

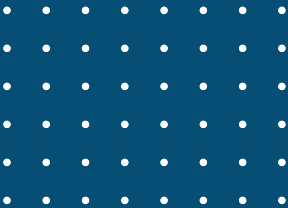


FORT COLLINS TOURISM IMPROVEMENT DISTRICT

STRATEGIC PLAN 2026

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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.





DISTRICT OBJECTIVES

ADMINISTRATION & OPERATIONS

The administration and operations portion of the budget shall be utilized for administrative staffing cost, office costs, advocacy and other general administrative costs such as insurance, legal and accountyng fees.

CONTINGENCY

The budget includes a contingency line item that may be held in reserve fund or utilized for other program, administration or renewal costs.



MARKETING, SALES & PUBLIC RELATIONS

DESTINATION DEVELOPMENT

- Internet marketing
- Advertising which could include print, television and radio
- Building the Fort Collins brand to attract overnight guest
- Attendance at trade shows, conferences or participating in a sales blitz
- Bids or/fees associated with securing contracted business
- Transportation programs
- Familiarization tours for lodging business
- Collateral to support district needs such as brochures, flyers, maps
- Lead generation tool
- Additional sales staff
- Education for improving service, safety or strategy for the district to be successful

- Comprehensive and integrated wayfinding signage
- A city-wide special event transportation program
- Research studies to determine the feasibility of building meeting spaces
- Gateway enhancements to attract overnight visitors
- Improvement to existing parks and sports facilities utilized by overnight visitors
- Live music venues to attract overnight visitors
- Bids and fees associated with hosting special events



ANNUAL
MARKETING FEE
COLLECTIONS

2021-2024



GROUP SALES



- Drive overnight visitation by attracting and retaining the right meetings, conferences, and sporting events.
- Focus on need-time business, strategic partnerships, and long-term growth.



CLIENT ENGAGEMENT



- FAM before/after PBR
- Express Conferences
- Level up Conference Services for Rebookings and Referrals

DEMAND GENERATION



- Hotel Resources - Further Impact Corporate, SMERF, and Faith Markets
- Cvent - Utilize Destinations Intelligence to gather actionable data and reach more planners
- Trade Show Participation - Strategic attendance

STRATEGIC PARTNERSHIPS

- CSU - Sports Facilities and Conference Opportunities
- Express Conferences
- Hotel Resources
- Event Scorecard for Sustainable Partnerships

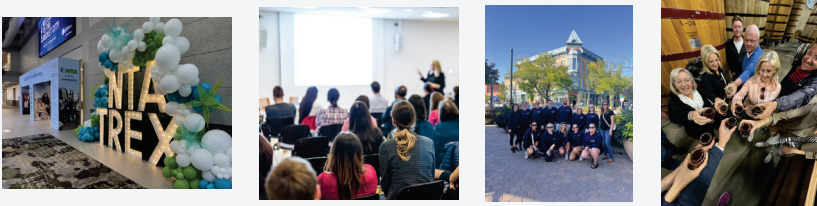




MARKETING & COMMUNICATIONS

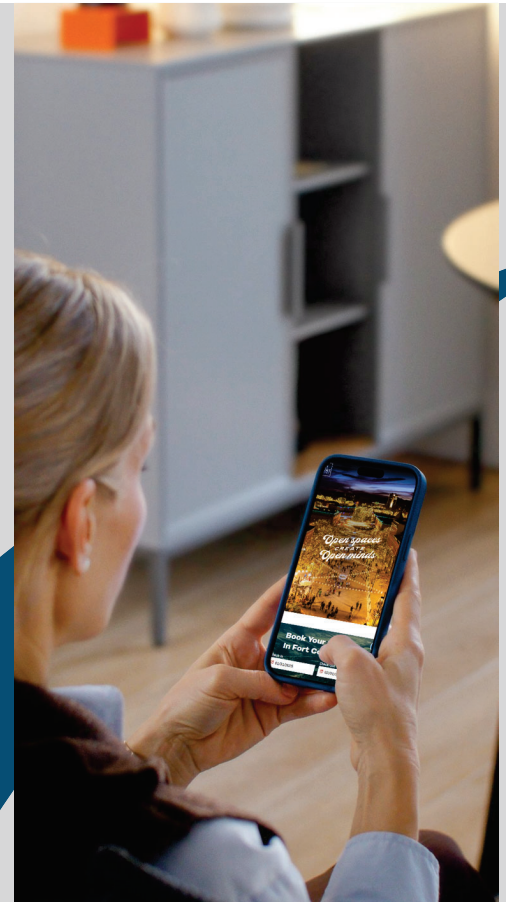
Domestic Marketing | Public Relations | Leisure Sales | Partnership + Community Outreach

Objective: Create awareness about Fort Collins as a four season, 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.



