

ORDINANCE NO. 12

Series of 2010

**AN ORDINANCE OF THE CITY OF GLENWOOD SPRINGS,
COLORADO, AMENDING ARTICLE 020.020 BY CREATING
THE TOURISM PROMOTION BOARD AND ESTABLISHING
ITS POWERS AND DUTIES.**

WHEREAS, pursuant to Section 7.1 of the Glenwood Springs Municipal Charter, the City Council is authorized to establish boards and commissions and provide their powers and duties by ordinance; and

WHEREAS, City Council acknowledges that tourism is of significant importance to the economic growth and stability of the City; and

WHEREAS, City Council has determined that the most efficient way to analyze and recommend solutions for marketing the City is to establish a Tourism Promotion Board for the development and promotion of tourism within the City and other areas within the 81601 zip code; and

WHEREAS, City Council further finds that it is in the best interest of the City to establish the Tourism Promotion Board as well as the Board's powers and duties; and

WHEREAS, the City Charter of the City of Glenwood Springs requires that an ordinance be enacted to effectuate the amendment.

NOW, THEREFORE, IT IS ORDAINED BY THE CITY COUNCIL OF THE CITY OF GLENWOOD SPRINGS, COLORADO, THAT:

Section 1. The recitals made above are hereby incorporated as the findings of City Council.

Section 2. Article 020.020 of the City's Municipal Code is hereby amended, as provided for on **Exhibit A** attached hereto and incorporated herein.

Section 3. Any and all ordinances or parts of ordinances in conflict herewith shall hereby be repealed to the extent of the conflict only.

INTRODUCED, READ ON FIRST READING, PASSED, AND ORDERED
PUBLISHED BY TITLE ONLY THIS _____ DAY OF _____, 2010.

CITY OF GLENWOOD SPRINGS, COLORADO

ATTEST:

Bruce Christensen, Mayor

Robin S. Unsworth, City Clerk

INTRODUCED, READ ON SECOND READING, PASSED AND ORDERED
PUBLISHED BY TITLE ONLY TO BE EFFECTIVE TEN DAYS FOLLOWING THE DATE
OF SECOND PUBLICATION THIS _____ DAY OF _____, 2010.

CITY OF GLENWOOD SPRINGS, COLORADO

ATTEST:

Bruce Christensen, Mayor

Robin S. Unsworth, City Clerk

EXHIBIT A

Bold text is added language.

ARTICLE 020.020: Boards and Commissions

020.020.010 Boards and commissions created.

There is hereby created the following boards and commissions of the City Council:

(1) Local Liquor Licensing Board,

...

(13) Tourism Promotion Board.

020.020.020 Composition of boards and commissions.

The membership of boards and commissions shall be composed of the following persons:

(1) Local Liquor Licensing Board:

...

(13) Tourism Promotion Board:

- a. Two (2) representatives from the tourism related businesses located within the city;**
- b. Two (2) representatives from the lodging businesses located within the city;**
- c. One (1) representative from the Glenwood Springs Chamber Resort Association;
and**
- d. Four (4) citizens, at least three (3) who are residents of the City and that shall not have a direct or indirect financial interest in a business referenced in (a), (b) or (c) above and one (1) who is a resident that may have a financial interest in a business referenced in (a) or (b) above.**

(143) Council and Staff Participation on Boards and Commissions:

...

020.020.030 Powers and duties of boards and commissions.

(a) Local Liquor Licensing Board.

...

(m) Tourism Promotion Board. The powers and duties of the Tourism Promotion Board shall be:

- (1) To investigate, study and report to the City Council:
 - a. All matters concerning tourism marketing and promotion that pertain to the benefit of Glenwood Springs and the area within the 81601 postal zip code, and**
 - b. Other matters concerning the subject of tourism marketing and promotion which may be pertinent to the benefit of the City and the area within the 81601 postal zip code.****
- (2) To coordinate with City Staff, Community Organizations, Community Businesses, and other Boards and Commissions, when applicable to efficiently market and promote tourism to the benefit of Glenwood Springs and the area within the 81601 postal zip code.**
- (3) To, at its discretion, and in addition to initiatives that directly market and promote features and attractions within the City and the area within the 81601 postal zip code, market and promote the geographical proximity of Glenwood Springs to other features and attractions outside of the 81601 postal zip code in ways that could reasonably be expected to benefit the City.**
- (4) To establish rules of procedure and order for the Board to follow.**
- (5) To review tourism marketing plans; to set tourism marketing goals, to determine the methods to accomplish and measure success in accomplishing those goals; to determine the appropriate staff and marketing contractor(s)/vendor(s) resources needed; to recommend to the City Council an annual tourism marketing budget; to recommend, to the City Council, award of contract(s) for the best candidate for contract staff and marketing contractor(s)/vendor(s), deemed necessary, based upon an approved Request for Proposal, Request for Qualification or other process; and to provide oversight of performance of contract staff and marketing vendor(s)/contractor(s) contract terms to ensure the efficient and effective implementation of the marketing goals and to report problems with performance to City Council.**
- (6) To meet with the City Council on an annual basis, or as often as requested by the City Council, to identify marketing priorities of the City.**
- (7) To complete all other duties as may be directed by City Council.**