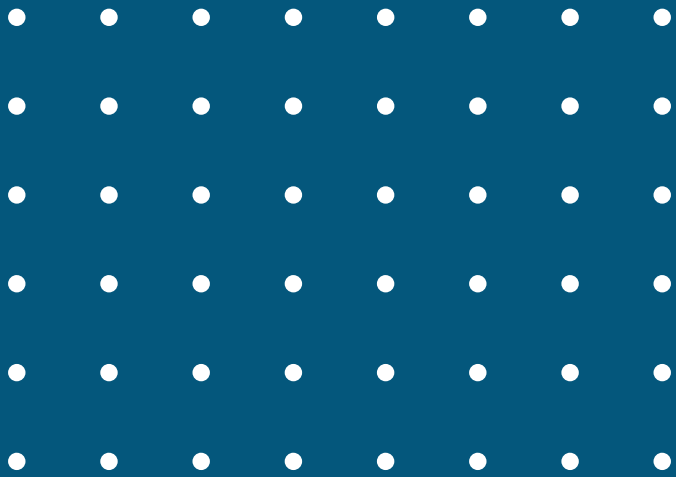


FORT COLLINS
TOURISM IMPROVEMENT
DISTRICT

STRATEGIC PLAN 2024

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- 01 PURPOSE
- 02 DISTRICT OBJECTIVES
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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

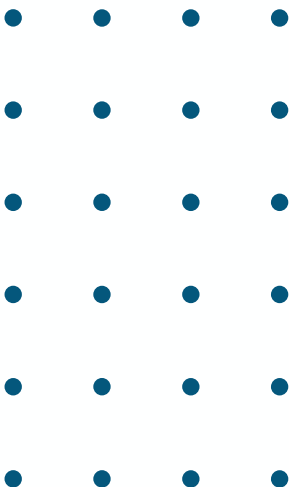
The budget includes a contingency line item that may be held in reserve fund or utilized for other program, administration or renewal costs.

