

CITY COUNCIL COMMUNICATION FORM

FROM: Kara Stoller, CEO Steamboat Springs Chamber

THROUGH: Gary Suiter, City Manager
Kim Weber, Finance Director

DATE: March 9, 2021

ITEM: Chamber Funding Proposal

_____	DIRECTION
<input checked="" type="checkbox"/>	INFORMATION
_____	ORDINANCE
_____	MOTION
_____	RESOLUTION
_____	PROCLAMATION

I. REQUEST/ISSUE & BACKGROUND INFORMATION:

The Steamboat Springs Chamber is presenting a collaborative funding proposal to address current and future financial needs of the City including general fund, destination marketing and transportation.

In 2019 the destination marketing sustainable funding committee made progress towards a Tourism Improvement District model to fund destination marketing. However, the COVID 19 pandemic combined with pressing financial needs of the City has highlighted the need to collaborate and combine efforts towards finding a wider-reaching solution. Several different funding proposals have been discussed at various levels in the community and the Chamber and members of the business community identified the need to work collaboratively to find solutions for issues including:

- The City's desire to diversify revenue streams and increase net revenue
- Transportation funding needs – ground, air and future technology
- Destination marketing needs a dedicated funding source
- Business community still challenged with pandemic impacts and restrictions

II. SUMMARY AND ALTERNATIVES:

Discussion

III. STAFF RECOMMENDATION:

None noted

IV. FISCAL IMPACT:

Varies depending upon direction

V. LEGAL ISSUES:

Discussion only, however any new tax would need to be passed by the voters.

VI. CONFLICTS OR ENVIRONMENTAL ISSUES:

None noted

VII. CONSISTENCY WITH COUNCIL GOALS AND POLICIES:

None noted

ATTACHMENTS:

Attachment 1 – Presentation

Attachment 2 – Comparable destination marketing revenue sources

Attachment 3 – Destination marketing economic impact study

Attachment 4 – List of committee members