

TID Creation

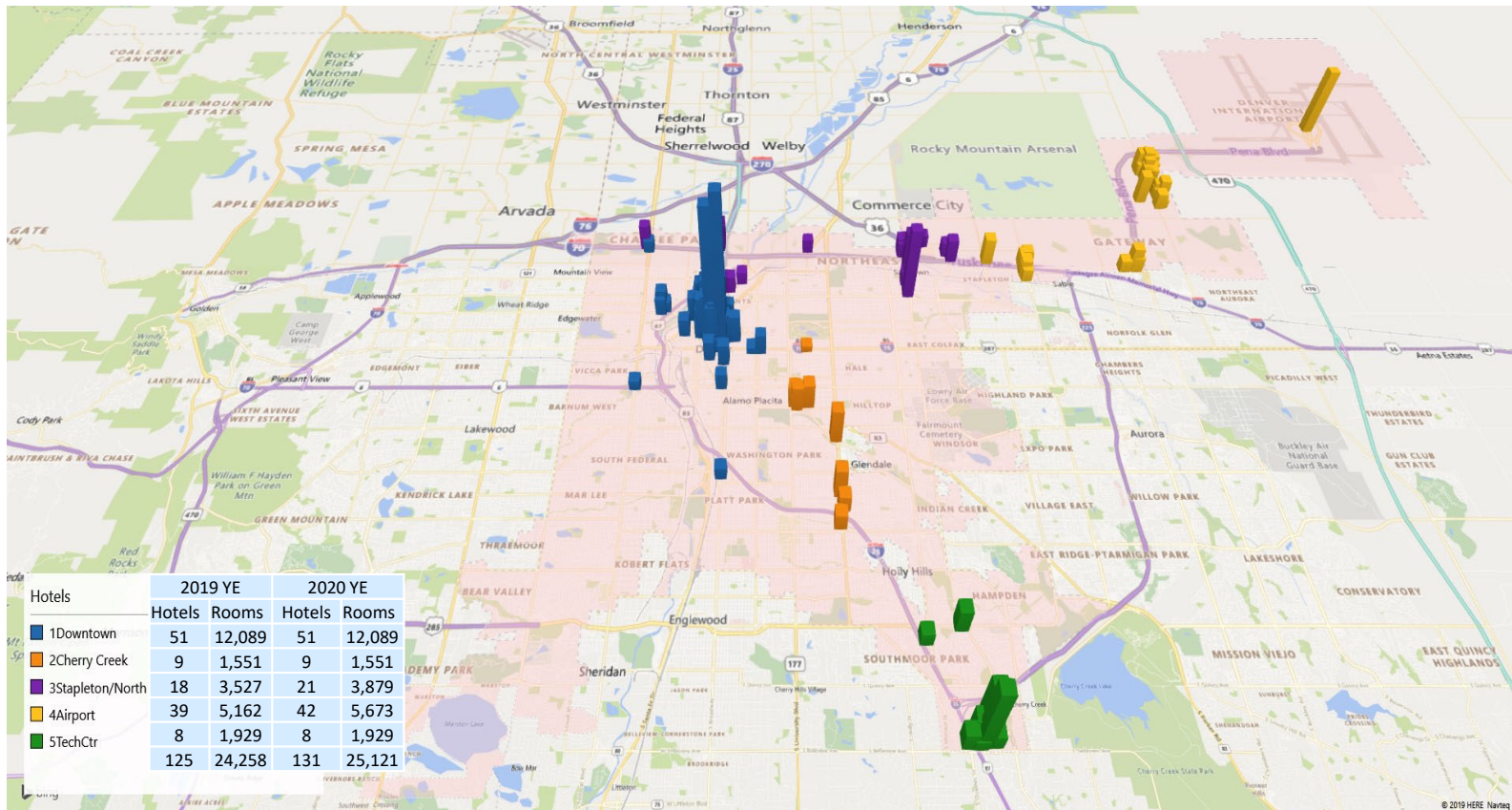
- First TID in Colorado, collaboration of VISIT DENVER, Colorado Hotel & Lodging Association, and City and County of Denver
- TID created by Ordinance 17-0883 in August 2017
- Imposes a 1% tax on the purchase of lodging at all hotels with 50 or more rooms in the City and County of Denver
 - In November 2017, eligible electors supported creation of the TID with 96% support

TID Hotel Members

108 hotels
when TID was
created.

By end of 2019,
there will be
125 TID hotels
(24,258 rooms).

In 2020, 6 more
TID hotels (863
rooms) will be
opened.



TID Purpose

- Colorado Convention Center (CCC) expansion
 - TID pledges up to \$3.45M annually for support of City's \$129M Certificate of Participation
- Marketing and promotions
 - VISIT DENVER to use remaining revenues to help bring convention and leisure visitors to Denver
- CCC future capital improvements
 - In TID's 4th year, 10% of district revenues to be used for future improvements

TID Governance

Board Member

Walter Isenberg (President)

President & CEO, Sage Hospitality

Greg Leonard (President-Elect)

General Manager, Hyatt Regency at the Colorado Convention Center

Allen Paty (Secretary/Treasurer)

General Manager, DoubleTree by Hilton Denver

Tracy Blair

Director of Sales and Marketing, Sheraton Hotel Denver

Navin Dimond

President & CEO, Stonebridge Companies

John Everett

General Manager, Westin Denver Downtown

Laura Lojas

General Manager, The Westin Denver International Airport Hotel

Richard Scharf

President & CEO, VISIT DENVER (ex officio)

Appointed By:

VISIT DENVER

Mayor

CHLA

CHLA

VISIT DENVER

CHLA

Mayor





Hotel Management

Economic Uncertainties Could Spell Trouble for U.S. Hotel Industry

by [Alicia Hoisington](#) | Aug 27, 2019 9:14am



[Travel Services, Corporate Travel](#)

Isaac Carey, Skift

Aug 22, 2019 10:00 am

The Skift logo, featuring the word "Skift" in a bold, black, sans-serif font, positioned on a bright yellow rectangular background.

Group Bookings Slowdown Showing Up Already in Hotel Earnings

- A [recent Cvent report](#) forecasts a decline in group bookings for late 2020, but for many hotel companies, this decline is already being felt.
- [Hilton](#), [Hyatt](#) and [IHG](#) experienced a slowdown in group bookings in the first half of 2019, Skift found in its analysis of hotel earnings.

Denverite

Denver's economy is still growing, but not as fast as it once was, in part because people are spending less money.

City sales tax, which makes up half of Denver's general fund revenue, [isn't performing as well as officials expected](#).