MARKETING, SALES & PUBLIC RELATIONS

- 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

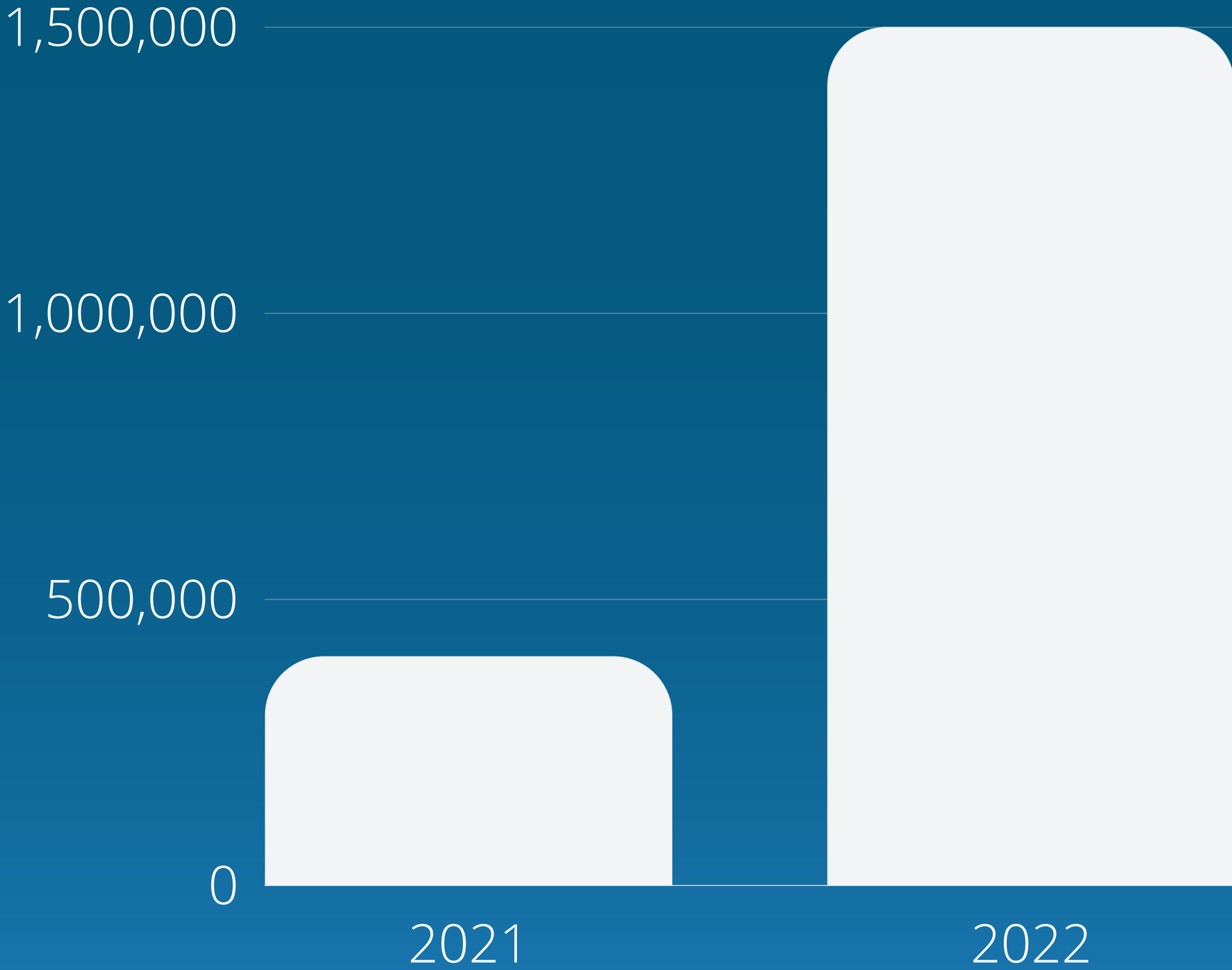
DESTINATION DEVELOPMENT

- 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

2021-2022



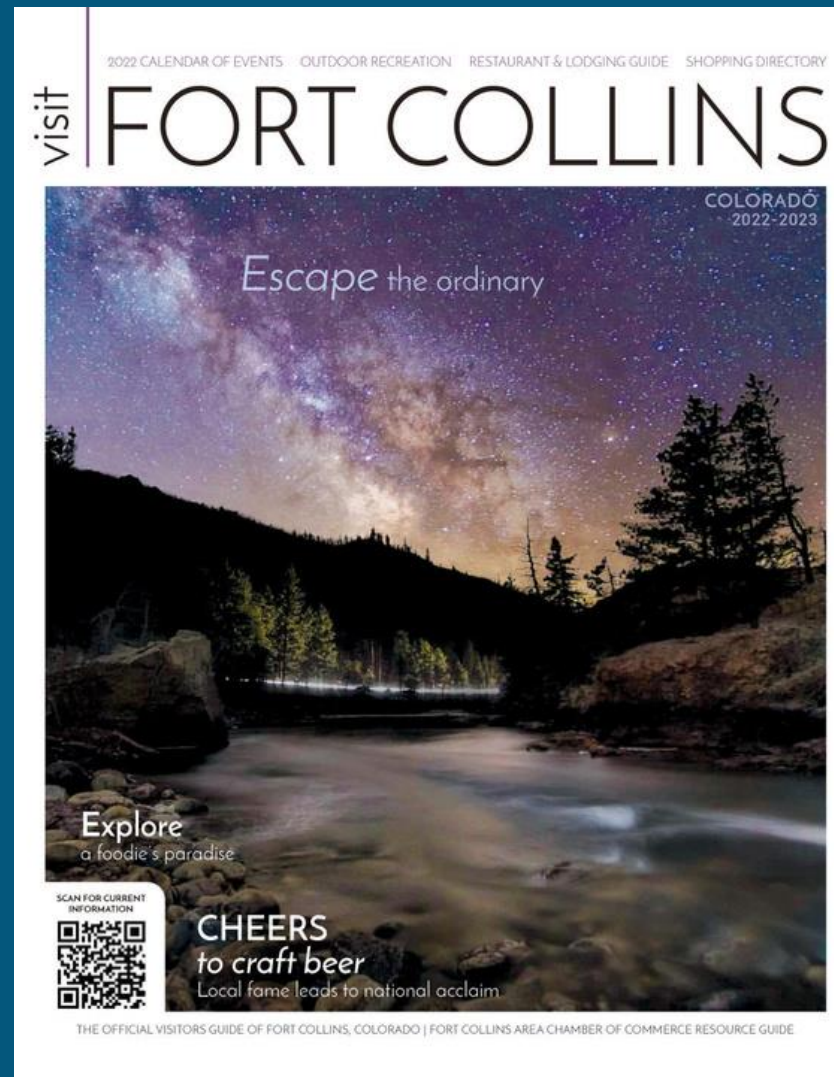
GROUP SALES

Meetings/Conferences/Sports

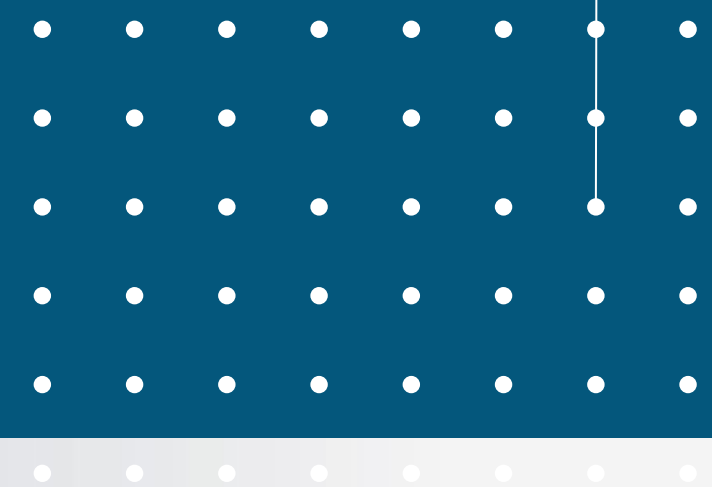
Objective: Drive demand for meetings and conferences in Fort Collins through qualified lead distribution. Uncover lead opportunities through targeted prospecting and business