

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 catiye@visitdenver.com or (303) 571-9466.



OCTOBER 2018

QUARTERLY POLICY PERSPECTIVES

SPECIAL ELECTION SECTION FOR NOV. 6, 2018 BALLOT ISSUES

Ballots are in the mail for the November 6 election this week and we want you to be aware of the positions that VISIT DENVER's Board of Directors have taken. Also provided are the positions taken by our partners at the Colorado Hotel & Lodging Association (CHLA) and Colorado Restaurant Association (CRA).

- **Denver ballot issues**

- Denver Initiative 301: Caring 4 Denver is a 0.25% sales tax that will generate approximately \$45 million annually to provide mental health services, suicide prevention, substance abuse prevention, and other services and programs.
 - **VISIT DENVER has taken a Support position** on this measure, which will offer vital assistance to those in need in our community.
 - Learn more from the [proponents](#). There is no opposition campaign.

- **State ballot issues**

- Colorado Proposition 110: Let's Go Colorado is a 0.62% sales tax that will provide a dedicated funding stream for road and other mobility solutions at the local and state levels.
 - **VISIT DENVER has taken a Support position** on this measure. The dedicated funding commitment to transportation infrastructure will provide a higher quality of life for our residents and a more positive experience for our visitors.
 - **CHLA has taken a Support position** on this measure. In the first year, the tax will generate \$767 million in a dedicated new revenue source transportation projects across the state. Forty-five percent of the new revenue will go directly to 107 high-priority CDOT projects. Forty percent of new funds is returned to cities, counties and local governments to prioritize projects that impact their communities. It includes funds for things like senior bus service, bike and pedestrian lanes, and intersection improvements. The money is a dedicated revenue source. Proposition 110 also ensures that the 39.7 million visitors who use our roads pay their share.
 - Learn more from the [proponents](#) and opponents who are running a competing measure, [Proposition 109](#).
- Colorado Amendment 73: This amendment to the Colorado Constitution seeks to implement a progressive income tax on high wage earners and increase the corporate tax rate to provide \$1.6 billion for Colorado public schools.
 - **VISIT DENVER has taken an Oppose position** on this measure. While our organization supports comprehensive programs and policies to improve educational opportunities and outcomes for Denver and Colorado students, we do not believe funds should be allocated through an amendment to the state constitution. The Colorado constitution already has conflicting funding requirements, and Amendment 73 would not guarantee higher teacher pay. Amendment 73 would also place an increased tax burden on small businesses, including many VISIT DENVER partners.
 - **CHLA has taken an Oppose position** on this measure. Amendment 73 is being sold as a big benefit for teacher pay and new school buildings, but the reality is the measure

- provides no guarantee that the funds will be used for those purposes.
- **CRA has taken an Oppose position** on this measure. The CRA does support a well-funded and effective K-12 education system in the State of Colorado. However, as written Amendment 73 dramatically increases the taxes on Colorado small businesses, it could prevent individual districts from instituting future needed local taxes, it offers no guarantee that the funds raised will make it to the classroom, and it adds this new dedicated tax into the already confusing property tax calculations in the Colorado Constitution, where it will be almost impossible to fix if the system is not perfect at launch. Roughly 75% of Colorado's restaurants are small, independent, single unit establishments that will see their taxes significantly increased in an already difficult business.
 - Learn more from the [proponents](#) and [opponents](#) of this measure.
- Colorado Amendment 74: This amendment to the Colorado Constitution seeks to require that property owners be compensated for any reduction in property value caused by government laws or regulations.
 - VISIT DENVER did not take a position on this measure.
 - **CRA has taken an Oppose position** on this measure. Learn more about CRA's position [here](#).
 - Learn more from the [proponents](#) and [opponents](#) of this measure.
 - Colorado Amendments Y and Z: These amendments to the Colorado Constitution establish an independent commission for congressional and state legislative redistricting, respectively.
 - VISIT DENVER did not take a position on these measures.
 - **CRA has taken a Support position** on these measures. Learn more about CRA's position [here](#).
 - Learn more from the [proponents](#). There is no opposition campaign.

LOCAL NEWS



- We look forward to seeing all of our partners at [VISIT DENVER's 109th Annual Meeting](#) on Wednesday, November 14th! This event is free to attend and will feature keynote speaker Josh Linkner, an entrepreneur, keynote speaker, and author. Consistently ranked as a top speaker on innovation, Josh will offer practical and effective approaches to driving better business outcomes through innovation, creativity, reinvention and hyper-growth leadership.
- One of the primary goal areas of the [Denver Tourism Roadmap](#) is to Enhance Connectivity and Mobility. The recent launch of dockless scooters and e-bikes helps to achieve initiatives related to improving intermodal connectivity and alternative transportation modes. Given questions and confusion about the introduction of these devices, the city has provided information about how to [properly use them and the pilot program](#).
- Facing some local pushback, leaders of the [Boulder Chamber](#) and [Downtown Business Improvement District](#) contributed articles in the *Daily Camera* touting the benefits of tourism and events including support for local retailers and restaurants, activation of public spaces, and showcasing art and culture that are enjoyed by residents and visitors alike.
- Denver continues its efforts to [enforce regulations](#), licensing and tax collection on short-term rentals. As of the end of August, the city has collected nearly [\\$4.6 million in lodger's tax](#) from short-term rentals and compliance is near 50%.
- The 34th annual [Martin Luther King, Jr. Business Awards](#) luncheon will be Friday, January 18th and VISIT DENVER is again proud to be a Presenting Sponsor. The event honors individuals, corporations and non-profit organizations for their exemplary social responsibility.

STATE NEWS



- Doug Price, president and CEO of the Colorado Springs Convention and Visitors Bureau, contributed a guest column to *The Gazette* highlighting the benefits to Colorado Springs from international travelers as a result of [Brand USA](#), the nation's marketing organization.
- As state legislators grapple with the impacts of the Gallagher Amendment regarding residential and commercial property taxes, an interim committee has determined that [taxing short-term rentals as commercial property](#) is not a viable solution.
- [Pikes Peak set a new visitation record](#) by welcoming more than 500,000 visitors through the end of September and achieving consistent visitor growth since 2013.

FEDERAL NEWS



- Thanks to the work of the newly formed [Visit U.S. Coalition](#), Stephen Moore, a Trump Administration advisor and senior fellow at the Heritage Foundation, published an [op-ed](#) touting the economic benefits of boosting international inbound travel to the United States including travel's role in lowering the trade deficit.
- VISIT DENVER and several Denver metro area travel and tourism partners recently hosted a [Travel Talks](#) meeting with U.S. Representative Ed Perlmutter (D-7th). Topics included international travel, infrastructure investment, national security, and workforce development.
- Fourteen travel industry CEOs had the opportunity to [meet with President Trump](#) at the White House to highlight international travel issues and the need for a robust infrastructure package.
- The U.S. Travel Association has developed a powerful [infographic detailing the economic impacts](#) associated with travel including \$2.4 trillion economic output and 15.6 million jobs.
- The [National Travel and Tourism Office](#) (NTTO) has updated and revised international travel numbers for 2016 and 2017 due to inaccurate reporting discovered earlier this year. In 2017, the U.S. welcomed nearly 77M international visitors who spent \$251.4 billion, an increase of 2% from 2016.

PARTNER PERSPECTIVES

CHLA

COLORADO HOTEL AND
LODGING ASSOCIATION

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.



COLORADO RESTAURANT ASSOCIATION

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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