Construction, manufacturing, medical marijuana sales and car sales are down as well, according to the Hancock administration. Property taxes, fees for things like building permits, and fines for things like parking tickets are still flowing in, but not as fast as they once were.

Tourists are still visiting and people are still eating and drinking out, which has contributed to what momentum Denver still has, Chief Financial Officer Brendan Hanlon told Denverite.



City Revenue Sources – Many Driven By Visitors

#	Description	Tax Category	2018 Amount
1	Property tax	Primary Gov't Tax	\$473.0 Million
2	Charges for services	Other Revenue	\$279.0 Million
3	Intergovernmental revenues	Other Revenue	\$278.2 Million
4	All other outlets	Sales Tax	\$146.3 Million
5	Eating and drinking establishments (1)	Sales Tax	\$122.1 Million
6	Lodger's tax	Primary Gov't Tax	\$120.1 Million
7	Building materials and farm tools	Sales Tax	\$91.1 Million
8	Licenses and permits	Other Revenue	\$68.0 Million
9	Auto dealers and supplies	Sales Tax	\$63.9 Million
10	Other revenue	Other Revenue	\$63.1 Million
11	Other retail stores	Sales Tax	\$54.6 Million
12	Occupational privilege tax	Primary Gov't Tax	\$53.1 Million
13	Fines and forfeitures	Other Revenue	\$45.0 Million
14	Home furnishings, electronics & appliances	Sales Tax	\$44.7 Million
15	Information producers and distributors	Sales Tax	\$38.0 Million
21	Marijuana stores (retail \$30.0M; \$7.6M)	Sales Tax	\$37.6 Million
16	Investment and interest income	Other Revenue	\$37.5 Million
17	Manufacturing	Sales Tax	\$35.4 Million
18	Public utilities	Sales Tax	\$32.7 Million
19	Food stores	Sales Tax	\$31.1 Million
20	Motor vehicle ownership fee tax	Primary Gov't Tax	\$30.7 Million
22	Contributions	Other Revenue	\$30.0 Million
23	Apparel stores	Sales Tax	\$28.4 Million
24	General merchandise	Sales Tax	\$23.5 Million
25	Facilities development admission tax	Primary Gov't Tax	\$16.8 Million
26	Service stations	Sales Tax	\$12.8 Million
27	Telephone tax	Primary Gov't Tax	\$9.0 Million
28	Special assessments	Other Revenue	\$1.3 Million
29	Specific ownership tax	Primary Gov't Tax	\$0.1 Million
TOTAL REVENUE			\$2.27 Billion

*Source: 2018 City and County of Denver Comprehensive Annual Financial Report (CAFR) pp.206, 207

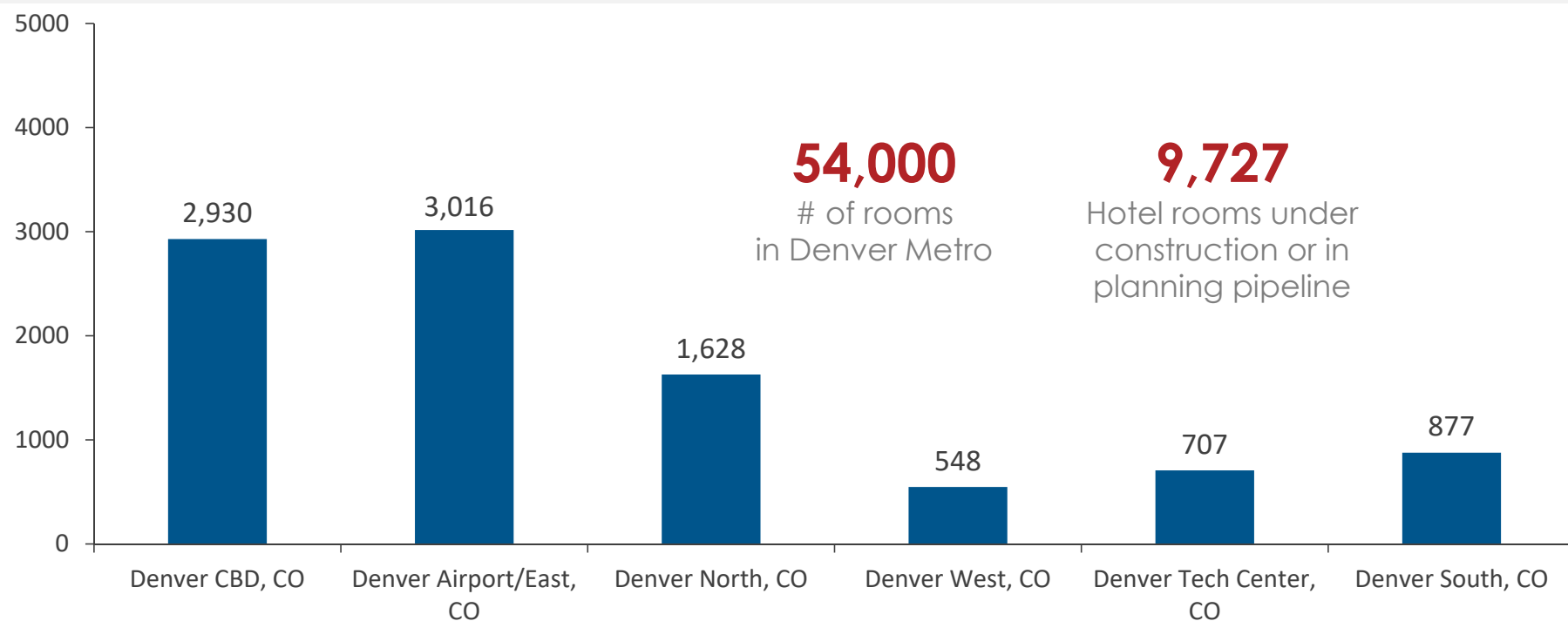
(1) National Restaurant Association's tourism brief, which suggests as much as 30% of fine dining sales, 19% of quick service (fast food) and 15% of fast casual.



One-Word Goal

DEMAND

Denver Airport & CBD Submarkets Seeing Most of The Market's Development



STR Denver Pipeline Rooms by Submarket – June 2019



Increased Competition



	2018	YTD 2019*
1	Chicago	Orlando
2	San Diego	Las Vegas
3	Aurora/Gaylord Rockies	San Diego
4	Las Vegas	Aurora/Gaylord Rockies
5	Dallas	Phoenix
6	Orlando	Chicago
7	Nashville	Portland
8	Phoenix	Dallas
9	Atlanta	Atlanta
10	Austin	San Antonio

*As of 10/31/19

DENVER OUTSIDE THE CONTRACTED BLOCK HISTORY

.....

