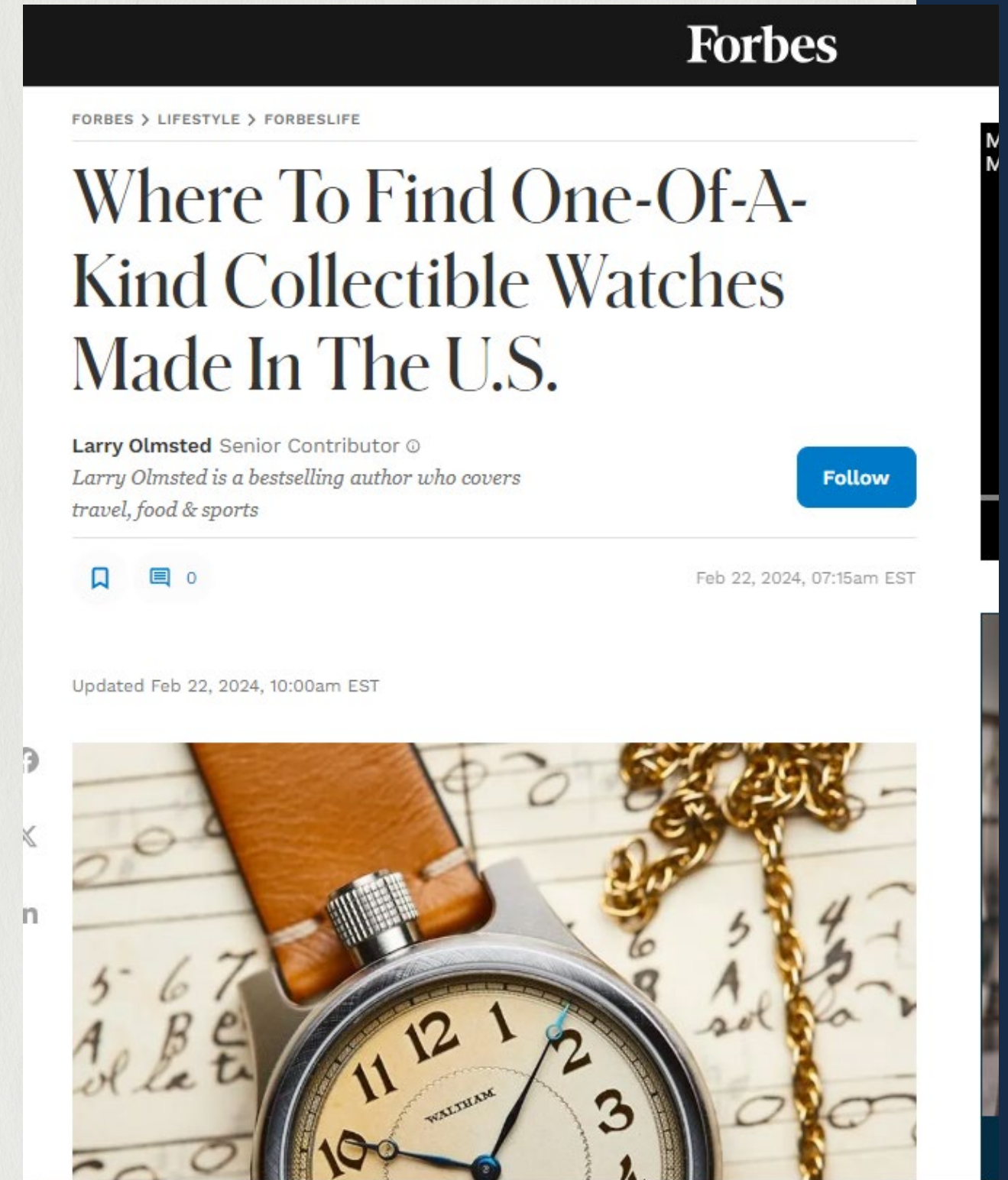
UK, Germany, Canada, France, Australia

Advertising + Co-ops



Public Relations

- Visiting Media from target geographical areas as well as relevant topical publications and content
- Attend and/or host media events in target markets or with qualified media attendees



