

Longmont Tourism Improvement District (TID)

Public Meeting Notice

The Longmont Tourism Improvement District (LTID) will hold a meeting of the Board of Directors on October 9, 2025, at 5:30PM MT. The meeting will be held at Visit Longmont's offices at 320 Main Street, and a virtual option will be available.

How to join Virtually via Zoom:

Topic: Board Meeting of the Longmont Tourism Improvement District

Time: Oct 9, 2025 05:30 PM Mountain Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/98478331971?pwd=6eOar2Qm0n0M92DZyWMKgRR32dbZkh.1>

Meeting ID: 984 7833 1971

Passcode: 300262

AGENDA

VL STAFF / GUESTS:

1. Call to Order
2. Review DRAFT Minutes: LTID initial Board of Directors meeting 9/11/2025
3. Review FY 2026 Draft Budget
4. Legal Counsel:
 - a. Cockrel Ela Glesne Greher & Ruhland, P.C, Madison Plasencia & Linda Glesne
 - b. Oath of Office, Colorado Open Records and Open Meetings Law, Conflict of Interest Forms, Antitrust Statements, Bylaws
5. LTID fee collection
 - a. City of Longmont process
 - b. IGA fully executed
6. Other Business
7. Public Comment
8. Adjournment

LTID Background and History

Tourism Improvement Districts or TIDs are an evolution of the traditional business improvement district. The first TID was formed in West Hollywood, California in 1989. Since then, over 200 United States destinations have followed suit. This includes many states that have adopted the California model. For example, Montana, South Dakota, Washington, Texas, and Louisiana have adopted TID laws, as well as municipalities in Colorado.

TIDs nationwide collectively raise millions of dollars annually for local destination marketing and management. With competitors raising their budgets and increasing rivalry for visitor dollars, it is important that Longmont invest in stable, marketing programs and investments to stay relevant and competitive in the marketplace.

TIDs usually involve a small fee on paid overnight lodging, that can be passed along to guests. These funds are used to support destination marketing, event promotion, and visitor services that drive tourism revenue. Longmont hotel partners are assessed a 2 percent fee on room nights - a way for visitors to invest in the community they're enjoying; helping support local jobs, restaurants, retailers, cultural experiences as well as lodging businesses.

Communities across Colorado including Denver, Aurora, Fort Collins, and Boulder, have already established TIDs with great success. These efforts have generated additional visitor spending and made those cities more competitive in attracting events and leisure travelers to their communities. With this added resource, Longmont can reach more potential travelers, offer stronger support for local events and businesses, and create sustainable tourism growth without asking more from residents or the city budget.

Longmont TID Timeline

- Visit Longmont began discussions with hotel partners located within the City of Longmont, and other community stakeholders, about a potential added-value funding model or TID at the beginning of 2024.
- On August 6, 2024, Visit Longmont presented during a City Council work session, including TID information.

- Almost a year later, Visit Longmont presented draft ordinance language for a potential tourism improvement district model during a zero reading to the Longmont City Council on February 25, 2025.
- An Enabling Ordinance O-2025-24 for the LTID was first read on March 25, 2025; and a second reading and public hearing was held on April 8, 2025. The Enabling Ordinance passed unanimously.
- Visit Longmont, along with Longmont's hotel partners, submitted a petition to form a tourism improvement district in June of 2025, and the City found the petition met ordinance criteria to move forward.
- On August 12, 2025, the petition and establishment ordinance, O-2025-46, went before the City Council for a first reading.
- The second reading and public hearing was heard on August 26th, 2025. The Establishment Ordinance passed 6-1 by the City Council.