ORDA –Overnight Room Demand Analyzer
is a software calculator

.....

Process:

- Obtained an anonymous “all-in” registration list with attendee count and zip codes, states and countries.
 - Determined occupancy per room (total number of hotel guests/total number of hotel rooms)
 - Eliminated zip codes of attendees within a 75-mile driving radius of Denver to determine total overnight attendees
 - Determine Total Overnight Attendees/Persons Per Room - Average Room Occupancy
 - Enter all information into ORDA calculator
-

Year	Number of groups surveyed	Percentage of rooms outside the contracted block
2016	9	40%
2017	6	30%
2018	6	32%
2019 YTD	4	45%

Booking Outside Block

OUTDOOR
RETAILER + SNOW SHOW

OUTDOOR
RETAILER
SUMMER MARKET

Outdoor Retailer ORDA with a 2.0 occupancy:

- 3,891 attendees stayed within a 75-mile radius
- Room nights picked up – 19,465
- Estimated room-night demand – 30,872 (>75 miles)
- 36.9% booked outside the room block

VISIT DENVER 3-year average – 35-40% outside block

*Occupancy Per Room = 2



Rooftop Expansion:

- 80,000 Sq. ft. Ballroom
- 50,000 Sq. ft. Pre-function
- 50,000 Sq. ft. Outdoor Deck
- Technology Enhancements

Construction

2021 to 2023



Denver's Success – 3 Markets

- Business Travel
- Group
- Leisure

Team Effort

FAST FACTS

Budget

\$40,000,000

2018 Visitors

31,000,000

Source: Visit Denver, Longwoods International

Staff

66 Full-time staff, offices in DC and Chicago

Destination Manager

- Roadmap
- Convention Center expansion
- International flights
- Mobility, safety, security, workforce issues



Accolades

Annually: More than \$80 M In PR



Denver was named one of Lonely Planet's
"World's Top Cities for Travelers" in 2020

-November 2019



Rough Guides, the popular British travel guide
publisher, listed Denver among the 20 best places to
travel and the #1 recommended city to enjoy in the
world for 2020 (the only U.S. city on the list)

-November 2019



Convention Efforts

Staff

- 31 Convention Sales & Service staff
- Offices in DC and Chicago

Database

- Access to more than 50,000 meeting planners

Sales and marketing approach

- Fully integrated
- Well-branded

Economic Impact

- Annually generate more than \$765 million*
- Nexus with economic development



*Source: VISIT DENVER 3-year average (2016 – 2018) of Center & Non-Center bookings