Transportation

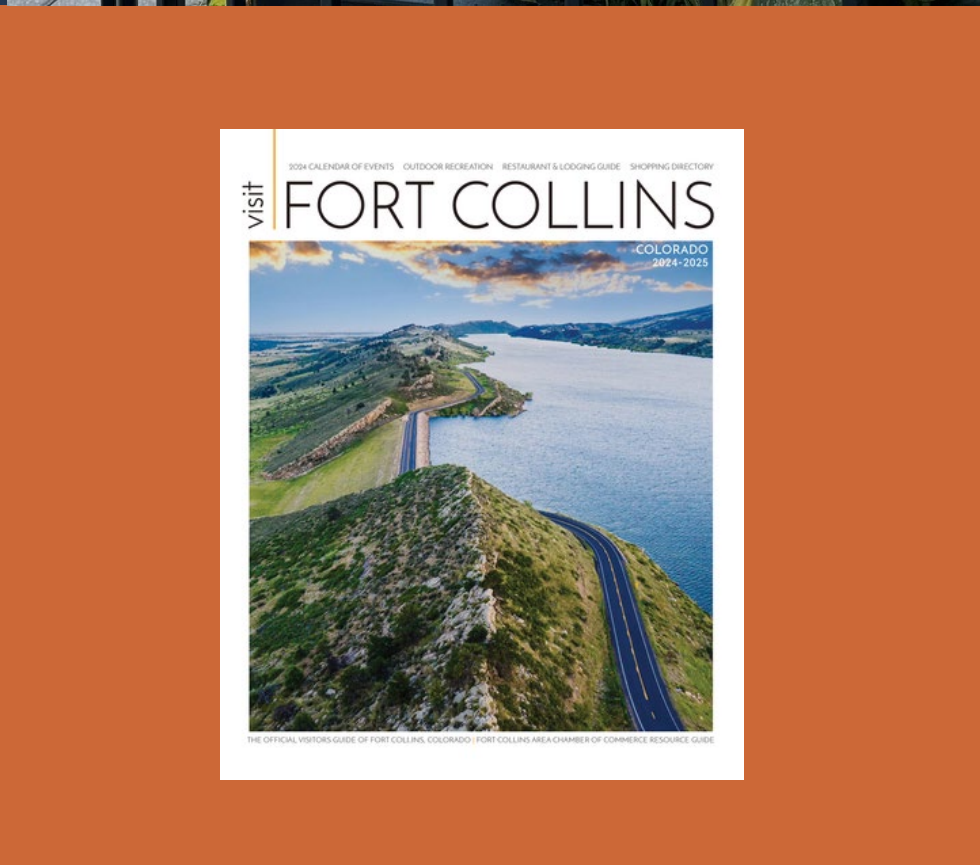