MARKET CONTEXT & TRENDS 2026

- **AI-driven bookings and decision making**
- **Economic uncertainty:** value-focused AND luxury focused campaigns
- **Mega-Events:** FIFA 2026, Colorado 150/Americia 250, 2027 Sundance Film Festival
- **Sustainability:** visitors want less crowded, off the beaten path experiences which aligns with spreading demand off-peak



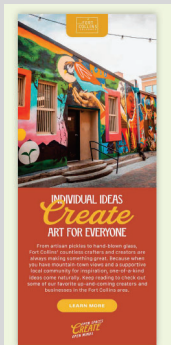
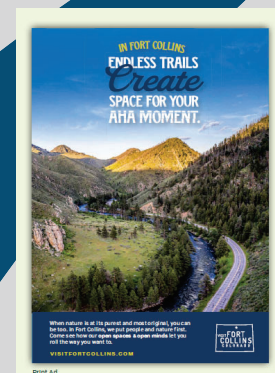
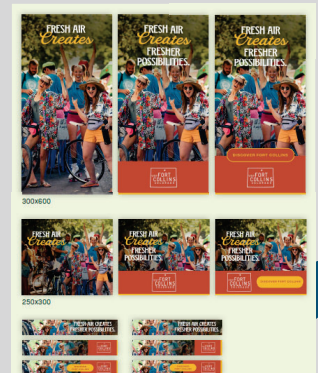
DOMESTIC MARKETING

STRATEGIES:

- Always-on campaigns (weighted budget Nov-Mar)
- Robust search engine marketing, search engine optimization along with AI training
- Geo-target drive markets and other feeder markets that align with seasonal travel
- Continue multi-channel marketing campaigns including print, digital, OTA and rich media

KPIs

- Click through rate, impressions, conversion to hotel bookings



DIGITAL MARKETING

STRATEGIES:

- Retargeting visitors with high intent to travel
- Build and deploy engaging content that aligns with brand architecture and strategic plans (i.e. music, arts/culture, etc.)
- Align content calendar and call to action with timely events, activities, seasons and attractions
- Build asset library for 4 season marketing efforts to make available to partners
- Amplify lodging packages and offerings through traditional and influencer marketing

KPIs

- Click through rate, impressions, conversion to hotel bookings





PUBLIC RELATIONS

STRATEGIES:

- Focus on seasonal PR pitches
- Influencer campaigns in winter/shoulder season
- Host press trips for regional and local media in Q4 + Q1

KPIs

- Ad Value Equivalency (AVE)
- Number of placement and impressions highlighting off-peak visitation



LEISURE SALES

PACKAGED GROUP TOUR + INTERNATIONAL

Strategies:

- Attend sales missions and tradeshow with Colorado Tourism Office as well as independently
- Participate in promotional campaigns to raise awareness of Fort Collins as a “must see” in the Rocky Mountain West
- Host media and tour operators on targeted FAMs

KPIs:

- Group tour bookings
- Itinerary inclusions
- Impressions, click through rates





PARTNERSHIP & COMMUNITY RELATIONS

PACKAGED GROUP TOUR + INTERNATIONAL

Strategies:

- Host educational workshops and seminars for members
- Tourism-impact advocacy campaigns highlighting economic and cultural benefits
- Community outreach and collaboration with local and regional partners

KPIs:

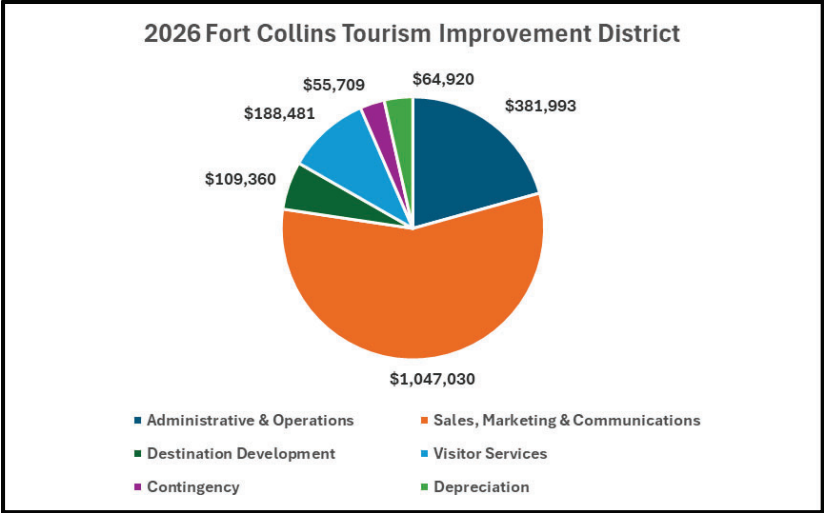
- Membership acquisition and retention
- Event attendance
- Impressions, click through rates

VISITOR & DESTINATION SERVICES



- Connecting visitors and residents to Fort Collins
- 22K total visitation August to August
- 247 events, meetings and music
- Continued collaboration with stakeholders, community members, and visitor centric events to drive economic impact .