development, industry event and trade show participation, strategic meetings marketing, partnerships, and enhanced presence in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



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.

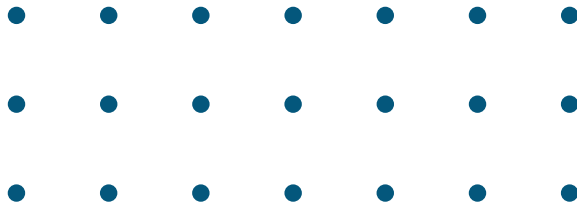
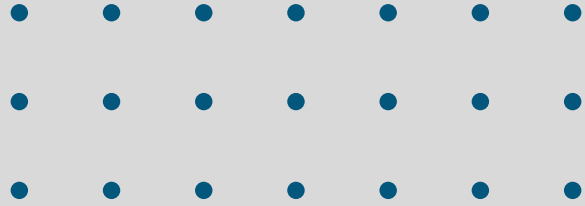


PUBLIC RELATIONS

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

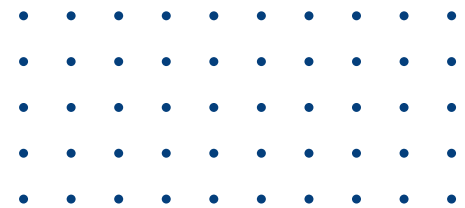


Visit the Quintessential American Town That Inspired Disneyland: Fort Collins, Colorado —...