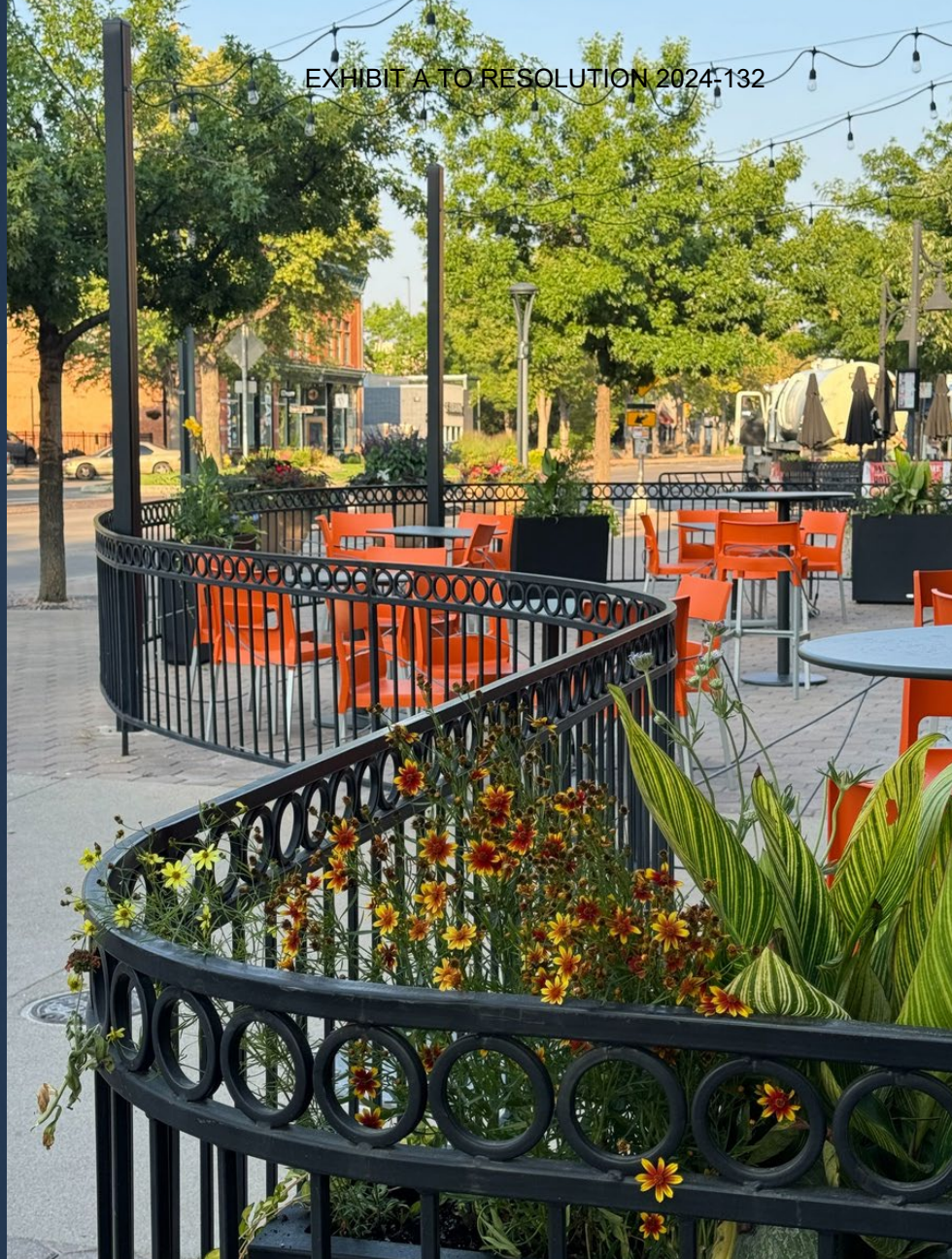
Destination Development

