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January 2020



QUARTERLY POLICY PERSPECTIVES

Welcome to VISIT DENVER's quarterly *Policy Perspectives* newsletter highlighting local, state and federal issues impacting the tourism and hospitality industry. If you have any questions or would like more information, please contact Carrie Atiyeh, Director of Government & Community Affairs, at catiyeh@visitdenver.com or (303) 571-9466.

LOCAL NEWS



- In November, Denver City Council approved an [increase in the citywide minimum wage](#) that went into effect on January 1, 2020. Denver is the first municipality to increase its local minimum wage as the result of a measure approved by the Colorado legislature in 2019.
- VISIT DENVER joined with public, private and philanthropic partners to announce [support for expanded day shelter options and services](#) as well as bridge housing.
- The draft RFP for the National Western Center's (NWC) "[Triangle Project](#)", which will complete the redevelopment of the NWC including a 10,000 seat arena and expo hall, has been released.
- There are several important updates regarding initiatives in the [Denver Tourism Roadmap](#):
 - [Redevelopment of the 16th Street Mall](#) made a significant step forward by receiving federal approval to advance the project. Construction is expected to begin in 2021.
 - Downtown Denver continues to expand [dedicated bike and transit lanes](#) in order to make streets multi-modal. Enhancements are also

- being made along [Broadway from Civic Center to Broadway Station](#).
- RTD has launched a two-year strategic planning initiative, [Reimagine RTD](#), and is seeking community input to shape the future of the transit agency. RTD is also searching for an interim and permanent [general manager](#) to lead the agency.
 - To advance workforce development efforts, Colorado hospitality leaders Gina and Frank Day made a \$1.5 million gift to the MSU School of Hospitality to establish the [Day Leadership Academy](#) and also launch an Industry Professional Hospitality Online Leadership Certificate.
 - As a reminder, CU Denver's CityCenter has developed a [comprehensive inventory](#) of existing training, certification and educational programs to help our partners recruit and retain employees in the local tourism and hospitality industry. We hope this is a valuable resource and encourage you to share it with your human resources department and other colleagues!
 - Denver's [B-cycle bike-sharing program is ending](#) and the City will be reassessing scooter, bike and e-bike sharing programs.

STATE NEWS



- The [Colorado Transportation Commission](#) announced a project list worth \$1.6B for transportation infrastructure projects statewide over the next 3 years.
- CDOT is expanding its statewide bus service with the launch of [Snowstang](#), which connects skiers in Denver to several ski areas.

FEDERAL NEWS



- [Brand USA](#), the U.S.'s marketing program, was renewed by Congress and signed into law by President Trump, extending the program through 2027.

Sincere thanks to members of the Colorado delegation including Representatives DeGette, Perlmutter and Tipton, Senator Bennet, and lead sponsor Senator Gardner, for supporting this important program to increase international visitation.

- Poland has been approved to participate in the U.S. State Department's [Visa Waiver Program](#) (VWP), joining 38 other countries in this secure travel program.
- According to the [National Travel and Tourism Office](#), the U.S. is projected to experience increasing international visitors through 2024, reversing a recent decline.
- The U.S. Travel Association issued this [year in review](#) highlighting 2019 efforts.

PARTNER PERSPECTIVES



Should you have questions or need further information on anything that CHLA is working on, please don't hesitate to contact Amie Mayhew, President & CEO, at 303-297-8335 or amayhew@chla.com.



Please contact Nick Hoover, Government Affairs Coordinator or Sonia Riggs, President & CEO, at 303-830-2972, should you have questions or need further

information on anything that CRA is working on.



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