

AGENDA ITEM SUMMARY

City Council



STAFF

Andy Smith, Redevelopment Manager

SUBJECT

Resolution 2024-132 Approving the 2025 Annual Plan, Proposed Budget and a Director for the Fort Collins Tourism Improvement District.

EXECUTIVE SUMMARY

The purpose of this item is to consider a resolution approving the Tourism Improvement District 2025 Budget, Annual Plan and a Director.

STAFF RECOMMENDATION

Staff recommend adoption of the Resolution.

BACKGROUND / DISCUSSION

On August 4, 2021, Council adopted Ordinance No. 097, 2021, establishing the Fort Collins Tourism Improvement District (TID). The District's purpose is "...to operate as a [tourism improvement district] charging fees to the lodging businesses included within the District to fund and provide specific tourism services and improvements for the benefit of the feepayers' lodging businesses. These services and improvements will be primarily used to increase room night sales for those lodging businesses." Council adopted the District's Initial Plan as part of establishing the District. The District's Initial Term in the Initial Plan is for 10 years, 4 months beginning on September 1, 2021, and ending December 31, 2031. Council subsequently adopted Ordinance No. 161, 2021, amending the Initial Plan to correct the end date of the Tourism Improvement District so that it ends December 31, 2031. On June 7, 2022, Council adopted Ordinance No. 061, 2022, expanding the TID Board to seven members.

On August 27, 2024, the TID Board of Directors adopted their 2025 Budget and forwarded it to the City of Fort Collins for consideration by City Council.

TID Boundaries

The TID is coterminous with City limits. All lodging establishments within City limits pay into the TID.

The TID's Role

The TID provides a sustainable funding source for lodging business owners to organize their efforts and increase room night sales. The TID aims to provide sales, marketing, and communication support for members of the District along with destination development to increase room night sales.

TID Assessment Method and Budget

The TID assesses a 3% fee of the lodging establishment's lodging price as defined in City Code Section 25-241. The TID anticipates generating \$1,500,000 in revenue from the 3% fee in 2025.

TID Board of Directors

The TID's 2025 Annual Plan includes the TID's Board of Directors and their terms. On October 22, 2024, the Board nominated Troy Erickson to a three-year term for the Board. Council approval of the nomination is required.

CITY FINANCIAL IMPACTS

This Resolution has no impact on the City's finances.

BOARD / COMMISSION / COMMITTEE RECOMMENDATION

None.

PUBLIC OUTREACH

None.

ATTACHMENTS

1. Resolution for Consideration
2. Exhibit A to Resolution (Strategic Plan)
3. Exhibit B to Resolution (Budget)
4. Exhibit C to Resolution (Nomination resolution)