Integrated Marketing Campaigns

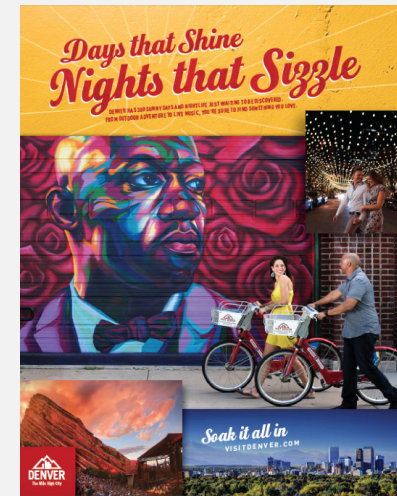


Winter

Spring/
Summer

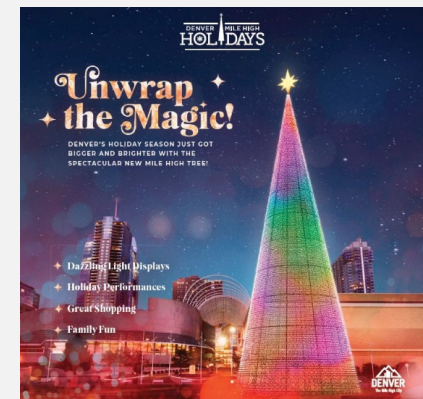
National & Regional
Year-Round

Annually: More than 800M
Advertising Impressions

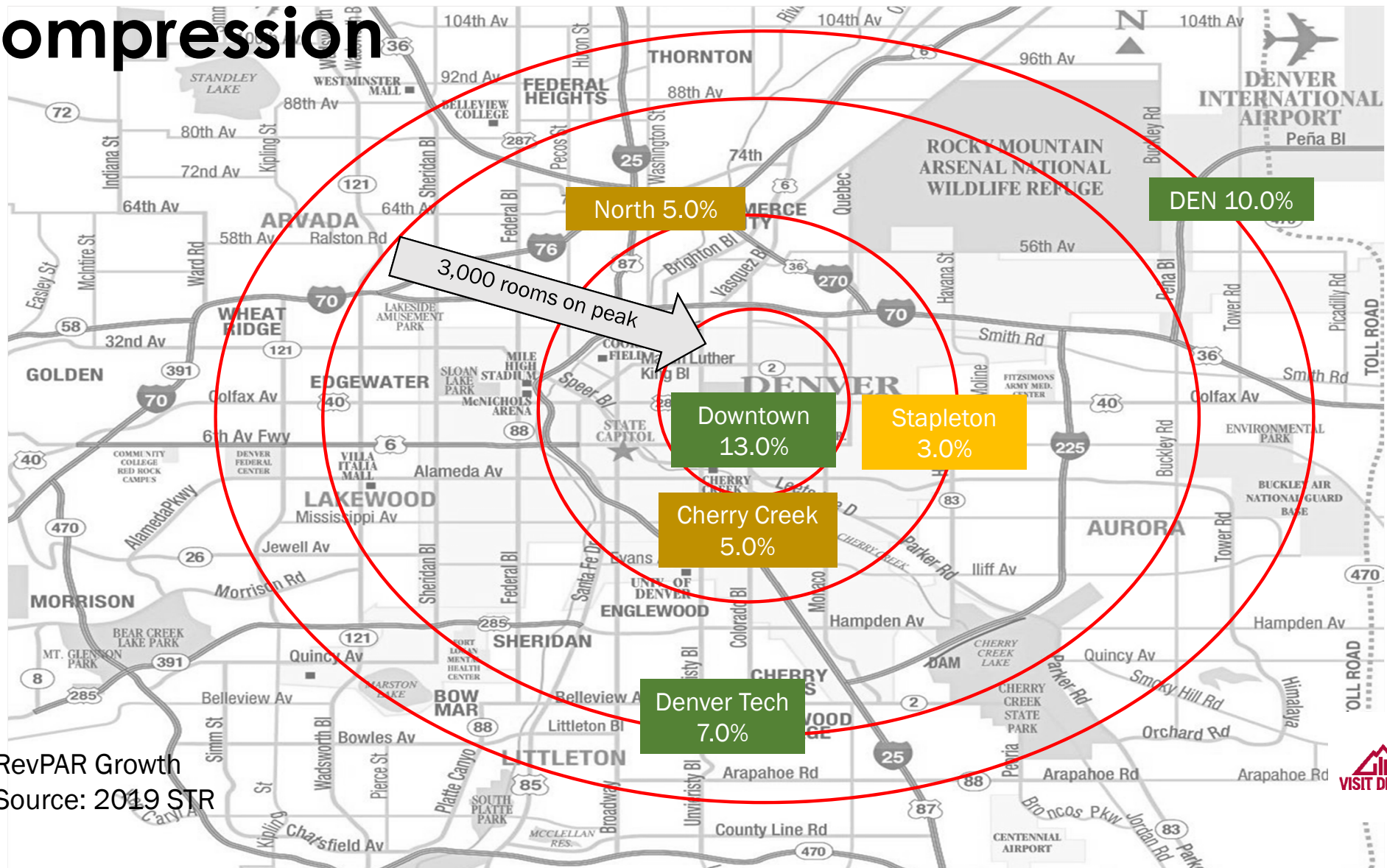


Fall

Mile High
Holidays



Compression



TID Strategy

Assumptions:

- Center expansion payments covered
- Overhead, staff and contractors - majority absorbed by VISIT DENVER
- Funds accounted for as Lodger's Tax dollars, as well reporting TID revenue/expenses

Strategies:

- Focus on need periods and weekends for group and leisure
- Generate incremental business
- Increase short-term and single-hotel meeting business
- Leverage events

MEET DENVER

AN IMMERSIVE EXPERIENCE IN THE MILE HIGH CITY

MEET
EXPERIENCE
ENJOY
TELL

2019 Edition

Target Audience:

- Groups representing meetings with <950 rooms on peak
- Groups that have not met in Denver for 3+ years and with no future definites
- Groups that meet in need periods (December-March)

Final Participation:

161 Non-City-Wide Clients

- 60% 3rd party / 40% end-user
- 60% association / 30% corporate / 10% SMERF
- Average of 33 Downtown Hotels & 10 Metro Hotels participating

MEET DENVER

AN IMMERSIVE EXPERIENCE IN THE MILE HIGH CITY

MEET
EXPERIENCE
ENJOY
TELL



May & October MEET Denver

- Definite business~ \$3.2M in economic impact
- Tentative business~ \$46M in economic impact

June Chicago Takeover

- **Client Events:**
 - Luncheons/breakfasts at convenient locations in/near meeting planner offices, White Sox vs. Cubs game, industry events
 - 140 clients
- **Taste of Randolph Festival Sponsorship:**
 - Activations with mural artist, Colorado distilleries, oxygen bar, pedicabs, etc. – 10,000 total engagements



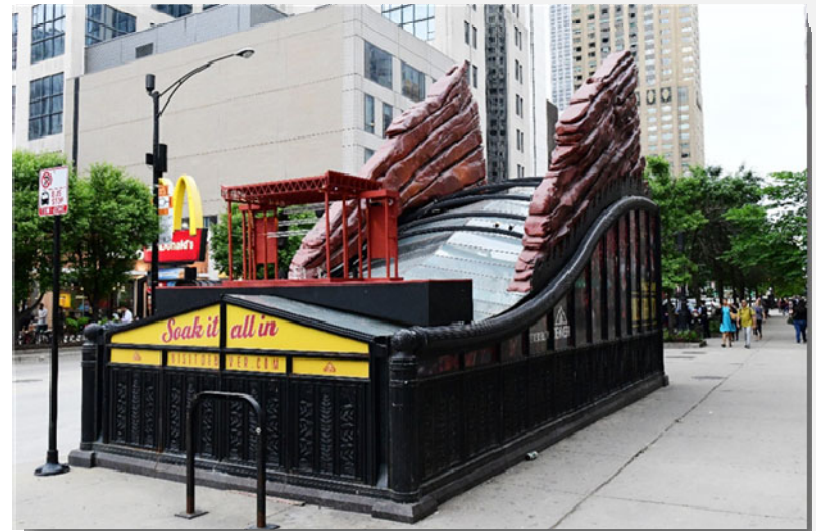
June Chicago Takeover

- **Media Activities:**

- Deskside appointments and reception at festival

- **Media Takeover:**

- Billboard placements in downtown core
 - Transit advertising near meeting planner offices
 - 31 million impressions



Integrated Marketing Campaigns



Winter

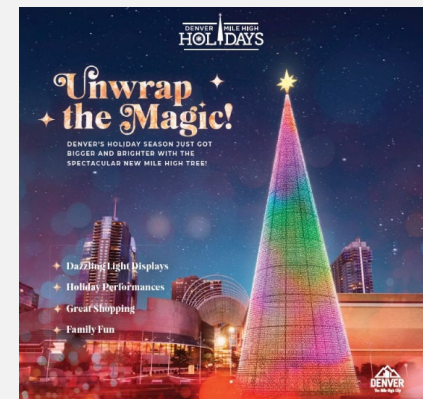
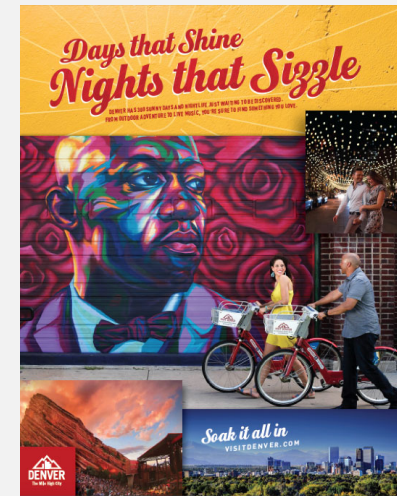
Spring/
Summer

Regional Year-Round



Fall

Mile High
Holidays



Attractions – Arts, Culture & More



Attractions – Arts, Culture & More



2019 Cooperative Partner Campaigns



Denver Art Museum

- *Claude Monet: The Truth of Nature*
(October 21-February 2, 2020)

Denver Museum of Nature & Science

- *The Science Behind Pixar*
(October 11-March 29, 2020)