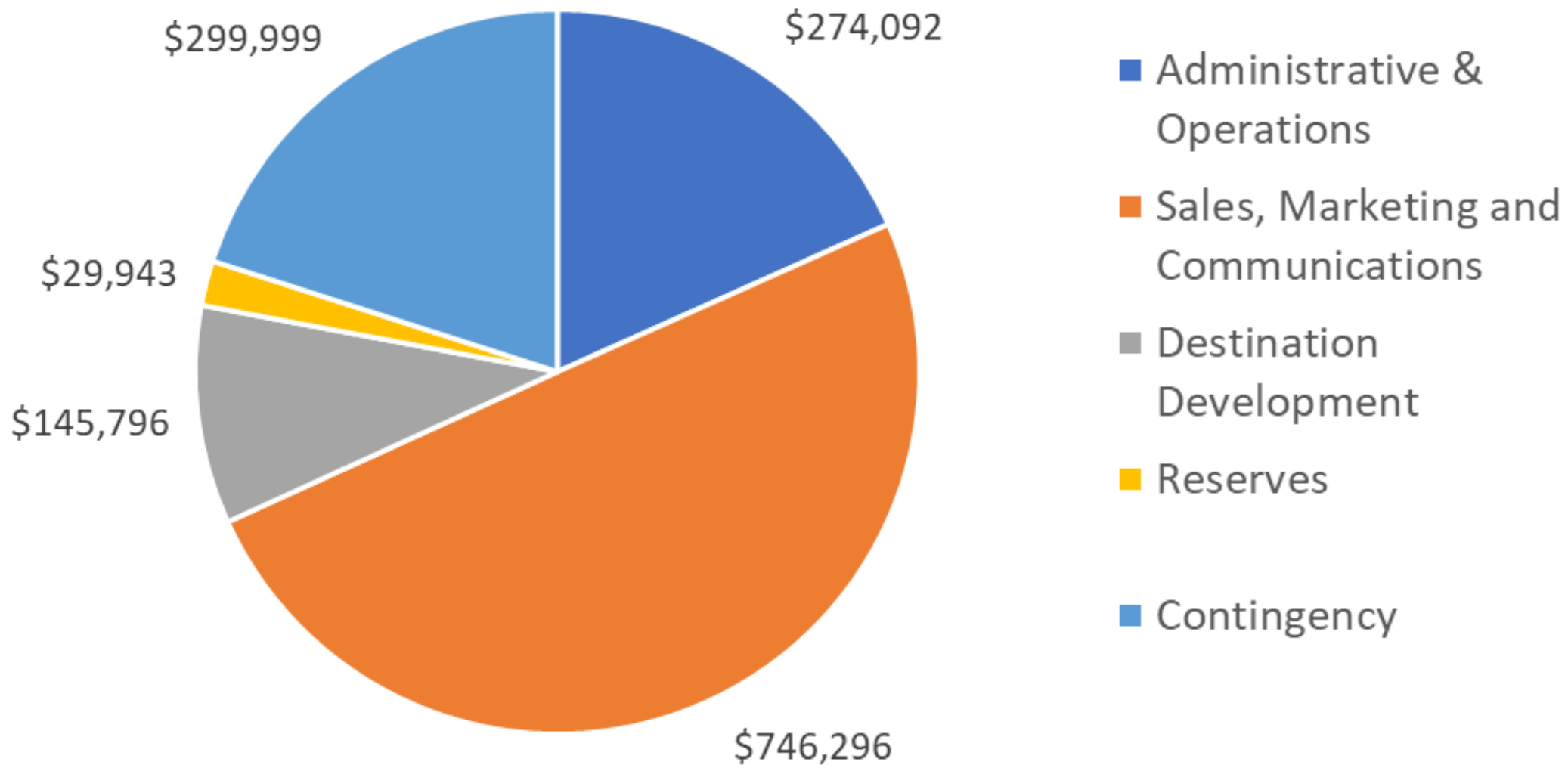
VISITOR & DESTINATION SERVICES

OBJECTIVE: To provide extraordinary assistance and information to visitors. Enhance all interactions and aspects of a visitor's experience in Fort Collins while personifying the destinations brand promise.



2024 DRAFT TID BUDGET

2024 Fort Collins Tourism Improvement District



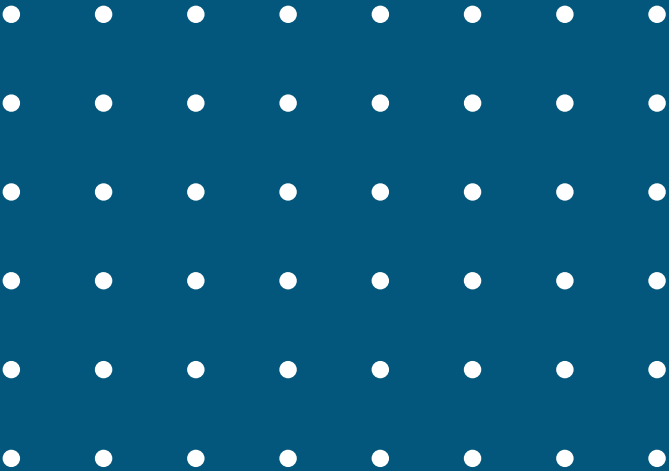
Total Anticipated Revenue
\$1,500,000



Appendix

APPENDIX INDEX

01	ORDINANCE
02	FEE ASSESSMENT
03	DISTRICT MAP
04	DISTRICT GOVERNANCE
05	BOARD OF DIRECTORS
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.