- Pilot Program for TID Members
- Use for consumer facing shows such at the Outside Festival in Denver.
- Organizational use for site visits journalist or VIP Tours.
- Opportunities for collaboration with key partners such at CSU, City or Primary Employers.



Visitor Services

- New visitor services model
- Visitor guide fulfillment
- Welcome Bags
- Facilitate Bi -Annual Front Desk Rallies



OLIVIA WILSON

Visitor Center



Open
8.1.2024



2025 Draft TID Budget



Total Forecasted Budget \$ 1.5M

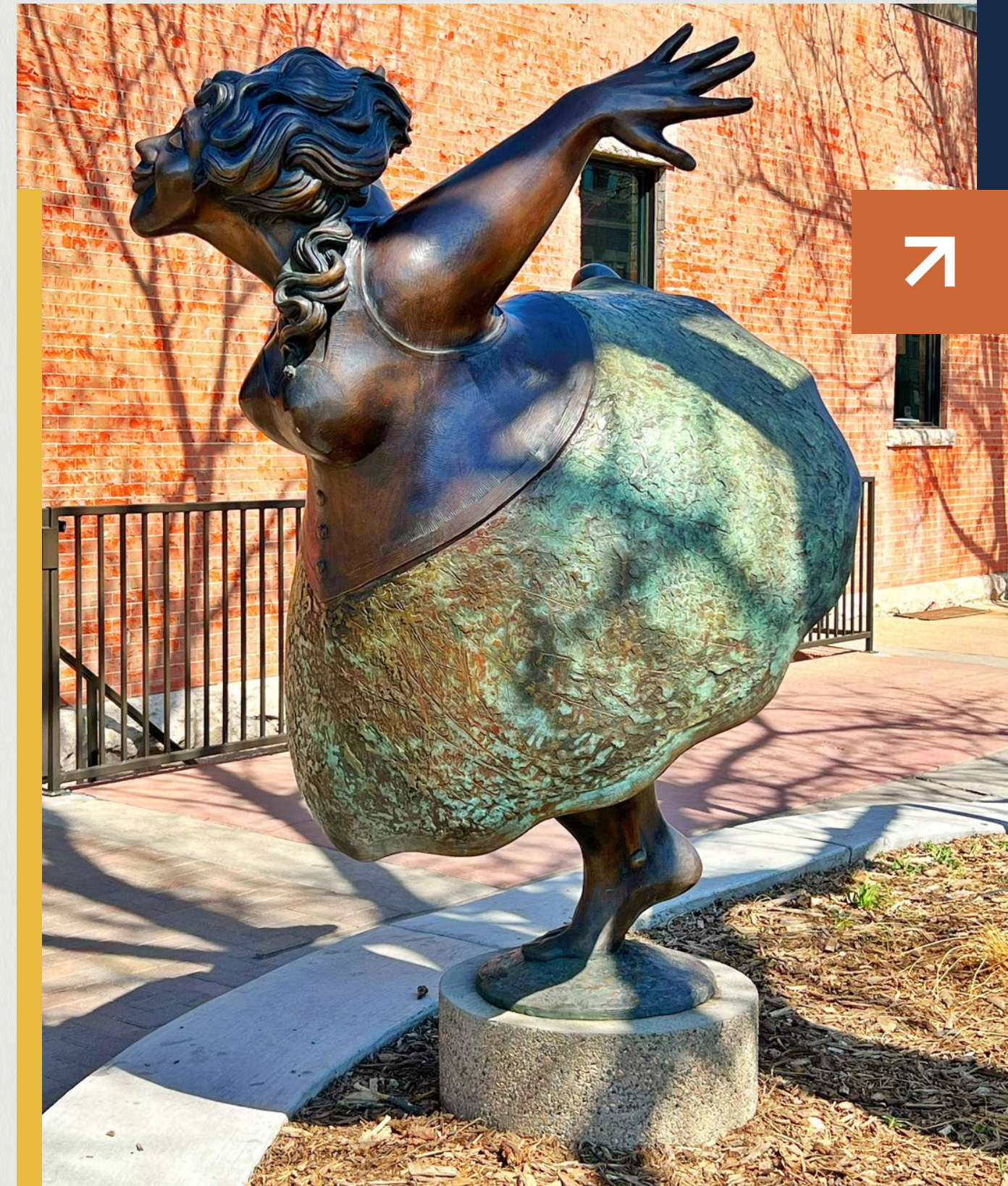


Appendix

Appendix Index



- *Ordinance*
- *Fee Assessment*
- *District Map*
- *District Governance*
- *Board of Directors*



Fort Collins Tourism Improvement District



Legal Authority

Ordinance No.
097,2021

Purpose of the District

District Boundries

Article V of Chapter
22 of City Code
authorized the
establishment of
tourism districts.

The District
commenced on
September 1, 2021

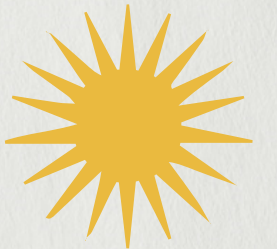
The District funds
provide specific
tourism services
and improvements
for the benefit of
the feepayers
lodging business

The boundaries of
the District shall be
coterminous with
the City's boundries
and hereafter
modified through
the City's
annexation and
deannexation of
real property