Sports/Music Venues

A detailed map of the Denver metropolitan area, including Thornton, Arvada, Golden, Wheat Ridge, Edgewater, Lakewood, Morrison, Bow Mar, Littleton, and Aurora. The map highlights several sports and music venues with their respective logos: 1stBank Center (orange square), Dick's Sporting Goods Park (green and red logo), Empower Field at Mile High (blue and red logo), Coors Field (purple and white logo), Pepsi Center (blue and white logo), Mission Ballroom (black and white logo), Red Rocks Park and Amphitheatre (yellow and red logo), Pioneers Denver (red and white logo), Infinity Park (yellow and white logo), and Fiddler's Green Amphitheatre (green and white logo). The map also shows major highways (I-70, I-25, I-76, I-87, I-470, I-225, I-391, I-26, I-88, I-83, I-85, I-89, I-90, I-94, I-95, I-96, I-97, I-98, I-99, I-100, I-101, I-102, I-103, I-104, I-105, I-106, I-107, I-108, I-109, I-110, I-111, I-112, I-113, I-114, I-115, I-116, I-117, I-118, I-119, I-120, I-121, I-122, I-123, I-124, I-125, I-126, I-127, I-128, I-129, I-130, I-131, I-132, I-133, I-134, I-135, I-136, I-137, I-138, I-139, I-140, I-141, I-142, I-143, I-144, I-145, I-146, I-147, I-148, I-149, I-150, I-151, I-152, I-153, I-154, I-155, I-156, I-157, I-158, I-159, I-160, I-161, I-162, I-163, I-164, I-165, I-166, I-167, I-168, I-169, I-170, I-171, I-172, I-173, I-174, I-175, I-176, I-177, I-178, I-179, I-180, I-181, I-182, I-183, I-184, I-185, I-186, I-187, I-188, I-189, I-190, I-191, I-192, I-193, I-194, I-195, I-196, I-197, I-198, I-199, I-200, I-201, I-202, I-203, I-204, I-205, I-206, I-207, I-208, I-209, I-210, I-211, I-212, I-213, I-214, I-215, I-216, I-217, I-218, I-219, I-220, I-221, I-222, I-223, I-224, I-225, I-226, I-227, I-228, I-229, I-230, I-231, I-232, I-233, I-234, I-235, I-236, I-237, I-238, I-239, I-240, I-241, I-242, I-243, I-244, I-245, I-246, I-247, I-248, I-249, I-250, I-251, I-252, I-253, I-254, I-255, I-256, I-257, I-258, I-259, I-260, I-261, I-262, I-263, I-264, I-265, I-266, I-267, I-268, I-269, I-270, I-271, I-272, I-273, I-274, I-275, I-276, I-277, I-278, I-279, I-280, I-281, I-282, I-283, I-284, I-285, I-286, I-287, I-288, I-289, I-290, I-291, I-292, I-293, I-294, I-295, I-296, I-297, I-298, I-299, I-300, I-301, I-302, I-303, I-304, I-305, I-306, I-307, I-308, I-309, I-310, I-311, I-312, I-313, I-314, I-315, I-316, I-317, I-318, I-319, I-320, I-321, I-322, I-323, I-324, I-325, I-326, I-327, I-328, I-329, I-330, I-331, I-332, I-333, I-334, I-335, I-336, I-337, I-338, I-339, I-340, I-341, I-342, I-343, I-344, I-345, I-346, I-347, I-348, I-349, I-350, I-351, I-352, I-353, I-354, I-355, I-356, I-357, I-358, I-359, I-360, I-361, I-362, I-363, I-364, I-365, I-366, I-367, I-368, I-369, I-370, I-371, I-372, I-373, I-374, I-375, I-376, I-377, I-378, I-379, I-380, I-381, I-382, I-383, I-384, I-385, I-386, I-387, I-388, I-389, I-390, I-391, I-392, I-393, I-394, I-395, I-396, I-397, I-398, I-399, I-400, I-401, I-402, I-403, I-404, I-405, I-406, I-407, I-408, I-409, I-410, I-411, I-412, I-413, I-414, I-415, I-416, I-417, I-418, I-419, I-420, I-421, I-422, I-423, I-424, I-425, I-426, I-427, I-428, I-429, I-430, I-431, I-432, I-433, I-434, I-435, I-436, I-437, I-438, I-439, I-440, I-441, I-442, I-443, I-444, I-445, I-446, I-447, I-448, I-449, I-450, I-451, I-452, I-453, I-454, I-455, I-456, I-457, I-458, I-459, I-460, I-461, I-462, I-463, I-464, I-465, I-466, I-467, I-468, I-469, I-470, I-471, I-472, I-473, I-474, I-475, I-476, I-477, I-478, I-479, I-480, I-481, I-482, I-483, I-484, I-485, I-486, I-487, I-488, I-489, I-490, I-491, I-492, I-493, I-494, I-495, I-496, I-497, I-498, I-499, I-500, I-501, I-502, I-503, I-504, I-505, I-506, I-507, I-508, I-509, I-510, I-511, I-512, I-513, I-514, I-515, I-516, I-517, I-518, I-519, I-520, I-521, I-522, I-523, I-524, I-525, I-526, I-527, I-528, I-529, I-530, I-531, I-532, I-533, I-534, I-535, I-536, I-537, I-538, I-539, I-540, I-541, I-542, I-543, I-544, I-545, I-546, I-547, I-548, I-549, I-550, I-551, I-552, I-553, I-554, I-555, I-556, I-557, I-558, I-559, I-560, I-561, I-562, I-563, I-564, I-565, I-566, I-567, I-568, I-569, I-570, I-571, I-572, I-573, I-574, I-575, I-576, I-577, I-578, I-579, I-580, I-581, I-582, I-583, I-584, I-585, I-586, I-587, I-588, I-589, I-590, I-591, I-592, I-593, I-594, I-595, I-596, I-597, I-598, I-599, I-600, I-601, I-602, I-603, I-604, I-605, I-606, I-607, I-608, I-609, I-610, I-611, I-612, I-613, I-614, I-615, I-616, I-617, I-618, I-619, I-620, I-621, I-622, I-623, I-624, I-625, I-626, I-627, I-628, I-629, I-630, I-631, I-632, I-633, I-634, I-635, I-636, I-637, I-638, I-639, I-640, I-641, I-642, I-643, I-644, I-645, I-646, I-647, I-648, I-649, I-650, I-651, I-652, I-653, I-654, I-655, I-656, I-657, I-658, I-659, I-660, I-661, I-662, I-663, I-664, I-665, I-666, I-667, I-668, I-669, I-670, I-671, I-672, I-673, I-674, I-675, I-676, I-677, I-678, I-679, I-680, I-681, I-682, I-683, I-684, I-685, I-686, I-687, I-688, I-689, I-690, I-691, I-692, I-693, I-694, I-695, I-696, I-697, I-698, I-699, I-700, I-701, I-702, I-703, I-704, I-705, I-706, I-707, I-708, I-709, I-710, I-711, I-712, I-713, I-714, I-715, I-716, I-717, I-718, I-719, I-720, I-721, I-722, I-723, I-724, I-725, I-726, I-727, I-728, I-729, I-730, I-731, I-732, I-733, I-734





Reclaim the Weekend Campaign

.....

