



# ***TOURISM IMPROVEMENT DISTRICT***

*2023 STRATEGIC PLAN*

**Strategic priorities for  
increasing overnight stays  
and market recovery**



- 2023 Budget Summary
- Board Governance and Directors
- Sales & Meeting Development

# TOURISM IMPROVEMENT DISTRICT

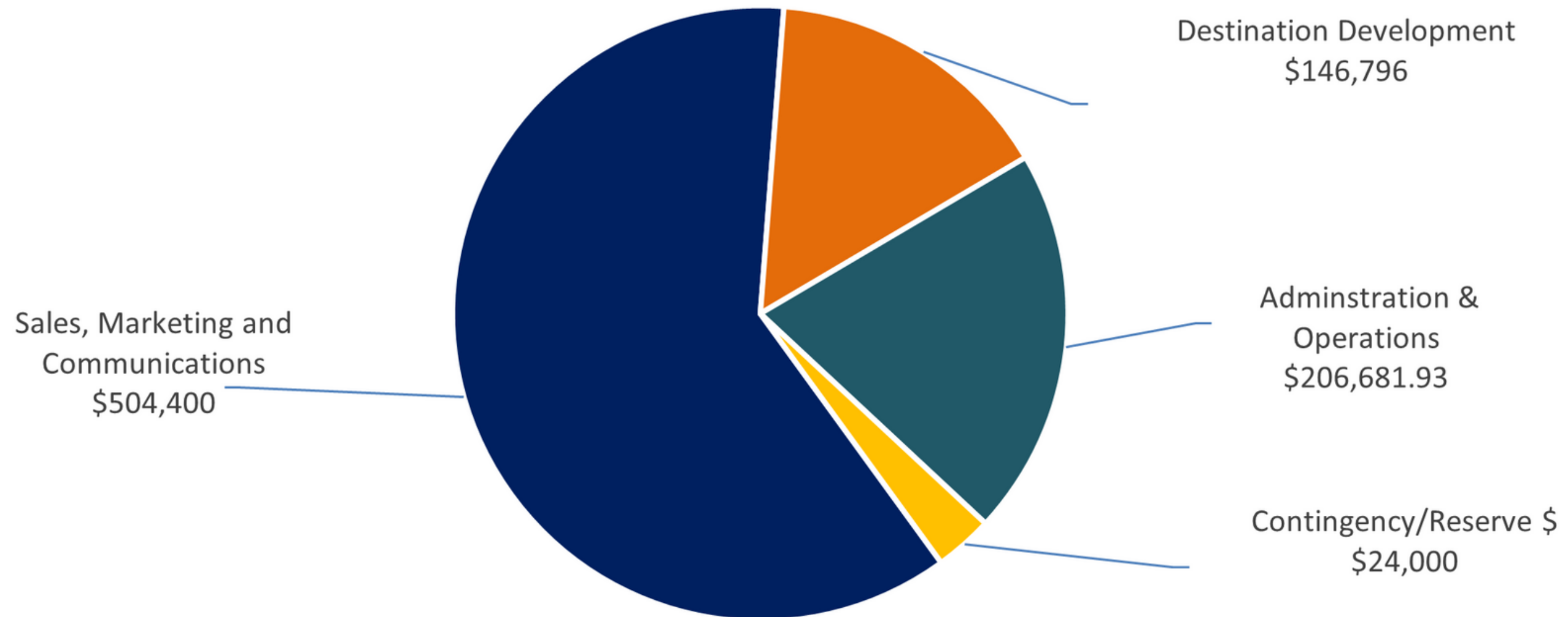
*2023 STRATEGIC PLAN*

- Marketing & Communications
- Public Relations
- Visitor and Destination Services



# 2023 TID BUDGET

2023 Fort Collins Tourism Improvement District Budget





The FC|TID is governed by a Board of Directors who represents its twenty-three members

- |                                                              |           |
|--------------------------------------------------------------|-----------|
| George Prine, GM The Armstrong Hotel, TID Board President    | 2021-2024 |
| Danielle Lowery, GM The Hampton Inn, TID Secretary/Treasurer | 2021-2023 |
| Abbie Stout, Owner, The Edwards House                        | 2021-2023 |
| Aryell Mattern, VP of Operations, Spirit Hospitality         | 2021-2022 |
| Daniel Benton - General Manager, The Hilton Fort Collins     | 2021-2022 |



# ***GROUP SALES***



## **Meetings/Conferences/Sports**



**Objective:** Drive demand for meetings and conferences in Fort Collins through qualified lead distribution. Uncover lead opportunities through targeted prospecting and business development, industry event and trade show participation, strategic meetings marketing, partnerships, and enhanced presence in online RFP platforms.