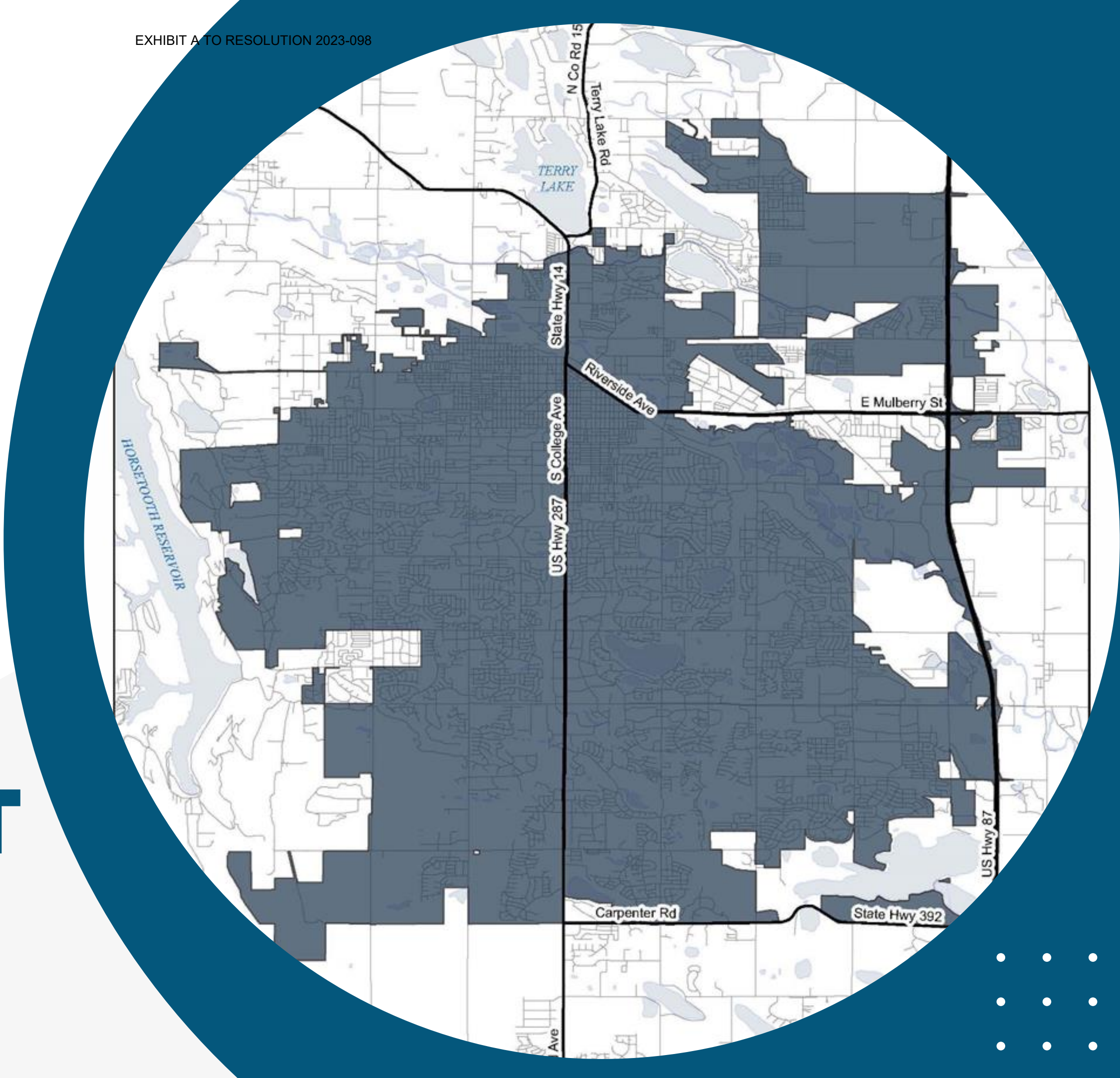
FORT COLLINS TOURISM IMPROVEMENT DISTRICT

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 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 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	Rationale for Inclusion on the Board	Initial Term: 1, 2 and 3 years
Carl Pratt	The Elizabeth	Full-service	1 year (2023)
Danielle Lowry	Hampton Inn	Limited-service	2 years (2024)
<i>George Prine</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	1 year (2023)