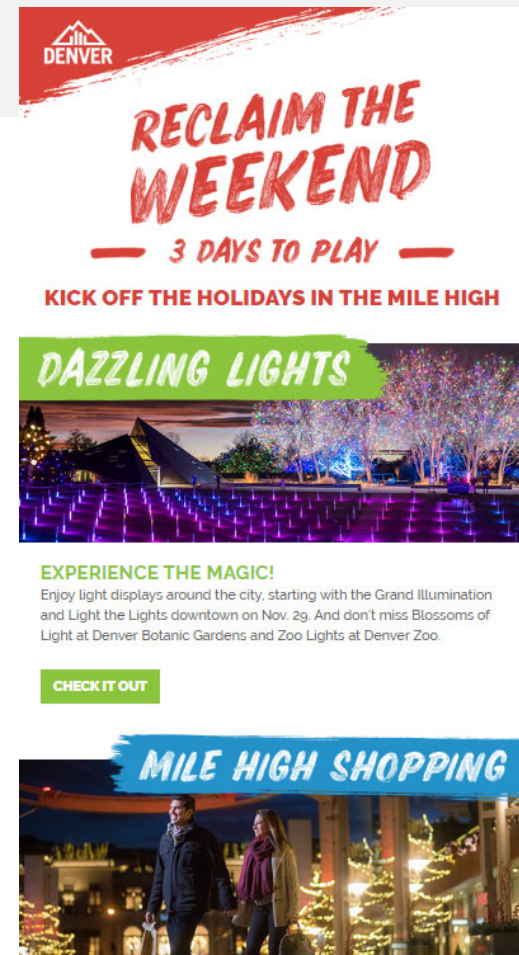


Weekend Campaign Tactics & Markets

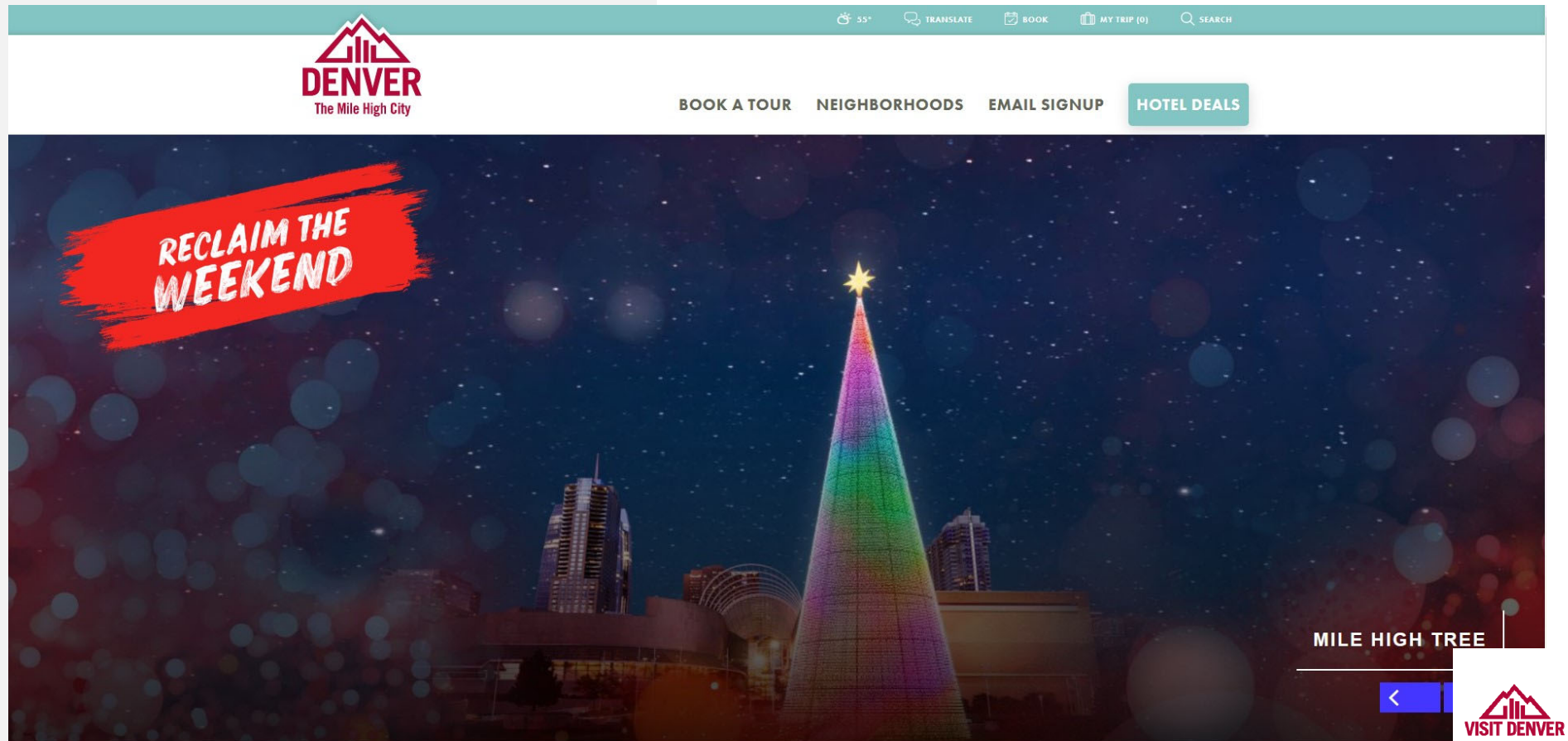
	STATEWIDE*	ABQ	CHY	KANSAS CITY	PHOENIX	SALT LAKE CITY	WICHITA
Print	X	X	X	X	X	X	X
Radio	X	X	X	X	X	X	X
Cinema		X	X	X	X	X	X
Digital	X	X	X	X	X	X	X
Video	X	X	X	X	X	X	X
eBlasts	X	X	X	X	X	X	X

Campaign Highlights

- **Results:**
 - 182 million+ ad impressions YTD
 - Website sessions: 650,181
 - Website pageviews: 770,169
- **Messaging:**
 - Mix of city appeal with short-term events and exhibitions
 - Additional focus on promotion of summer holiday weekends, Thanksgiving, etc.
- **Tactics:**
 - Print, Digital, Cinema, Eblasts
 - PR and Social Media
 - Customized Website: DenverWeekends.com



DenverWeekends.com



DenverWeekends.com

IN THE SPOTLIGHT



9NEWS PARADE OF LIGHTS

Dec. 6-7 | Sparkling lights and festival floats take over downtown Denver. »



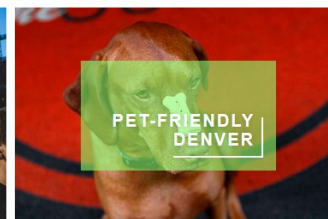
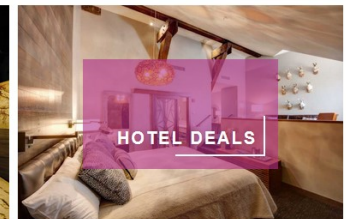
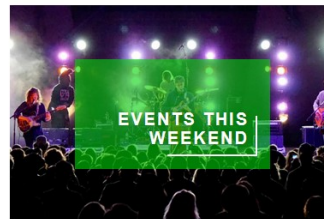
COLORADO SYMPHONY'S A...

