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July 2020



QUARTERLY POLICY PERSPECTIVES

Hello VISIT DENVER Partners,

Welcome to VISIT DENVER's quarterly *Policy Perspectives* newsletter highlighting local, state and federal issues impacting the tourism and hospitality industry. We hope this finds you, your families and colleagues staying safe and healthy during these difficult times.

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



- VISIT DENVER launched its tourism recovery marketing campaign on June 29! The campaign, entitled “You Deserve Some Denver” began running in Colorado, regional markets and Chicago and is designed to entice “ready” travelers back to the city. A new [website landing page](#) and [video ad](#) were created as part of this digital-heavy campaign.
- VISIT DENVER launched a [Clean & Safe Resource Guide](#) as a comprehensive tool for visitors, planners and residents to provide useful information about the Mile High Standards being taken by various sectors of the tourism industry to ensure a safe and welcoming experience. The resource guide also includes helpful links to local, state and national information.

- According to [Longwoods International](#) and Dean Runyan Associates, Denver had a record breaking tourism year in 2019! As we all know, our industry has been severely impacted by the pandemic this year, but some bright spots from last year include welcoming 17.7 million overnight visitors who spent \$6 billion in our local community. In addition, taxes paid by visitors reduced the tax burden of Denver metro households by nearly \$620.
- Hensel Phelps has been selected by the City as the design/build firm for the [Colorado Convention Center expansion project](#). The expansion will generate an additional \$85M in economic impact and create or support nearly 2,700 jobs. The project is anticipated to be complete at the end of 2023.
- Mayor Hancock announced his support for [Safe Outdoor Spaces](#) - temporary, managed campsites for people experiencing homelessness during the pandemic. In addition, he also indicated his support for a ballot measure proposal that would implement a 0.25% sales tax increase to generate approximately \$37M annually to support housing, services and shelter.
- Construction of the [Great Hall Project](#) at Denver International Airport (DEN) has resumed and the airport is welcoming back [international flights](#) after a 75-day stoppage due to the pandemic.
- Colorado State University broke ground on its [SPUR campus](#) at the National Western Center and is slated to open in 2022 highlighting water, food and health.

STATE NEWS



- Colorado also reported [positive 2019 tourism numbers](#) including welcoming 39 million overnight visitors and total tourism spending of \$24.2 billion.
- The Colorado Tourism Office (CTO) has launched an [in-state marketing campaign](#) to encourage Coloradans to safely experience the state while reinvigorating the state economy through tourism.

- The Colorado Department of Transportation (CDOT) has released the [I-25 Central Planning & Environmental Linkages \(PEL\)](#) study of recommendations for improvements to a 4.5-mile stretch of the interstate through downtown Denver.

FEDERAL NEWS



- VISIT DENVER participated in the U.S. Travel Association's Virtual Hill Week to virtually connect tourism representatives with Colorado Senators Bennet and Gardner and Representative DeGette in order to highlight [national legislative priorities](#) to protect public health and revive the economy.
- Colorado's Senator Gardner was a lead co-sponsor of the recently passed [Great American Outdoors Act](#) which will address maintenance backlogs at national parks and provide funding for conservation programs.

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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