



Legislation Text

File #: 18-0064, **Version:** 1

Colorado Springs Convention & Visitors Bureau (CVB) - Q4 2017 Performance Measures

Presenter:

Doug Price, President & CEO, Colorado Springs Convention & Visitors Bureau

Summary:

Report of CVB's Q4 2017 Performance Measures per the contract with the City of Colorado Springs (City).

Mr. Price will also discuss the CVB's Destination Master Plan project; more information can be found online here: <https://www.visitcos.com/about-cvb/destination-master-plan/>.

Previous Council Action:

N/A

Background:

On November 22, 2016, Colorado Springs City Council approved the original 2017 budget per Ordinance No. 16-116. The original 2017 budget includes \$3,678,667 to be paid to the CVB from the Lodgers and Automobile Rental Tax (LART) Fund, which is two-thirds of the estimated 2017 LART Fund revenue. On January 1, 2015, the City entered into a three-year contract with the CVB, which expires on December 31, 2017. This is the first multi-year contract that has been executed between City and CVB. Paragraph 3-Funding Agreement, provides that two-thirds of LART revenue collected in excess of the LART revenue budget will also be paid to the CVB.

The CVB has provided consistent and long-range visitor promotion to Colorado Springs since 1980. In an effort to better track and measure the CVB's performance, the City has included additional Key Performance Indicators (KPI's) that are reported on a quarterly basis. To help measure the KPI's, the CVB has implemented the Smith Travel Accommodations Reports (STAR) to develop benchmarks against other cities or regions similar in size, demographics, etc.

This item supports the City's strategic goal relating to building community and collaborative relationships by communicating the status of tourism in the Pikes Peak Region to Council and City staff.

Financial Implications:

N/A

Board/Commission Recommendation:

N/A

Stakeholder Process:

N/A

Alternatives:

N/A

Proposed Motion:

N/A

N/A