Dec. 13-15 | The sounds of the season live on stage at Boettcher Concert Hall. »



COLORADO BALLET'S THE...

Nov. 30-Dec. 29 | Hear the music at this holiday classic. »



2019 Event Research Recap

- Surveyed attendees at 14 events (RRC research company)
- Collaborated with event producers
- Projected results based on estimated or ticketed attendance:
 - Percentage of out-of-town visitors
 - Percentage of visitors staying in commercial lodging



*Ice Climbing
World Finals*



Denver Day of Rock

2019 Event Research

Event	Attendees	Denver Metro	Other Colorado	Outside Colorado	Overnight Visitors	Paid Lodging
Ice Climbing World Finals	22,000	17,160 78%	660 3%	3,960 18%	4,400 20%	2,640 12%
US Women's Soccer v. AUS	17,000	13,090 77%	2,210 13%	1,700 10%	2,380 14%	1,020 6%
AMA Supercross	47,000	26,320 56%	13,160 28%	7,520 16%	13,160 28%	8,930 19%
Denver Day of Rock	30,000	22,500 75%	1,800 6%	5,700 19%	8,700 29%	6,600 22%
Denver Pop Culture Con	100,000	65,000 65%	21,000 21%	14,000 14%	30,000 30%	22,000 22%

2019 Event Research

Event	Attendees	Denver Metro	Other Colorado	Outside Colorado	Overnight Visitors	Paid Lodging
BBQ Fest	25,000	20,000 80%	2,000 8%	3,000 12%	4,000 16%	2,000 8%
PrideFest	300,000	216,000 72%	51,000 17%	33,000 11%	51,000 17%	36,000 12%
Concacaf Gold Cup	50,000	34,500 69%	9,500 19%	6,500 13%	7,000 14%	4,000 8%
Cherry Creek Arts Festival	125,000	97,500 78%	6,250 5%	21,250 17%	22,500 18%	16,250 13%
Slow Food Nations	30,000	15,000 50%	600 2%	14,400 48%	14,100 47%	9,900 33%

2019 Event Research

Event	Attendees	Denver Metro	Other Colorado	Outside Colorado	Overnight Visitors	Paid Lodging
Colorado Classic	30,000	24,300 81%	1,500 5%	4,200 14%	4,500 15%	2,400 8%
A Taste of Colorado	450,000	306,000 68%	45,000 10%	99,000 22%	108,000 24%	81,000 18%
CRUSH WALLS	130,000	113,100 87%	5,200 4%	11,700 9%	14,300 11%	9,100 7%
GABF	TBD	57%	10%	34%	45%	33%



Research Base: Total Respondents

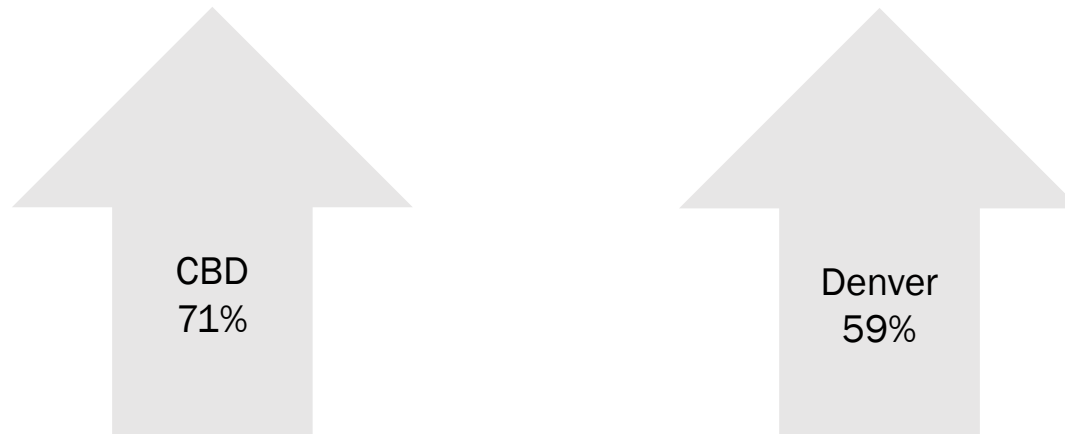
Sports-Related Leisure Events



- “Sport tourism” is one of the fastest growing market segments in the tourism industry
- Can be hard to track
 - Using ticket data
 - Using sophisticated tracking technology (Arrivalist) & RRC intercept studies
- Events typically impact the weekend
- Research Example: **AMA Supercross**
 - April 14, 2019
 - 47,000 Attendees
 - 11,854 attendees out of state
 - 9,537 total room night usage

Source: RRC, Arrivalist, Empower Field at Mile High

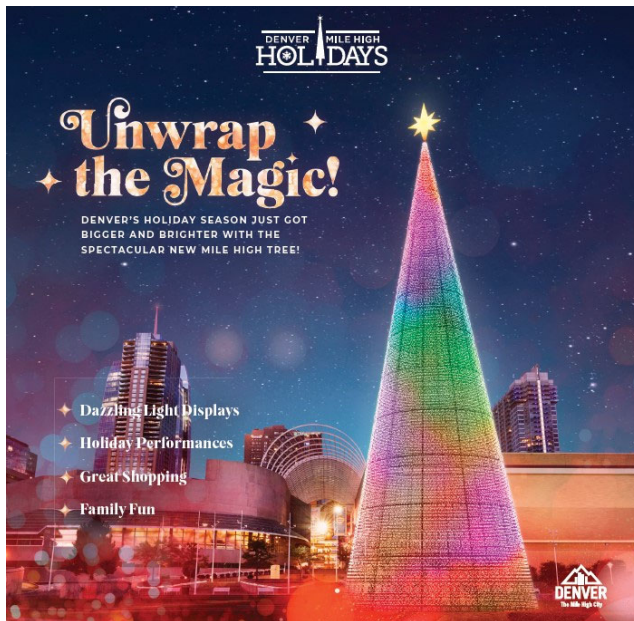
Denver Weekend Occupancy



YOY Friday and/or Saturday night occupancy

Source: STR and VISIT DENVER

Mile High Holidays



- **Goal:** Drive tourism during this need period
- **Objectives:**
 - Create one “wow” immersive holiday lights experience – The Mile High Tree
 - Leverage PR opportunities
 - Engage with the City, DDP and other partners
 - Market this new free attraction along with existing holiday events, performances, shopping & light displays
 - E.G. Denver Center for the Performing Arts, *Zoo Lights*, *Blossoms of Light*, Parade of Lights, City and County Building, Larimer Square, Union Station, D&F Tower, Cherry Creek & other neighborhoods, etc.

