

A stylized, graphic illustration of a landscape. The background is a solid teal color. In the foreground, there are layered, rounded hills or mountains. The top layer is orange, the middle layer is purple, and the bottom layer is a darker purple. A prominent, jagged peak in the center is colored in a bright orange-red. The entire illustration uses thick black outlines and a flat, graphic style.

DURANGO CREATIVE DISTRICT



BUD LIGHT

WELCOME TO THE BREWING CAPITAL OF THE SOUTHWEST

MAC'S LIQUORS
BEER · WINE · SPIRITS

The City of Durango's
Lodgers' Tax Arts and
Culture Fund (LTAC)

JOIN US!
Ribbon Cutting

Getting the Initiative on the Ballot

- Durango established 2% Lodgers' Tax in 1980
- Efforts to increase tax in 1990, 2007, and 2012 all fail to receive approval of City Council
- Fall 2019: 18 months of negotiations begin to get a new ballot measure approved by City Council for Voters
- Key advocates:
 - DAHLA (Durango Area Hospitality and Lodging Association)
 - Visit Durango (local tourism office)
 - Durango Creative District

Vote YES
on 1-A 
DURANGO LODGER'S TAX INCREASE
*The Tax Locals **Don't** Pay!*

Durango groups call lodgers tax a 'landmark effort'



<https://tourismfundsdurango.com/12-reasons-why>

Public Information Campaign

12 Reasons to Vote Yes on Lodgers' Tax Increase

Keep Durango's economy strong! Vote Yes for Lodgers' Tax to benefit Transit Services, Creative Arts, Non-Profits, and a Sustainable Year-round Tourism Economy.

You have probably heard about the proposed lodgers' tax increase. This April, it will be the only question on the ballot besides the vote for new City Councilors. If passed, question 1-A gives "authorization to increase the city lodgers' tax from 2% to 5.25%." Before you make up your mind, consider these 12 reasons to vote "yes" for the lodgers' tax increase:



1. It's the Tax You Don't Pay!

The t-word can be a scary one. A lot of people are opposed to any kind of tax increase. Normally, that makes



2. It will Help our Economy Recover

With the economic downturn and horrifying impacts of COVID on our local economy, we need a boost. **Durango,**



3. The Increase to Hotel Prices is Minimal

In Colorado the average lodgers' tax is 3.6% and the average check out rate which includes lodgers' tax and



1-A Passed! Thank you City of Durango Residents

**Increase Lodgers'
Tax from 2% to
5.25%.
Vote April 6, 2021**

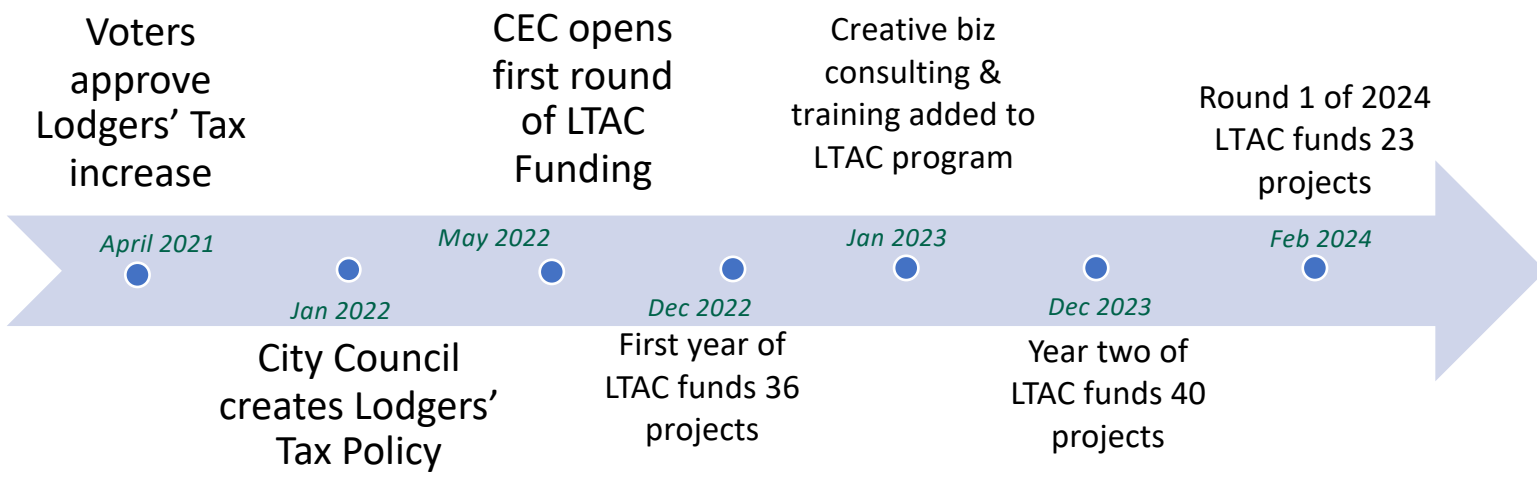
[View Ballot Info](#)