**2026 DRAFT
TID BUDGET**



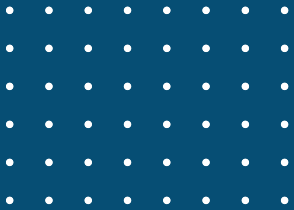
**Total Anticipated Revenue
\$1,847,494**



Appendix

APPENDIX INDEX

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04	DISTRICT GOVERNANCE
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06	CONCEPT
07	EXPERIENCE



FORT COLLINS
TOURISM IMPROVEMENT DISTRICT

LEGAL AUTHORITY
Ordinance No. 097,2021

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

The District commenced on September 1, 2021

PURPOSE OF THE DISTRICT

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

DISTRICT BOUNDRIES

The boundaries of the District shall be coterminous with the City's boundaries as now existing and hereafter modified through the City's annexation and de-annexation of real property.

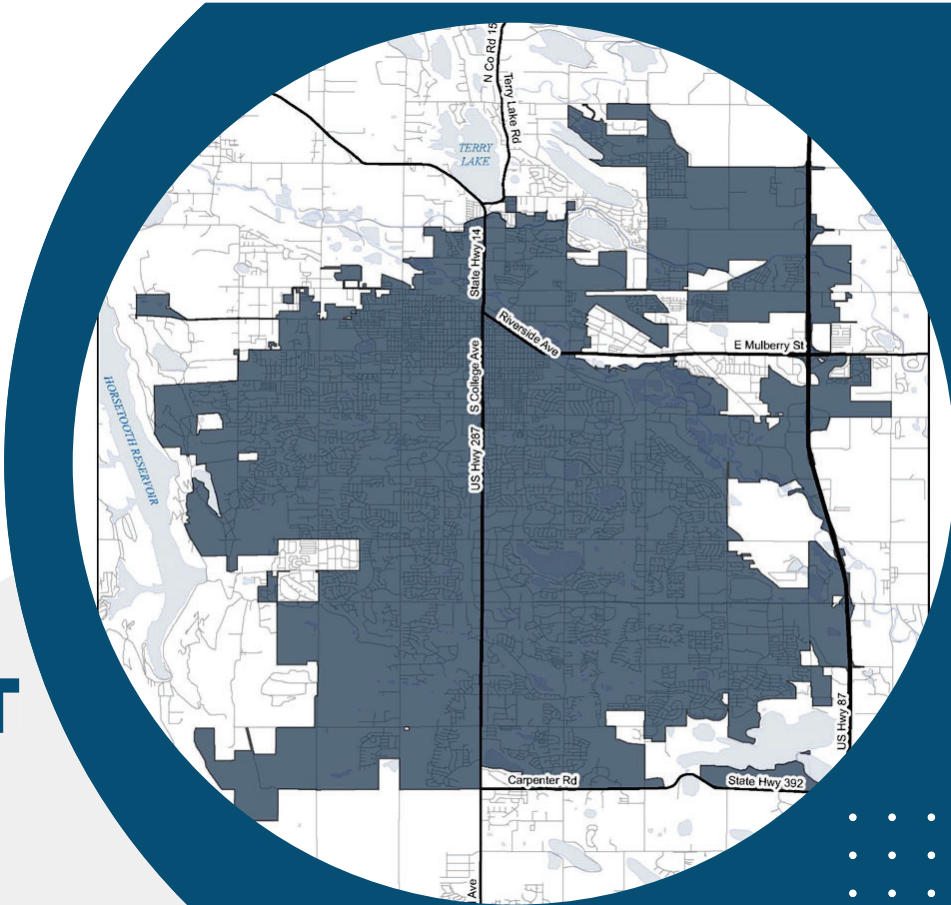
FORT COLLINS TOURISM IMPROVEMENT DISTRICT

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
BOUNDRIES**



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 businesses; (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. ok forward to working with you



DISTRICT GOVERNANCE

Board Member	Affiliation	Board Seat Designation
Carl Pratt	The Elizabeth	Full-service
Danielle Lowry	Hampton Inn	Limited-service
Troy Erickson	The Armstrong	Boutique/Specialty
Abbie Stout	The Edwards House	Boutique/Specialty
Leslie Farnham-Gustafson	Spirit Hospitality	Limited Service
Casey Kittel	The Hilton Fort Collins	Full-Service