Mile High Tree

- **Overview:**

- Designed and installed by Spanish company Ilmex
- High-impact visibility
- Pixel technology with programmed lights and music shows every 30 minutes
- Immersive experience inside the tree
- FREE to the public

- **Location:**

- Sculpture Park at DPAC

- **Hours:**

- Nov. 30, 2019–Jan. 1, 2020: 5:00pm–10:30pm
- Jan. 2–31, 2020: 5:30pm–9:30pm



Interior View of Tree

Madrid, Spain Installation

- **Size:**

- 110 feet tall
- 39 feet in diameter

Future Vision



Make Denver a Must-Visit Holiday Destination

- Leverage the Mile High Tree as a free attraction
 - Incorporate unique activations, activities and special evenings
 - Create new music/lights shows
- Engage community partners and building owners to further enhance holiday light displays downtown and throughout metro Denver
- Look for creative ways to market all the reasons to visit Denver during this need period

Workforce Development



TID is supporting new CHLA University to:

- Encourage people to enter the hospitality industry
- Retain and promote employees through additional training

Courses:

- Certified Front Desk Representative
- Certified Maintenance Employee
- Supervisory Skills Builder
- Guest Service Gold – Partnership with Denver Rescue Mission

Partnership with CU Denver City Center:

- Inventory of existing workforce programs for tourism and hospitality industry
- Focus groups to discuss gaps and opportunities

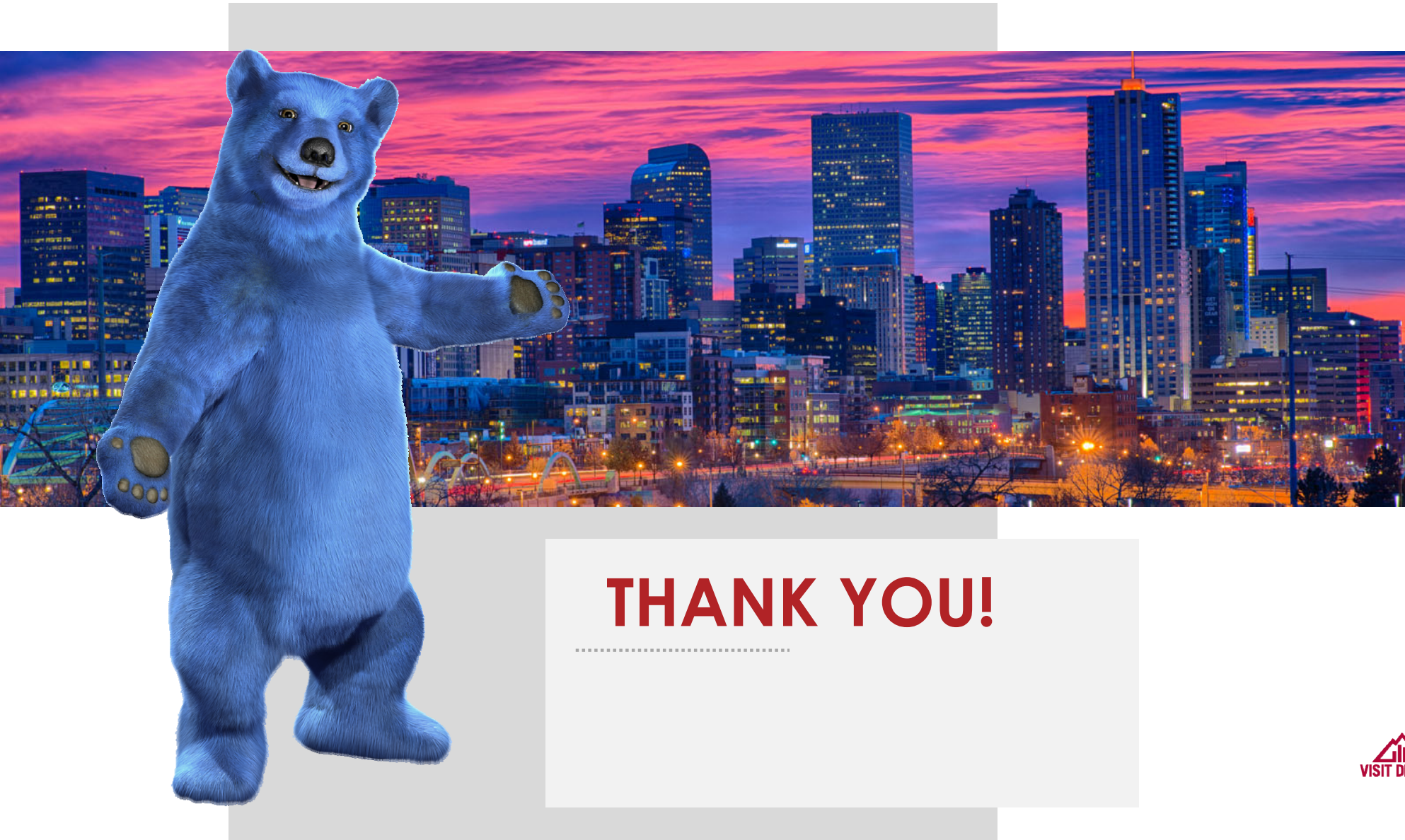
2020 Strategy & Tactics

Strategies:

- Focus on need periods and weekends for group and leisure
- Increase short-term and single-hotel meeting business
- Work with hotels on conversion
- Increase visibility with clients

Tactics:

- Create & support events with room nights
- Continue year-round regional marketing for weekends and need periods with strong ROI
- Put more resources towards lead generation
- Implement site inspection program to increase conversion
- Encourage more FAMS and site visits
- Host more in-market client events
- Schedule industry events 2020-2023 to showcase Denver



THANK YOU!

.....