Ballot Language

INCREASING THE CITY LODGERS' TAX FROM 2% TO 5.25% EFFECTIVE JUNE 1, 2021 AND SHALL THE LODGERS' TAX REVENUES RECEIVED ANNUALLY BE USED FOR THE FOLLOWING PURPOSES:

- 55% FOR [SUSTAINABLE TOURISM MARKETING](#), INCLUDING ADVERTISING AND ATTRACTING CONFERENCES, CONVENTIONS, AND MEETINGS;
- 20% FOR [TRANSPORTATION AND TRANSIT](#) SERVICES, EQUIPMENT, AND FACILITIES;
- 14% FOR [ARTS AND CULTURAL EVENTS](#), PROGRAMS AND FACILITIES; AND
- 11% FOR ANY OF THE ABOVE PURPOSES OR OTHER PURPOSES RELATED TO THE IMPACTS OF TOURISM AS COUNCIL MAY DETERMINE

How We Got Here



'Serpent Motif' - Maddie Sanders
Intersection Main / Camino



LTAC program Snapshot

- 94 projects funded
- **\$1,275,723** in arts & culture funds distributed.
- Increased City of Durango's per capita arts & culture spending from **\$3 to \$29.**

Durango Creative District's Implementation of Lodgers' Tax Arts and Culture Fund

- 1-on-1 Grant Writing consultations with over 90 potential applicants
- Creative professional development training programs available to all recipients
- Marketing interviews with LTAC recipients
- Establishment of a low interest loan program to complement this reimbursable grant



Lodgers' Tax Success Stories





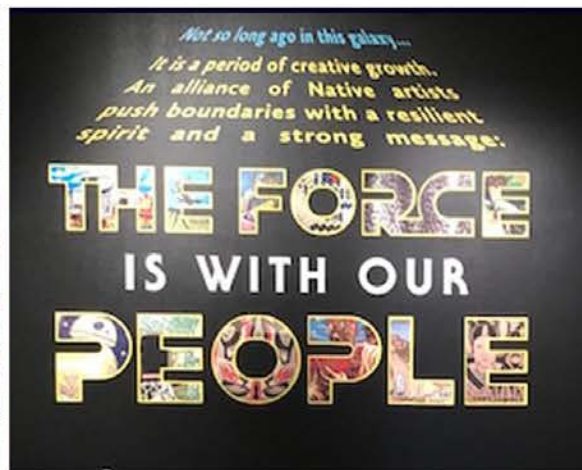
THE MAGIC CITY
OF THE SOUTHWEST

**NEW STORIES
FOR DURANGO'S HISTORY BOOKS**

a podcast

listen to the latest episode

Center for
SW Studies:
Star Wars
Native
Futures

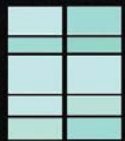
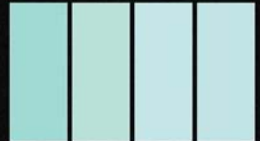


GRAND NOV 3 OPENING!