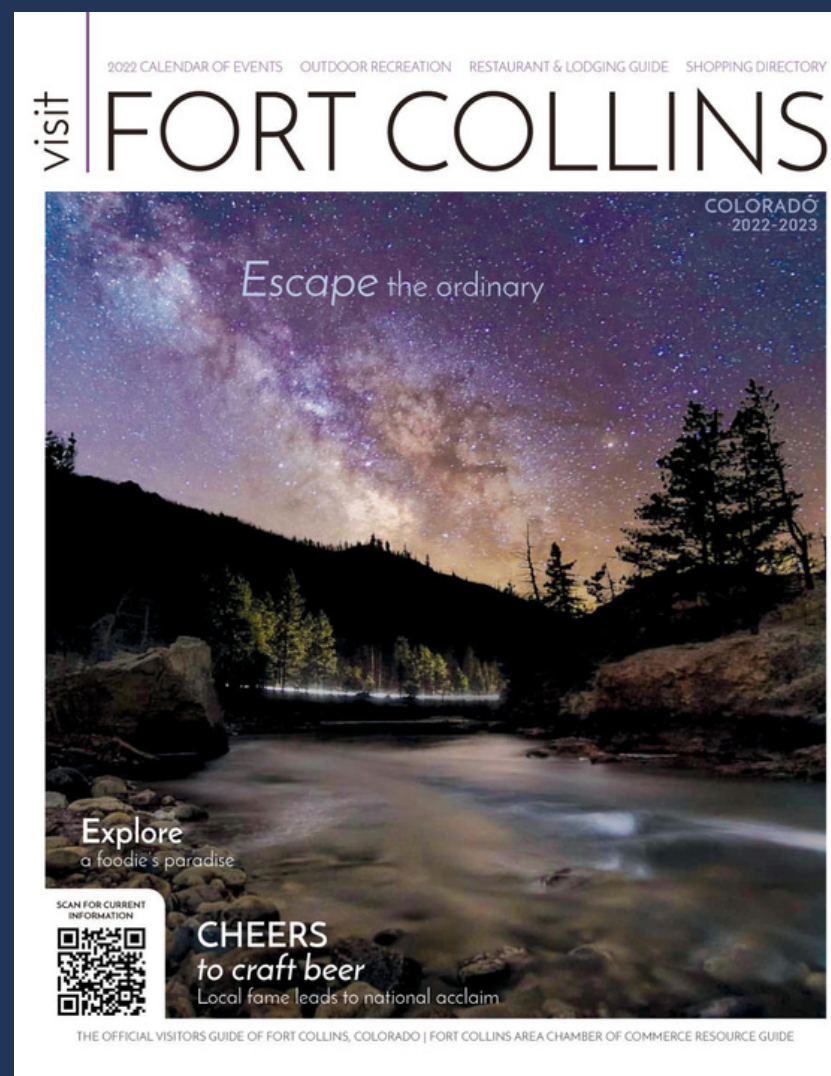
**OBJECTIVE:** Increase staffing model to elevate presence in markets related to our strategic plan. Sales team roster will include VP of Sales, Sales Manager, and two part-time sales coordinators.

- Establish a Local Conference Champion Program to leverage local contacts (CSU and Corporate) to uncover new lead opportunities
- Target off-peak and city-wide business for strategic bid fee opportunities



# MARKETING & COMMUNICATIONS

**Objective:** Create awareness about Fort Collins as a 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.



- Digital
- Colorado.com Brand Channel
  - Working with the Colorado Tourism Office
- Robust off-peak season comprehensive campaign
- Video/Photography expansion
- Website Redesign
- Addition of Trade Shows, Sales Missions and Promotions

# PUBLIC RELATIONS



**Objective:** To increase awareness of Fort Collins as a premier, four season destination through positive news stories and influencer reach.

- SkyWrite Communications- Boutique PR agency
- Press Visits (fams) targeting top 25 publications
- Media Events
  - Denver Media Receptions
  - In-market desksides- NEW
- Influencer Marketing



Visit the Quintessential American Town That Inspired Disneyland: Fort Collins, Colorado —...





# ***VISITOR & DESTINATION SERVICES***

**OBJECTIVE:** Refresh staffing model to reflect recovery dynamics and organizational needs

- Increase communication & connectivity with visitors
- Support the Sales Team as the primary resource for meetings and conferences return to Fort Collins. This will allow the Sales Team to focus on selling and provide an avenue for conference services previously not facilitated
- Maximize strategy and execution opportunities with one Visitor Services Team. Fully cross train and integrate best practice systems







# SUMMARY

## The Future Looks Bright

- **Economic Recovery, while not consistent across all categories, *is occurring***
- **Priorities from the Strategic Plan are in process**
- **The Tourism Improvement District is making a difference in our recovery and setting a foundation for future business opportunities**