Fort Collins Tourism Improvement District

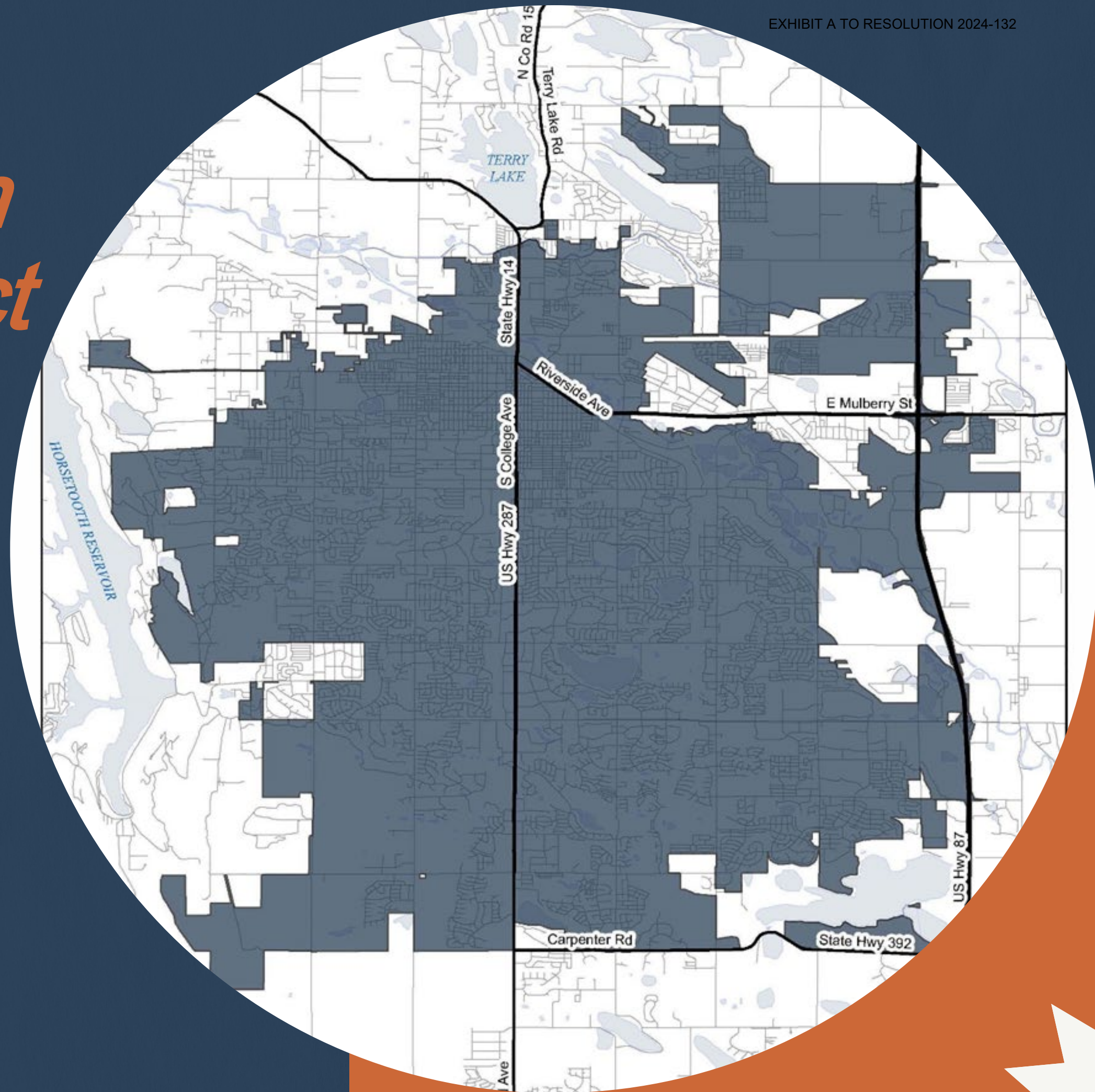
Fee Assessment

The District will assess a fee that will be three percent (3%) of a lodging business's "lodging price" as this term is defined in City Code Section 25 -241



The fee will not be collected on those transactions that are exempt from the City's lodging tax as provided in City Code Section 25-243. Fee revenue will only be used to fund destination sales, marketing, communication, and destination development programs, and related administration.

Fort Collins Tourism Improvement District Boundaries



District Governance

The TID Ordinance requires the District to have a governing board consisting of an odd number of directors of no fewer than five (5) directors and no more than nine (9) directors. All directors on the board must be qualified electors of the District. The board is proposed to have five (5) directors who are electors of the District having the following additional qualifications: (i) three (3) directors must be affiliated with a large, full-service lodging business; (ii) one (1) director must be affiliated with a small, limited-service lodging business; (iii) one (1) director must be affiliated with a boutique or specialty lodging business; and (iv) the remaining directors may be affiliated with any type of lodging business.



Board of Directors

Board Member	Affiliation	Rationale for Inclusion on the Board	Term: 1, 2 & 3 years
Carl Pratt	The Elizabeth	Full -service	1 year (2024)
Danielle Lowry	Hampton Inn	Limited -service	3 years (2027)
<i>Troy Erickson</i>	The Armstrong	Full -service	3 years (2025)
<i>Abbie Stout</i>	The Edwards House	Boutique/Specialty	2 years (2024)
<i>Aryell Mattern</i>	Spirit Hospitality	Limited Service	3 year (2027)
<i>Amanda Cossey</i>	Marriott Fort Collins	Full -service	3 year (2027)
<i>Casey Kittel</i>	Spirit Hospitality	Limited Service	3 year (2026)