VACANT BASIN PRINTING BUILDING #1437 E 2ND AVE DURANGO, CO USA

**50
LOCAL!
ARTISTS**

* WILL BE FEATURED
OVER THE COURSE
OF THE MONTH



**SPACE
POP★UP
art market**

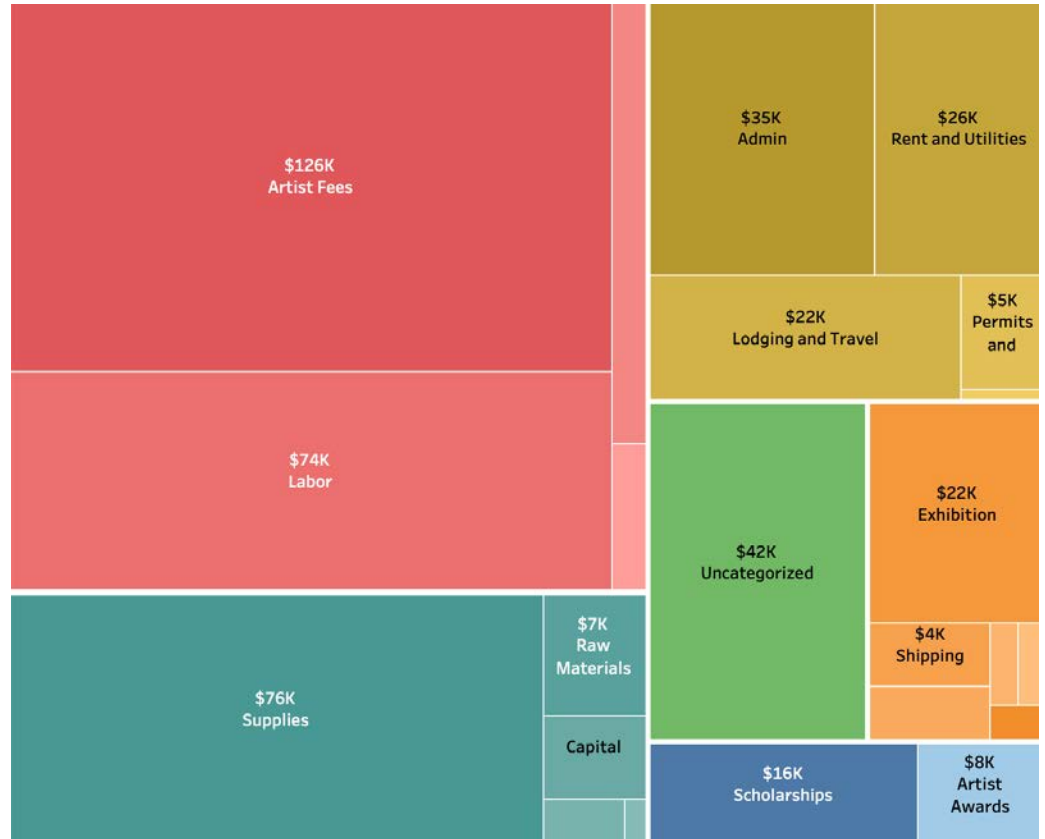


Durango Lodgers' Tax Arts & Culture Fund: Economic Impact Study

By classifying each line item on reimbursements, we can aim to see HOW grant funds are being spent across all projects.

The Durango Creative District, City of Durango and Katz School of Business at Fort Lewis College are conducting a comprehensive Economic Impact Study of the effects of Lodgers' Tax Funding on the creative economy during summer 2024.

More to report next year!



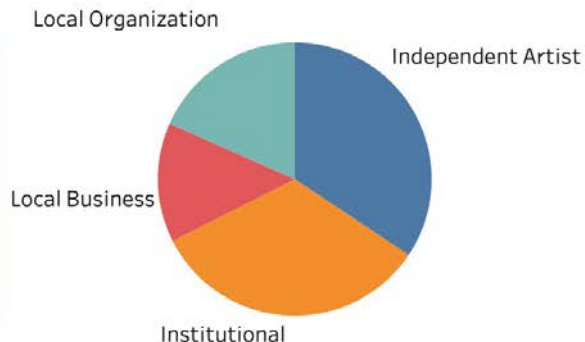


Durango Lodgers' Tax Arts and Culture Grant Program Annual Review

Allocation of LTAC Funds based on Applicant Type

Applicants are sorted into the following types:

- Independent Artist - Individuals
- Local Organization - Local group or non-profit - smaller and grassroots
- Local Business - Local Established Commercial Business
- Institutional - Large keystone organizations - provides resources and events year-round and typical has an annual budget 6-figures or greater.



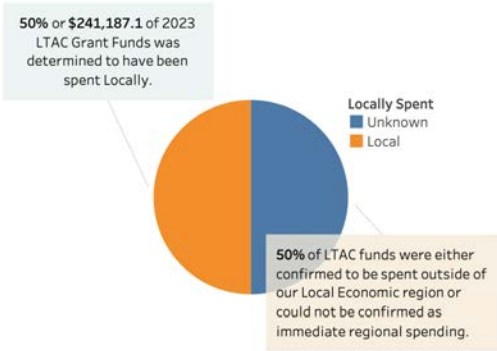


Durango Lodgers' Tax Arts and Culture Grant Program Annual Review

Local Spending and Reinvestment of LTAC Funds

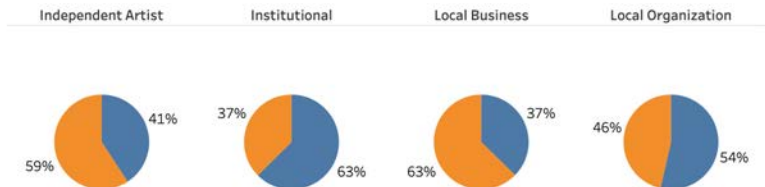
Across all projects from 2023, approximately 50% of funds could be identified as immediately spent in our local economy. This includes wages to residents, as well as costs of goods and services, rent and utilities, and other costs that were spent in the Durango/La Plata County region.

This statistic is determined from manual classification on the line-item level of each reimbursement. It is somewhat subjective, but aims to identify those funds that were immediately reinvested in the local economy.



The overall Local Spending reflected above shows the cumulative breakdown across all projects from 2023. Below, we can see how funds were spent based on each of the Applicant Types, Independent Artists and Businesses, Local Organizations or larger developed institutions based here in Durango.

We can see that Local Artists and Businesses more clearly reinvest a higher portion of their grant funds directly into the local economy. Larger organizations or institutions are frequently purchasing large capital investments or tools from out of the region or are bringing in more renowned exhibits or performers from out of our region.



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DURANGO CREATIVE DISTRICT

