



Legislation Text

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A resolution endorsing a study commissioned by the Colorado Springs Convention & Visitors Bureau to build a fact-based case for the funding required to effectively market and promote the Pikes Peak Region as a destination

From:

Fred Veitch, Chair, Lodgers and Automobile Renters Tax (LART) Citizen Advisory Committee

Summary:

The Colorado Springs Convention & Visitors Bureau (CVB) has commissioned a \$40,000 study to conduct a scenario analysis of issues relating to appropriate levels of funding to support the success of the region's tourism business, including an evaluation of current funding structures in comparison to other markets and the possible return on investment of any additional funding for tourism product development and targeted marketing.

Previous Council Action:

N/A

Background:

The Colorado Springs Convention and Visitors Bureau (CVB) is the official destination marketing organization to promote the Pikes Peak region to leisure, meetings and group travel markets. It is funded through a variety of sources, including the City's Lodgers and Automobile Renters Tax (LART) fund.

Nearly 20 local organizations and communities are endorsing or supporting the study, including El Paso County, Manitou Springs, Monument, the Broadmoor, the Regional Business Alliance, the Downtown Partnership, the Pikes Peak Lodging Association, COPPeR, the Pikes Peak Chapter of the Colorado Restaurant Association, and Pikes Peak Country Attractions.

Financial Implications:

The study is funded through CVB's current budget; no additional funding is being requested from City Council.

Board/Commission Recommendation:

Council's LART Citizen Advisory Committee recommends that Council endorse the study (see attached letter).

Stakeholder Process:

The LART Committee recommends Council adopt the resolution.

Alternatives:

Council could decide not to approve the resolution endorsing the study.

Proposed Motion:

Move to approve the resolution endorsing the study.

N/A